

M.A. Visual Media and Communication

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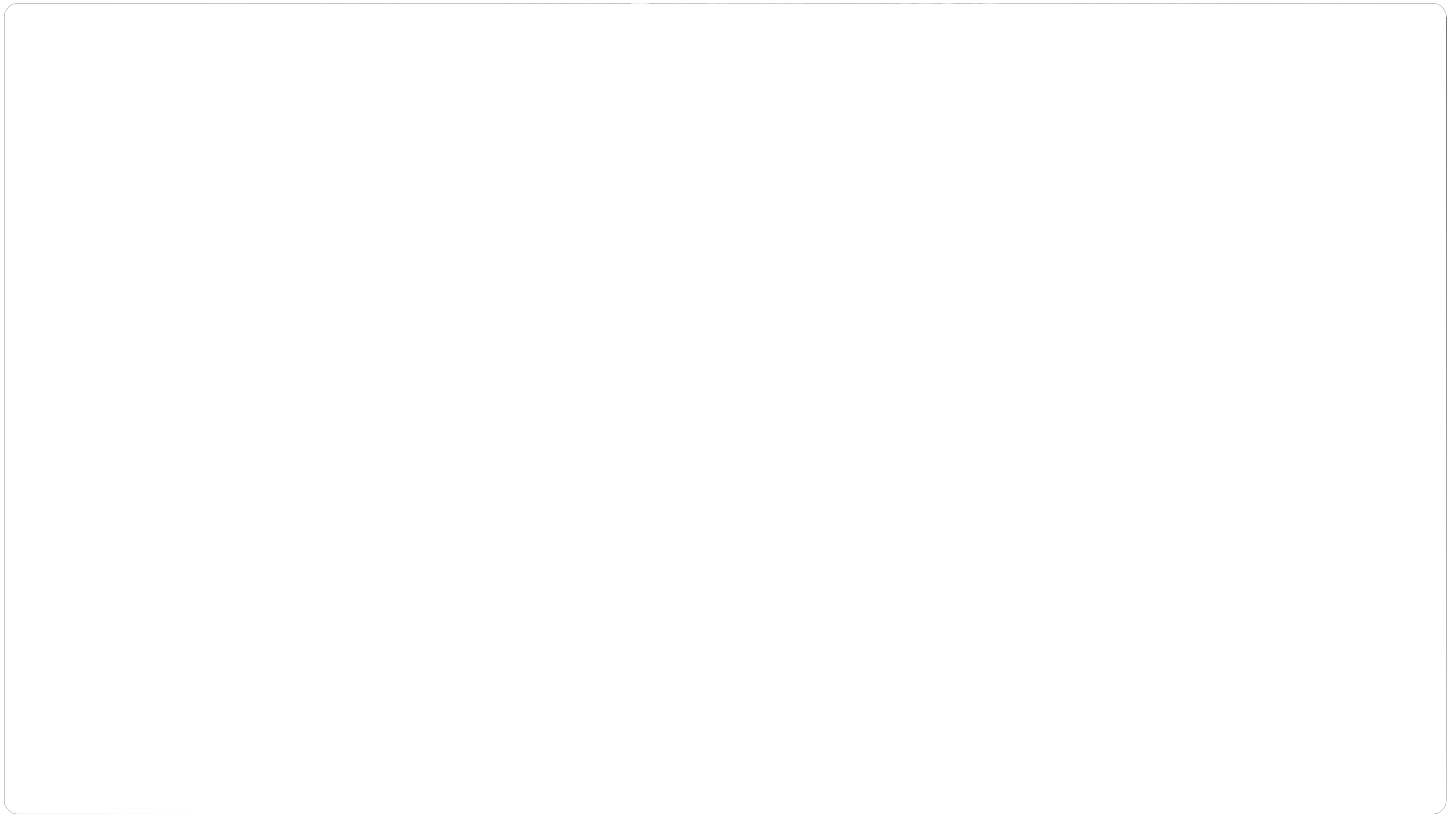
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To convey ideas and information, visual and graphic communication uses visual language and art. Professionals in this discipline provide effective user experiences across industries, from politics to healthcare, through the visual organising of information. Visual communication can be used to influence, amuse, inform, and even persuade audiences using design elements including writing, colour, symbols, and images.

Visual media is a multidisciplinary field that combines typography, motion design, branding, design strategy, and information design to produce mass media and media goods for both digital and printed platforms. Magazines, newspapers, books, catalogues, and websites are a few examples. Graduates of a master's programme in visual or graphic communication and design may be better prepared for senior- or director-level positions in multimedia, printing (such as lithography, print marketing, and colour reproduction), creative management, art direction, and more.

Students in visual media programmes get advanced knowledge of the fundamental principles of visual language design, its history and theory, and technical design processes through master's-level studies. Students develop the skills necessary for careers as leaders in design and public communication through a combination of specialised curriculum and studio-based training.

Programme Duration: 2 years (2 Semesters)



Last Date to Apply (Mysuru): August 30, 2023

Commencement of Application form (Kochi): February 08th ,2023

Commencement of Application form (Mysuru): February 08th ,2023

Semester 1**ELIGIBILITY**

Graduation in any discipline with 50% marks.

DURATION

Two Years – Four Semesters

ADMISSION PROCEDURE

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The top reasons to choose Amrita for your career



601-800th

World University Rankings 2019

141

BRICS Rankings 2020



801-1000th

World University Rankings 2019

168th

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7th

India University Rankings 2023

15th

Overall Rankings 2023





7TH RANKED 2023
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Kochi Campus

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