

School of Multimedia

Ai



PS

About the Institute

Le Mark Institute is a creative education institution built to nurture talent, transform passion into profession, and prepare students for real-world creative careers. With a strong focus on practical learning, industry exposure, and mentorship-driven education, Le Mark Institute empowers students to confidently step into professional design environments. Our ecosystem blends creativity, technical expertise, and career readiness, ensuring students graduate with both skill and direction.



23+

Years of Excellence

500+

Industry Projects

3000+

Success Stories

4

Campuses



Valia Chhaganlal Laljibhai College of
Commerce & Valia Lilavantiben
Chhaganlal College of Arts

(AUTONOMOUS)

affiliated with the University of Mumbai

The Future Belongs to Visual Storytellers

Why Choose a Career in Multimedia and Visual Communication?



The Rise of the Visual Economy



The Skills That Power the Creative Industry



Creative Careers Are Expanding



The future belongs to creators who can turn ideas into powerful visual experiences.

Professional Certificate in Graphic Design

6 Months

A skill-focused programme that builds a strong foundation in visual communication, typography, color theory, layout design, and branding. Students develop creative problem-solving abilities and learn to create impactful designs for print, digital, and social media platforms. With hands-on projects and portfolio development, the programme prepares students for entry-level roles in advertising, branding, publishing, and digital content creation.



What You Will Learn

- ✔ Understanding visual communication
- ✔ Core graphic design principles
- ✔ The psychology of colour
- ✔ Typography and visual language
- ✔ Digital layout and publishing
- ✔ Portfolio development and industry practices



Skills You Will Develop

- Creative thinking and visual storytelling
- Professional graphic design techniques
- Branding and communication design skills
- Digital design tools and layout development
- Portfolio building for career opportunities



Career Pathways

- ✔ Graphic designer
- ✔ Social media designer
- ✔ Visual communication designer
- ✔ Digital content creator
- ✔ Layout and publication designer
- ✔ Junior branding designer

*The institute continuously updates its curriculum to stay aligned with current industry practices. As a result, software and tools covered in the programmes may be updated, replaced, added, or removed from time to time based on industry trends, technological advancements, and academic planning at the discretion of the institute management.

Diploma in Graphic and UI/UX Design



AI-Integrated Design
Foundations

1 Year

An advanced professional programme that combines graphic design, UI/UX principles, and generative AI tools. Students gain expertise in branding, interface design, user research, wireframing, prototyping, and digital product design. With studio classroom and portfolio building, the diploma prepares students for careers in creative agencies, tech companies, startups, and freelance design.



What You Will Learn

- ✔ Visual thinking and communication
- ✔ Professional graphic design skills
- ✔ Strategic use of colour in design
- ✔ Typography for digital communication
- ✔ Digital layout and content design
- ✔ Brand identity and visual systems
- ✔ User experience (UX) design principles
- ✔ User interface (UI) and product design
- ✔ Generative Ai for creative design
- ✔ Professional practice and portfolio development



Skills You Will Develop

- User interface (UI) design
- User experience (UX) design thinking
- Branding and visual identity design
- Digital product design
- Creative problem solving
- Generative Ai in creative workflows
- Portfolio development for design careers



Career Pathways

- ✔ Graphic designer
- ✔ UI designer (web and mobile)
- ✔ UX designer
- ✔ Product designer assistant
- ✔ Branding executive
- ✔ Interface designer
- ✔ Social media designer
- ✔ Digital content designer
- ✔ Freelance UI/UX designer
- ✔ Visual communication designer

*The institute continuously updates its curriculum to stay aligned with current industry practices. As a result, software and tools covered in the programmes may be updated, replaced, added, or removed from time to time based on industry trends, technological advancements, and academic planning at the discretion of the institute management.

Professional Certificate in Video Editing

6 Months

A practical programme focused on developing creative and technical skills in video editing and post-production. Students learn storytelling through editing, sound integration, visual sequencing, and cinematic techniques using industry-standard tools. With a portfolio, the programme prepares students for careers in media, entertainment, and digital content production.



