

# B.A. Visual Communication and Animation

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Offered by Top Autonomous Colleges affiliated with the  
University of Mumbai



# About the Institute

## 23+ Years of Shaping India's Creative Professionals

Le Mark Institute is one of India's most recognised institutions in Design and Media education a pioneer that has spent over two decades developing the talent, tools, and industry relationships that today's creative economy demands.

**Official Knowledge Partner - Autonomous Colleges Affiliated to University of Mumbai**

## Our Defining Statement

Le Mark Institute brings over 23 years of creative education expertise as the knowledge partner powering these University of Mumbai affiliated undergraduate degree programmes. We don't just teach, we translate industry reality into classroom experience. We equip students with a professional portfolio before they graduate, and connect talent directly to the opportunities that built our alumni community across design, media, and communication sectors worldwide.



10,000+

Alumni Across Industries

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

# Why B.A. in Visual Communication and Animation

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



## Why Students choose Visual Communication and Animation today



**₹2+ Trillion Media and Entertainment Market**

India's rapidly growing creative and digital economy



**5+ Million Creative Jobs**

Across design, animation, advertising, gaming and digital media



**70% of Studios Prefer Software Skilled Designers**

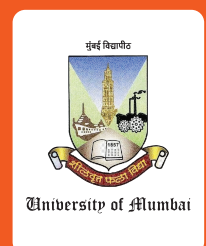
Industry-ready portfolios matter more than theory alone

## One Industry. Multiple Career Paths.

Graphic Design | UI/UX Design  
Motion Graphics | Animation Film Making  
Advertising Design | Branding  
Digital Media | Content Creation  
OTT | Media and Entertainment

Graduate with a  
B.A. Degree in  
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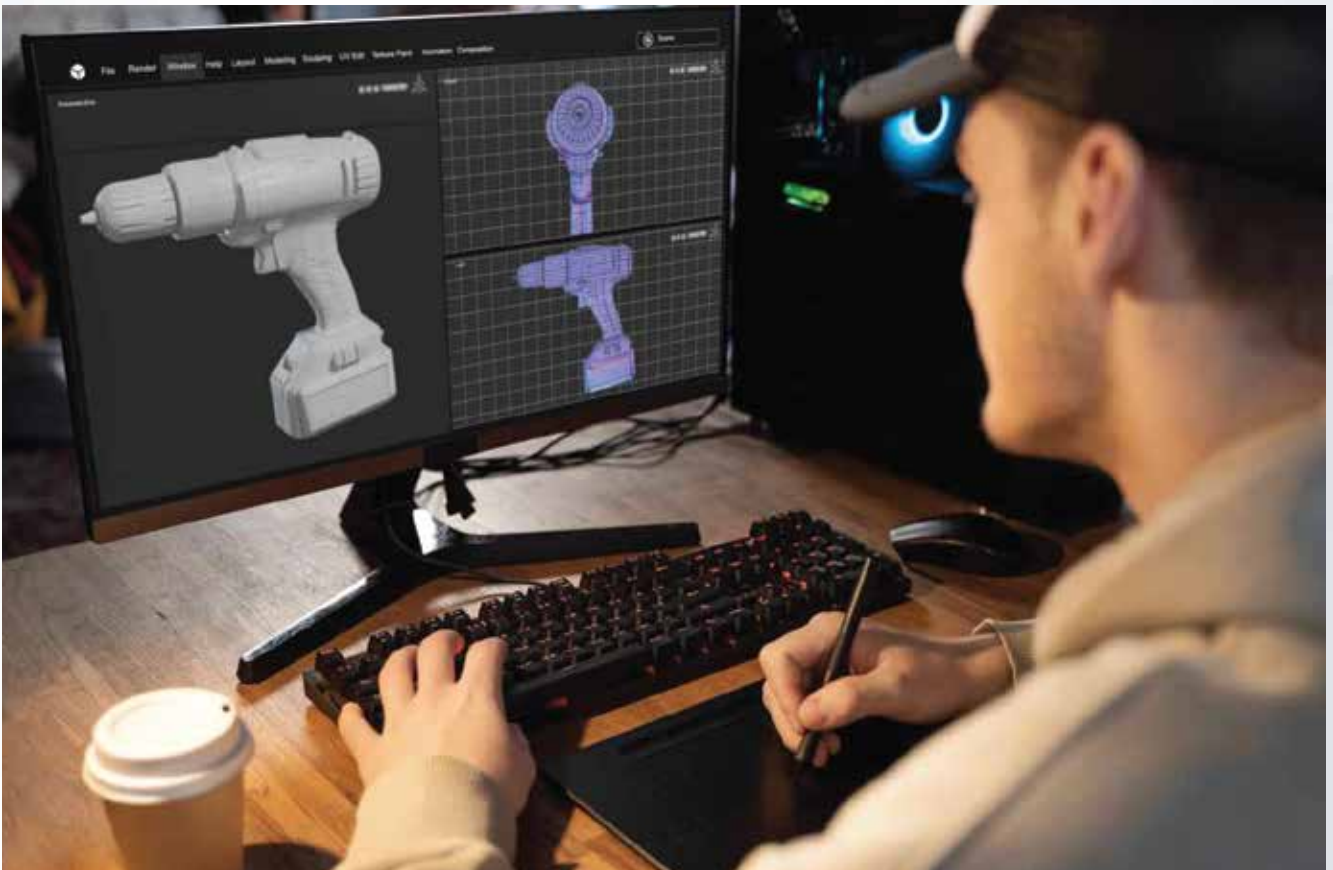


# Programme Overview

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

The programme 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

Creative Design and Visual Storytelling



02

Animation, Digital Media and AI Tools



03

Branding, Marketing and Media Entrepreneurship

# Skills and Knowledge you Will Develop during the Programme

The B.A. in Visual Communication and Animation programme focuses on building a strong foundation in design principles, visual storytelling, animation techniques, and digital media tools. Students develop a combination of creative, technical, and professional skills required for successful careers in visual communication and animation.

