



Academics

PROGRAMMES

INTERNATIONAL PROGRAMMES

RESOURCES

KNOWLEDGE
MANAGEMENT
CENTRE

NID PRESS

CENTRE FOR
TEACHING AND
LEARNING

ACADEMIC NOTIFICATIONS

CURRICULUM OBJECTIVES

[HOME](#) > [ACADEMICS](#) > [PROGRAMMES](#) > [BACHELOR OF DESIGN \(B.DES.\)](#) >

Graphic Design (B.Des.)

The Graphic Design discipline lays emphasis on understanding the fundamental importance of creating a visual vocabulary through drawing, the development of aesthetic judgment and values of form, proportion, image and language. The discipline encourages students to work on a variety of projects while majoring in selected sub-domains of graphic design. The areas covered include typography and type design, publication design, image-making, illustration, photography, packaging, print design, corporate identity, branding, information & communication systems in digital domains as well as analogous media.

In addition, students undertake the study of cultural and historical contexts as well as social and ethical factors that influence design decisions. The aim is to stimulate the development of independent critical judgment, sound research skills, the ability to think creatively and practice design as professionals. Graduates of the programme find placements with leading graphic design firms or start their own design enterprise if they desire.

SEATS : 19

COURSE OFFERED:
Ahmedabad Campus

DESIGN FACULTY:
Communication Design

FACULTY



[Jagadish Kumar](#)

jagadish_klat@nid.edu



[Shilpi Munda](#)

shilpi_mlat@nid.edu



[Tarun Deep Girdher](#)

tarundglat@nid.edu



[Dr. Tridha Gajjar](#)

tridhalat@nid.edu

Student Works

Students Work



[Designing A Art
Based DIY Kit
For Children Of](#)



[Where Did
Childhood](#)

[Amrita Singh Roy |](#)
[2019](#)

[Gajesh Mahadeo M |](#)
[2019](#)

USEFUL LINK

[CAREERS @ NID](#)

[RIGHT TO INFORMATION](#)

[NID ALUMNI DATA REGISTRATION](#)

[KNOWLEDGE MANAGEMENT CENTRE](#)

[TENDER@NID](#)

[COVID-19 DASH BOARD](#)

[GRIEVANCE REDRESSAL THROUGH
VC](#)

INITIATIVES

[NATIONAL DESIGN BUSINESS
INCUBATOR](#)

[YOUNG DESIGNERS](#)

[PLACEMENT](#)

[ALPAVIRAMA](#)

CONTACT US

info@nid.edu

cmr@nid.edu

+91 79 2662 9500 /2662 9600



COLLABORATIONS



ALL RIGHTS RESERVED

© 2023 NATIONAL INSTITUTE OF DESIGN

Last Updated: 04-AUG-2023

[PRIVACY POLICY](#) | [TERMS & CONDITIONS](#) | [SITEMAP](#)