What You Will Learn

- ✔ Foundations of video editing
- ✔ Professional editing techniques
- ✔ Audio enhancement for video
- ✔ Titles and visual graphics for media
- ✔ Colour correction and visual consistency
- ✔ Post-production enhancement
- ✔ Industry workflow and final project



Skills You Will Develop

- › Video editing fundamentals
- › Storytelling through visual sequencing
- › Audio synchronisation and enhancement
- › Colour correction basics
- › Professional editing workflow
- › Post-production finishing techniques



Career Pathways

- ✔ Video editor
- ✔ Youtube / social media editor
- ✔ Assistant video editor
- ✔ Digital content editor
- ✔ Post-production assistant

*The institute continuously updates its curriculum to stay aligned with current industry practices. As a result, software and tools covered in the programmes may be updated, replaced, added, or removed from time to time based on industry trends, technological advancements, and academic planning at the discretion of the institute management.



AI-Integrated Design
Foundations

Diploma in Video Editing and Post Production

1 Year

A comprehensive programme that builds advanced skills in video editing, motion graphics, digital storytelling, and AI-assisted media production. Students gain hands-on experience in cinematic editing, sound integration, and AI-powered content workflows. The programme prepares students for careers in film, OTT, advertising, and digital media industries.



What You Will Learn

- ✔ Advanced video editing techniques
- ✔ Professional editing workflows
- ✔ Audio design for video production
- ✔ Titles and graphics for digital media
- ✔ Colour grading and visual enhancement
- ✔ Advanced post-production workflows
- ✔ Motion graphics for video content
- ✔ AI-powered creative workflows
- ✔ Digital content production
- ✔ Professional portfolio development



Skills You Will Develop

- Professional video editing
- Motion graphics for video
- Colour grading techniques
- AI-assisted creative workflows
- Digital media content production
- Portfolio development



Career Pathways

- ✔ Video editor
- ✔ Digital content creator
- ✔ Motion graphics assistant
- ✔ Social media video producer
- ✔ Digital media editor

*The institute continuously updates its curriculum to stay aligned with current industry practices. As a result, software and tools covered in the programmes may be updated, replaced, added, or removed from time to time based on industry trends, technological advancements, and academic planning at the discretion of the institute management.

Specialised Diploma in Motion Graphics and Visual Effects

1.8 Years

An intensive programme focused on motion design, basic VFX, compositing, and cinematic post-production. Students learn to create high-impact visuals using motion graphic techniques and storytelling. With projects the programme prepares students for roles in production houses, advertising, and digital media studios.



What You Will Learn

- ✔ Visual communication foundations
- ✔ Graphic design for motion content
- ✔ Typography and visual design
- ✔ Branding and visual identity
- ✔ Video editing and audio integration
- ✔ Colour grading and post-production techniques
- ✔ Advanced motion graphics creation
- ✔ Compositing and scene integration
- ✔ Advanced visual effects
- ✔ Professional portfolio development



Skills You Will Develop

- Motion graphics design
- Visual effects techniques
- Video compositing
- Animated typography
- Branding visuals for motion media
- Professional portfolio creation



Career Pathways

- ✔ Motion graphics designer
- ✔ Compositing artist
- ✔ Broadcast graphics designer
- ✔ Digital media designer
- ✔ Post-production specialist
- ✔ Ott graphics artist

Advanced Diploma in 2D Animation and Storyboarding

2 Years

A comprehensive programme covering the 2D animation pipeline from storytelling and character design to animation, compositing, and AI-assisted workflows. Through hands-on studio learning and showreel development, students gain industry-ready skills for careers in animation studios, advertising, and digital content production.



What You Will Learn

- ✔ Illustration and visual storytelling
- ✔ Design and visual communication principles
- ✔ Video editing and motion graphics basics
- ✔ Colour enhancement and post-production
- ✔ Advanced motion graphics and visual effects
- ✔ Visual effects and scene compositing
- ✔ Animation principles and character movement
- ✔ Storyboarding and pre-production
- ✔ 2D animation techniques
- ✔ Digital animation production
- ✔ Ai integration in animation
- ✔ Professional portfolio development



Skills You Will Develop

- Character animation
- Storyboarding and visual storytelling
- Motion graphics integration
- Visual effects for animation
- Digital animation production
- Ai-assisted animation workflows



