B.A. in
Visual Communication & Animation

Offered by top Autonomous Colleges

School of Multimedia

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.
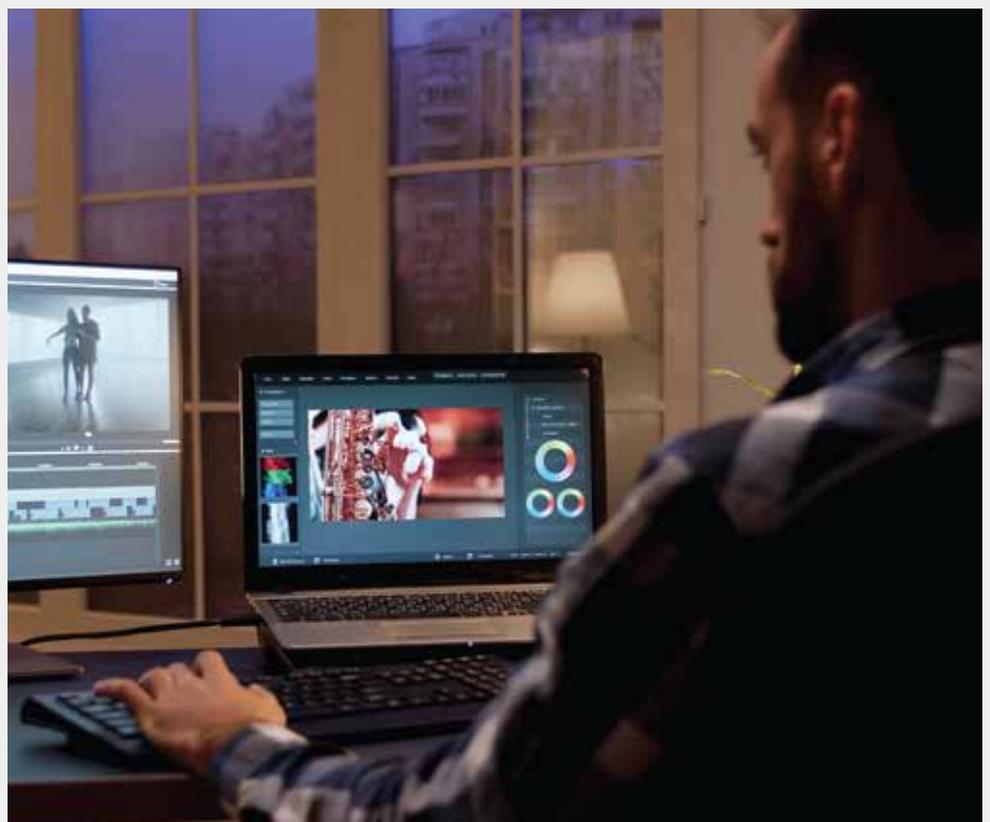
23+
Years of Excellence

500+
Industry Projects

3000+
Success Stories

4
Campuses

Why Visual Communication & Animation After 12th?

Visual communication and animation are at the core of today's digital-first world. From branding and advertising to films, OTT, gaming, and UI/UX, visual storytelling drives how audiences engage with content.

Why Students choose Visual Communication & Animation today

₹2+ Trillion Media & Entertainment Market

India's rapidly growing creative and digital economy

5+ Million Creative Jobs

Across design, animation, advertising, gaming & digital media

70% of Studios Prefer Software Skilled Designers

Industry-ready portfolios matter more than theory alone

One Industry. Multiple Career Paths.