## Visual Communication Fundamentals



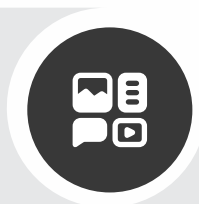
- › Design Principles and Visual Storytelling
- › Typography and Layout Design
- › Digital Illustration and Graphic Design

## Animation and Motion Graphics



- › 2D and 3D Animation Techniques
- › Motion Graphics and Visual Effects
- › Character Design and Animation

## Digital Media Design



- › Branding and Advertising Design
- › Social Media Design and Content Creation
- › Multimedia Storytelling

## Professional Development



- › Portfolio Building
- › Design Presentation Skills
- › Industry Collaboration Experience

## Creative Business and Design Management



- › Creative Marketing and Branding Strategies
- › Client Briefing and Audience Analysis
- › Project and Production Management
- › Content Distribution and Media Merchandising
- › Entrepreneurship and Creative Studio Launch Planning

## AI-Integrated Visual Communication



- › Digital Illustration and Graphic Design Tools
- › Computer-Aided Design for Visual Communication
- › AI-Based Design and Creative Tools
- › Digital Portfolio Development

# How you Will Learn

Learning is studio-based, practical, and theory-supported, not limited to classrooms.



## Concept Development and 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 UI/UX tools, motion graphics, and animation software used in professional studios.



## Portfolio and Showreel Development

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



## Masterclasses and Workshops

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



## Individual and 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 and 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 and Showreel Development

Create a strong, industry-ready portfolio and showreel

## 03 Career Mentorship

Learn from experienced designers and creative professionals

## Placement Assistance

Support for jobs, studio roles, and freelance opportunities

## 05 Networking Opportunities

Connect with alumni and industry professionals

## Entrepreneurship Support

Guidance to start your own creative venture



# 02



# 04



# 06

# 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 the Visual Communication and Animation



# Multiple Career Pathways After Graduation

Visual communication and animation graduates today have access to multiple career paths including graphic design, animation, motion graphics, digital media production, advertising, and creative entrepreneurship



## Design and Creative Roles

For students interested in **visual problem-solving and digital product design**.

- > UI/UX Designer
- > Graphic Designer
- > Communication Designer
- > Brand Identity Designer
- > Visual Designer
- > Interaction Designer
- > Product Designer
- > Art Director Assistant



## Animation, Media and Production Roles

For students who enjoy **motion, storytelling, and digital media creation**.

- > 3D Generalist
- > Rigging Artist
- > Character Designer
- > AR/VR Content Designer
- > Visual Effects Supervisor
- > Pre-visualization (Previs) Artist



## Marketing, Strategy and Creative Business Roles

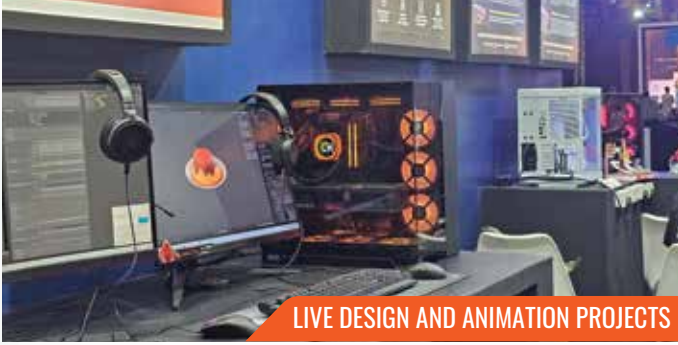
For students interested in **branding, advertising, and entrepreneurship**.

- > Digital Marketing Specialist
- > Brand Strategist
- > Advertising Creative Artist
- > Social Media Manager
- > Marketing Designer
- > Creative Consultant
- > Media Planner
- > Design Entrepreneur
- > Studio Founder

Graduates can work in design studios, animation studios, advertising agencies, media companies, tech startups, or start their own creative ventures.

# 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 AND ANIMATION PROJECTS



AWARDS NIGHT



STUDIO AND PRODUCTION HOUSE VISITS



MASTERCLASSES BY INDUSTRY EXPERTS



STATE OF THE ART INFRASTRUCTURE



FILM SCREENINGS AND JURY PRESENTATIONS



LE MARK INSTITUTE DESIGN WEEK



CREATIVE FESTIVALS AND CULTURAL EVENTS

# Admissions and Next Steps



## Step 1



### Select Your Campus

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

## Step 2



### Book a Counselling Session

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

## Step 3



### Submit Your Application

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

## Step 4



### Confirm Your Admission

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



Integrated

# 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 and 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

# 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

Ganpat Jairam Kharkar Ali Marg, behind Collector Office, Kharkar Alley, Thane West, Thane, Maharashtra 400601

## Get in Touch



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