Career Pathways

- ✔ 2D animator
- ✔ Storyboard artist
- ✔ Animation designer
- ✔ Animation compositor
- ✔ Digital content animator
- ✔ Character designer

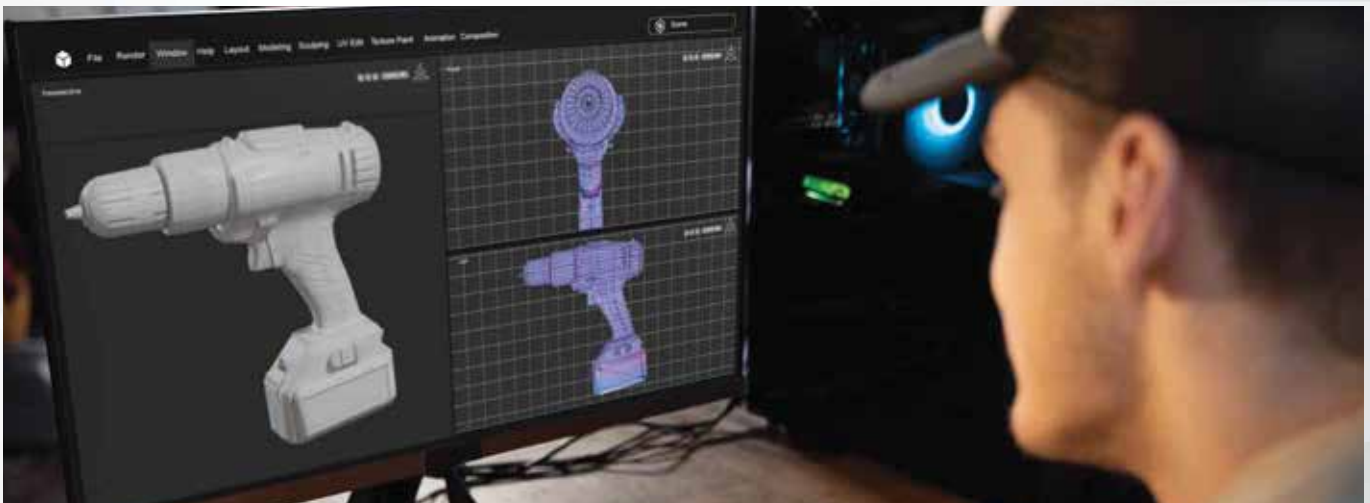


AI, Immersive
Technologies &
Professional Practice

Professional Diploma in 3D Animation and Digital Filmmaking

3 Years

An industry-oriented programme that develops expertise across the full 3D production pipeline, including modeling, animation, lighting, rendering, VFX, and digital filmmaking. With practical studio classroom and portfolio development, students are prepared for careers in animation, film, gaming, and digital media industries.



What You Will Learn

- ✔ Visual communication and design foundations
- ✔ Video editing and motion graphics
- ✔ Colour grading and post-production enhancement
- ✔ Visual effects and compositing
- ✔ Art and animation fundamentals
- ✔ Storyboarding and film pre-production
- ✔ Character animation techniques
- ✔ Rigging and character control systems
- ✔ 3D sculpting and character modelling
- ✔ 3D animation production pipeline
- ✔ Texturing and look development
- ✔ Visualization and CG compositing



Skills You Will Develop

- 3D character modelling
- 3D animation production
- Visual effects and compositing
- Motion graphics and editing
- Digital filmmaking workflows
- CG visualization techniques



Career Pathways

- ✔ 3D animator
- ✔ Visual effects artist
- ✔ Character animator
- ✔ CG artist
- ✔ Lighting & rendering artist
- ✔ Digital filmmaker
- ✔ Animation studio artist
- ✔ Rigging artist
- ✔ 3D modeler

* The institute continuously updates its curriculum to stay aligned with current industry practices. As a result, software and tools covered in the programmes may be updated, replaced, added, or removed from time to time based on industry trends, technological advancements, and academic planning at the discretion of the institute management.

Learning Experiences That Go Beyond the Classroom

From creative design studios and animation labs to live media projects and industry collaborations, students experience a dynamic learning environment that fosters visual storytelling, technical skills, and creative innovation. Through hands-on practice in graphic design, video editing, motion graphics, animation, and VFX, they develop strong portfolios and industry-ready expertise.