Graphic Design | UI/UX Design
Motion Graphics | Animation Film Making
Advertising Design | Branding
Digital Media | Content Creation
Gaming | OTT | Media & Entertainment
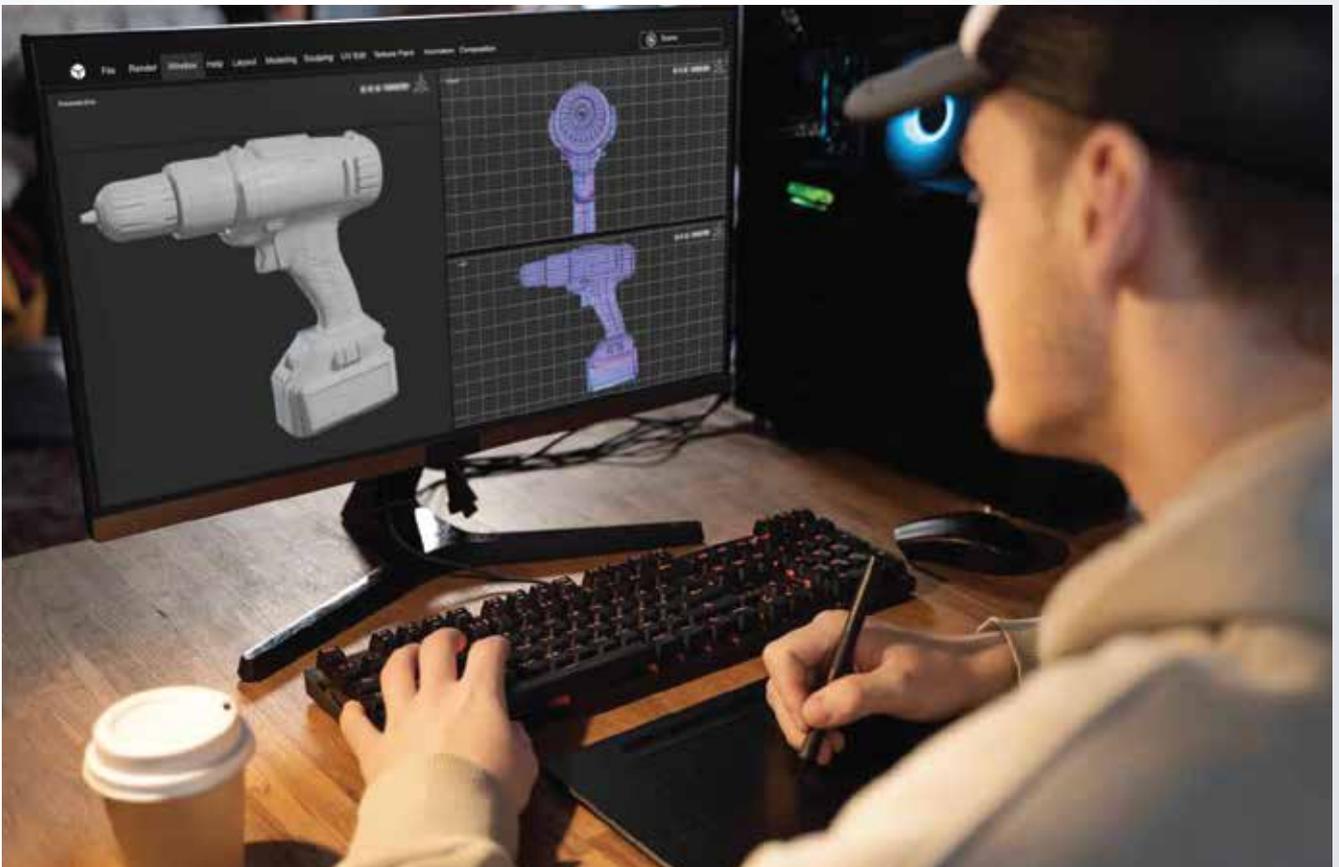
Design that Connects Millions

From social media campaigns and brand identities to animated films and digital experiences, visual communication shapes how ideas are seen, felt, and remembered.

Program Overview

Offered in collaboration with top autonomous colleges affiliated with the University of Mumbai, the 3-Year B.A. in Visual Communication & Animation at Le Mark Institute is structured to convert creative ideas into industry-ready expertise.

The program integrates graphic design, visual storytelling, animation principles, digital media production, branding, and user experience design supported by strong studio practice and portfolio development.

The curriculum balances academic benchmarks with evolving industry standards, focusing on creative execution, technical software proficiency, and professional presentation.

01 Offered by Top Autonomous Colleges

02 Eligibility: 12th Grade (or equivalent)

03 Campus: Andheri | Ghatkopar

How you Will Learn

Learning is immersive, studio-driven, and industry-oriented going far beyond traditional classroom education.

