



BANGALORE
SCHOOL OF
DESIGN
& TECHNOLOGY

PROFESSIONAL DIPLOMA IN VISUAL COMMUNICATION DESIGN + UI/UX

ABOUT

Bangalore School of Design and Technology works with a mission to educate students to achieve excellence and to create meaningful, responsible, and creative designs. A focused, comprehensive curriculum enables us to deliver core professional knowledge that is intellectually engaging, technically sophisticated and taught by a professional faculty.





Professional Diploma in Visual Communication Design + UI / UX

Duration: 1 Year Program

Course start date : March & August (2 Intakes)

Eligibility: Min/ 10+2 / PUC PASS (with English) from any recognized board.

MISSION STATEMENT

Welcome to the Visual Communication Design & UI/UX Diploma program—a space crafted to fuel your creativity, refine your design skills, and guide you toward becoming a visual communication expert. In this comprehensive Visionary Visual Communication Design & UI/UX Diploma program, you will explore all the different aspects of design, from design principles to interface design and advertising. You will also learn how to use the latest technologies and trends in visual communication, such as motion graphics, UI/UX, 3D design, and artificial intelligence, to create dynamic and engaging visual experiences and show you how to use these tools to bring your visual ideas to life.

But it's not just about technical stuff. This course will also help you develop critical thinking abilities, market analysis skills, and user empathy. You will learn how to create designs that really connect with your target audience and solve their problems. You will work on practical projects and assignments that challenge your creativity and problem-solving skills. By the end of the course, you will have a deep understanding of visual communication design principles, all the technical skills you need, and a portfolio of work that showcases your expertise and unique creative vision. Upon graduation, you will receive a Professional Diploma in Visual Communication Design & UI/UX from Bangalore School of Design.

Curriculum

Theory of Visual Communication Design

As a designer if you want to create effective Visual Communication Design in the digital era, You have to learn the history, principles, and skills of visual communication, and how to use them in digital media. You will also explore how AI, AR, VR, and MR can enhance your visual communication. You will also learn storytelling skills.

Drawing for Designers

Sketching gives ideas to life. This sketching and drawing course will teaches you how to draw for Communication Design, visualize and communicate design concepts with emotion and skill. You will also learn design geometry, emotive painting, observational drawing, line styles, projections, perspective, proportions, human anatomy, and live sketching. You will gain a foundation for expressing ideas through drawing in Communication Design.

Design Project I

It is a Practical Application course! This class focuses on applying our knowledge to a hands-on, hypothetical project that spans various sectors. The course deals with a hypothetical project and follows a design process while inter-relating the topics that develop along with the design process.

Typography

Typography is a powerful communication tool to communicate your thoughts. You will learn type design, communication principles, type anatomy, classifications, and typeface selection. You will also create custom typefaces, master grids and layout, and apply typography in branding and advertising.

Digital Imaging and Illustration Techniques

This course delves into advanced techniques for digital imaging and illustration using Adobe Photoshop and Illustrator. It focuses on practical skills applicable to print and digital media, covering areas like web design, branding, and advertising. Beginning with an understanding of digital media's role in the creative industry, the course then explores design principles for digital imaging and illustration techniques

Emotional Intelligence in Design Thinking

In the fast paced Ai Era as a designer we have to know how to create human-centred designs with AI. You will learn how to understand user needs, tell stories, and make everyone feel included. You will also learn how to use AI to enhance your design capabilities, such as visuals, 3D, and image generation.

FIRST SEMESTER

Software Tools



Adobe Illustrator



Adobe Indesign



Adobe Photoshop



Adobe After Effects



Adoe Premier Pro



Adobe Lightroom



Figma-(UI/UX)

Theory of Marketing & Advertising

It will introduce you to most of the important milestones and aspects of Advertising in the last hundred years. This course will teach you modern marketing and advertising in the digital era. You will learn how to craft impactful campaigns that resonate with audiences and drive business results.

Dynamic visuals with Motion graphics

Dive into the world of animation, you will learn how to make motion graphics with current methods and tools. You will learn the basic skills of animation, typography, 3D integration, visual effects. You will also understand the concepts and uses of motion graphics, and learn about new technologies and industry trends.

UI / UX Curriculum

Module 1: Foundation of UI UX Design

UI UX is about understanding what it means to be a user of a computer, therefore how to create related products and services that work seamlessly. This course provides a comprehensive introduction and deep dive into UI UX design, so you can create designs that provide an outstanding user experience.

Visual Storytelling and Video Editing

This course will give you a good insight of Video editing and visual storytelling with Adobe Premiere Pro. You will learn how to edit and enhance your videos with color, audio, effects, and more. You will also learn how to create and visualize your concepts with storyboards, mood

Module 2: User research & Methods

Engage in observations, interviews, surveys and co-design activities. Develop empathy with design stakeholders. Produce reports whose outcomes have impacts on design decisions. This module helps students develop empathy with design stakeholders- looking at the project from their perspective, in order to let go of the defensive and protective feelings that often surround a project.

3D for Visual Communication Designers

Welcome to the 3D world with Blender, a software for creating and editing 3D models and scenes. You will learn how to apply basic Blender's tools and functions, texturing, materials, lighting, and rendering to your 3D design.

Basic Principles of Photography and Videography

This course teaches you how to capture and edit photos and videos with DSLR cameras and tools. You will learn the skills and concepts of photography, such as composition, exposure, light, color and editing and many more.

Design Project II

This is a complete practical course implements the subject knowledge into practice. The course deals with a hypothetical project and follows a design process while inter-relating the topics that develop along with the design process.