Masterclasses by Media and Animation Industry Experts



Live Media Projects and Creative Studio Collaborations



Film Screenings and Portfolio Presentations



Internships with Animation, VFX and Media Studios



Professional Showreel and Creative Portfolio Development



Annual Media Showcase and Student Film Festival



Studio Visits and Media Industry Tours



AI Tools and Advanced Digital Media Labs



Entrepreneurship and Freelancing Development Support

Industry Connect that Leads to Successful Placements

Our programme prepares students to pursue opportunities across leading design studios, media companies, advertising agencies, and production houses. Through portfolio development, industry exposure, and career guidance, students are equipped to explore internships and placements with organizations across the creative and media industries to pursue professional opportunities with a wide range of organizations in the design, animation, advertising, and digital media sectors.

Your Pathway to Careers in Multimedia

Be a part of Le Mark Institute Culture

Connect, Collaborate and Celebrate Creativity



Awards Night



Industrial Visit



Navratri



Talent Show



Halloween Party



Christmas Celebration

Other Programmes

School of Fashion and Textile Design



- Professional Certificate in Fashion Design 6 Months
- Professional Certificate in Textile Design 6 Months
- Diploma in Fashion Design 1 Year
- Diploma in Textile Design 1 Year
- Advanced Diploma in Fashion Design and Brand Communication 2 Years
- Professional Diploma in Fashion Design and Business Management 3 Years
- **Bachelor of Science (B.Sc.) Fashion Design / B.Sc. (Hons.) Fashion Design 3/4 Years**

School of Interior Design



- Professional Certificate in Interior Design 6 Months
- Diploma in Interior Design 1 Year
- Advanced Diploma in Interior Design and Space Planning 2 Years
- Professional Diploma in Interior Design and Business Management 3 Years
- **Bachelor of Science (B.Sc.) Interior Design / B.Sc. (Hons.) Interior Design 3/4 Years**

School of Photography and Digital Film Making



- Professional Certificate in Photography 6 Months
- Diploma in Commercial Photography 1 Year
- Advanced Diploma in Photography and Cinematic Videography 2 Years
- Professional Diploma in Photography, Videography & Media Business 3 Years
- **Bachelor of Arts (B.A.) Photography and Digital Media Production 3 Years**

School of Multimedia



- Professional Certificate in Graphic Design 6 Months
- Diploma in Graphic and UI/UX Design 1 Year
- Professional Certificate in Video Editing 6 Months
- Diploma in Video Editing and Post-Production 1 Year
- Specialised Diploma in Motion Graphics and Visual Effects 1.8 Years
- Advanced Diploma in 2D Animation and Storyboarding 2 Years
- Professional Diploma in 3D Animation and Digital Filmmaking 3 Years
- **Bachelor of Arts (B.A.) Visual Communication and Animation 3 Years**

School of Jewellery Design



- Professional Certificate in Jewellery Design 6 Months
- Diploma in Jewellery Design 1 Year

Why Attend a 1:1 Counselling Session?

- ✓ Understand which programme suits your career goals
- ✓ Review student portfolios and projects
- ✓ Explore studios and learning facilities
- ✓ Learn about career pathways in multimedia
- ✓ Receive personalised guidance from mentors

Contact Us

Andheri

5th Floor, Valia College of Arts, Commerce And Science, Cosmopolitan Education Society Road, D.N Nagar, Andheri (West), Mumbai - 400053

Ghatkopar

401, Jyoti Chambers, Junction of J.V. Road and Hirachand Desai Road, Opp. Metro Station, Ghatkopar (West), Mumbai – 400086

Matunga

1st Floor, SkillOne Institute Shradhanand Rd, 426, Brhmanwada, C.R, Matunga East, Mumbai- 400019

Thane

109, Anant Laxmi Chambers, B Cabin Road, Above TJSB Bank, Naupada, Thane (West), Thane – 400602

Get in Touch

+91 9870668899

@lemarkinstitute

www.lemarkinstitute.com

@LeMarkInstitute



 **LE MARK
INSTITUTE**
DESIGN | MEDIA | MANAGEMENT