Concept Development & Visual Storytelling

Developing strong communication concepts through research, audience understanding, and creative strategy.

Design Fundamentals

Hands-on training in industry standard tools such as Adobe Creative Suite, motion graphics software, UI/UX tools, and animation pipelines.

Software Skills Training

Gain hands-on expertise in Adobe Creative Suite, UI/UX tools, motion graphics, and animation software used in professional studios.

Portfolio & Showreel Development

Structured portfolio and showreel creation aligned with industry expectations and hiring standards.

Masterclasses & Workshops

Expert-led sessions by designers, animators, filmmakers, creative directors, and industry professionals.

Individual & Collaborative Projects

Simulating real-world studio workflows through team-based and independent creative assignments.

Creative Animation Studio

Experience the complete pipeline from concept and storyboard to final execution and presentation.

UI/UX Projects

Design wireframes, user journeys, prototypes, and interactive digital experiences.

Careers & Support

Empowering students with guidance, exposure, and opportunities to build successful creative careers.

01 Industry Internships
Practical exposure with design studios, agencies, and animation houses

Portfolio & Showreel Development 02
Create a strong, industry-ready portfolio and showreel

03 Career Mentorship
Learn from experienced designers and creative professionals

Placement Assistance 04
Support for jobs, studio roles, and freelance opportunities

05 Networking Opportunities
Connect with alumni and industry professionals

Entrepreneurship Support 06
Guidance to start your own creative venture

A Vibrant Campus Culture

Fueling creativity and innovation through immersive, hands-on learning. Preparing you with real-world skills for a successful professional journey.

LIVE DESIGN & ANIMATION PROJECTS

AWARDS NIGHT

STUDIO & PRODUCTION HOUSE VISITS

MASTERCLASSES BY INDUSTRY EXPERTS

STATE OF THE ART INFRASTRUCTURE

FILM SCREENINGS & JURY PRESENTATIONS

LE MARK INSTITUTE DESIGN WEEK

CREATIVE FESTIVALS & CULTURAL EVENTS

Admissions & Next Steps

Select Your Campus

Choose the campus that best fits your location, facilities, learning environment, and academic goals.

Book a Counselling Session

Connect with our academic counsellors to explore the course structure, career paths, and opportunities.

Submit Your Application

Complete the application form with the required details to officially apply for the program.

Confirm Your Admission

Secure your seat by completing the admission formalities and begin your journey towards a visual communication and animation career.

Other Courses

School of Fashion & Textile Design

- Professional Certificate in Textile Design — **6 Months**
- Professional Certificate in Fashion Design — **6 Months**
- Diploma in Textile Design with AI-Integrated Design Tools — **1 Year**
- Diploma in Fashion Design with AI-Integrated Design Tools — **1 Year**
- Advanced Diploma in Fashion Design & Brand Communication (AI Driven) — **2 Years**
- Professional Diploma in Global Fashion Design & Business Management — **3 Years**

School of Interior Design

- Professional Certificate in Interior Design & Space Planning — **6 Months**
- Diploma in Interior Design with AI Design Tools — **1 Year**
- Advanced Diploma in Interior Visualization & 3D Rendering — **2 Years**
- Professional Diploma in Interior Design with AI & Immersive Technologies — **3 Years**

School of Photography & Digital Film Making

- Professional Certificate in Photography & Digital Editing — **6 Months**
- Diploma in Commercial Photography (AI-Assisted Post-Production Tools) — **1 Year**
- Advanced Diploma in Photography & Cinematic Videography — **2 Years**
- Professional Diploma in Photography, Digital Media & Creative Business Management — **3 Years**

School of Multimedia

- Professional Certificate in Graphic Design & Visual Communication — **6 Months**
- Professional Certificate in Video Editing & Post-Production — **6 Months**
- Diploma in Video Editing & AI-Powered Digital Media — **1 Year**
- Diploma in Graphic & UI/UX Design with Generative AI — **1 Year**
- Specialised Diploma in Motion Graphics & Visual Effects — **1.5 Years**
- Advanced Diploma in 2D Animation: Storyboarding to AI Integration — **2 Years**
- Professional Diploma in 3D Animation & Digital Filmmaking — **3 Years**

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

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