#DESIGN YOUR FUTURE

Module 3: Information and Interaction design

Designing meaningful relationships among people and the products they use is both an art and a science. This module will focus on the inique design practice of: representing and organizing information in such a way as to facilitate perception and understanding and specifying the appropriate mechanisms for accessing and manipulating task information.

Module 4: Visual Design and User Interface Design

Visual design as a field has grown out of both user interface (UI) design and graphic design. As such, it focuses on the aesthetics of a product visual design aims to shape and improve the user illustrations, photography , typographs, space, layouts, and color on the usability of products and on their aesthetic appeal.

Module 5: Design Thinking

Design thinking is a powerful process o f problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept developmetn, applied creativity, prototyping, and experimentaiton. When design thinking approaches are applied to business, the syccess rate for innovation improves substantially

Module 6: Usability Evaluation

Usability evaluation focouses on how well users can learn and use a product to achieve their goals. It also refers to how satisfied users are with that process. You'll learn how to plan a usability testt, create test objectives, profile the user, select the right test, select the enviornment, preperation for the test materials, and conduct the test.



Accreditations

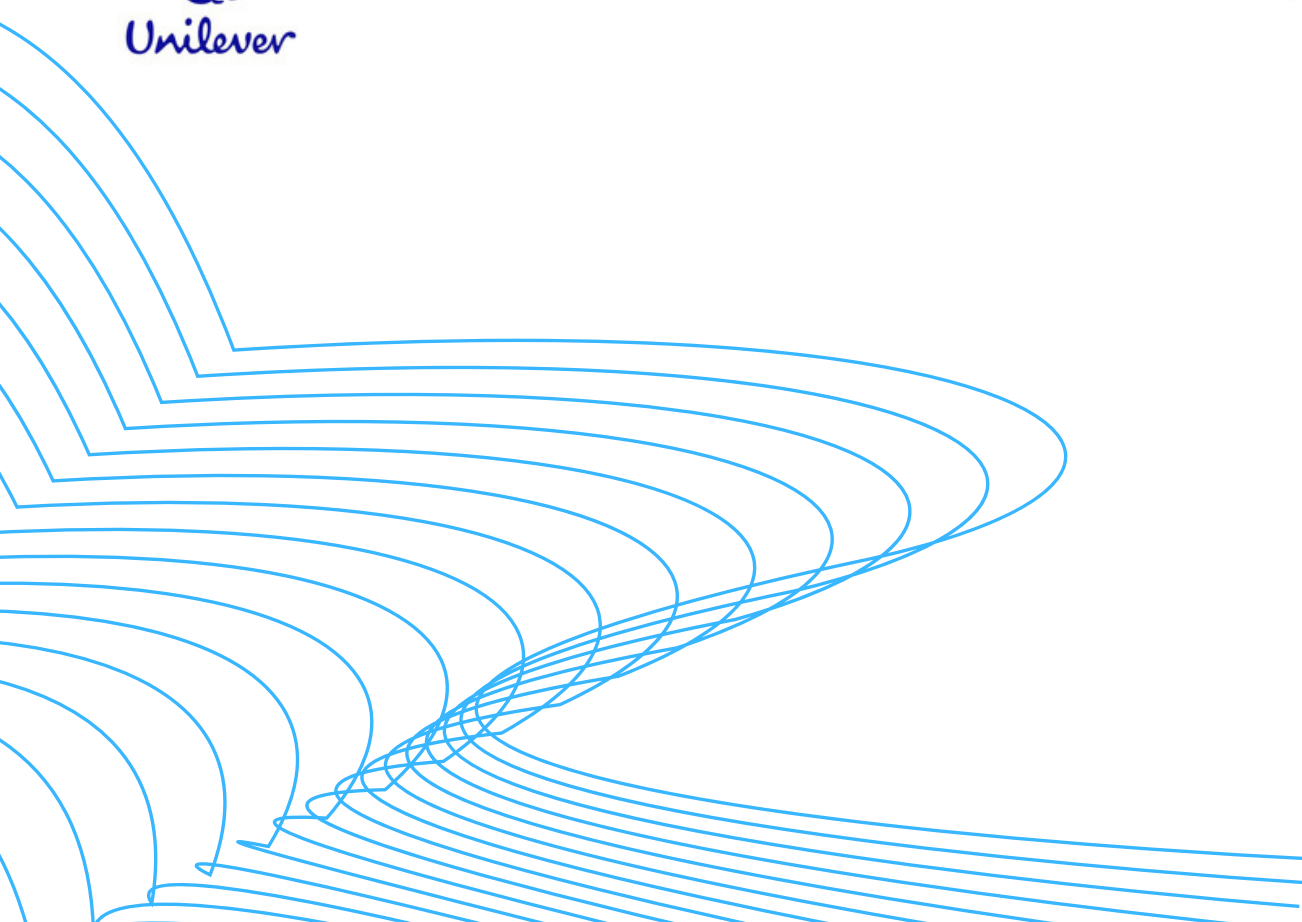


Affiliated To
Bengaluru North
University



University of
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BSDT connected with 200+ organizations





Course Fee Structure

PROFESSIONAL DIPLOMA IN VISUAL COMMUNICATION DESIGN + UI/UX

DURATION :1 YEAR

PROGRAMME	1 YEAR		TOTAL COURSE FEE in INR
FEE BREAK UP	1st Installment	2nd Installment	
Professional Diploma in Visual Communication Design + UIUX	80,000	67,500	1,47,500

Registration Fees for admission confirmation for the course is **INR 30,000/-** which is part of 1st Year Fees