

<https://shu.edu.pk/FoMS/bs-digital-arts-creative-design/>

Undergraduate Program

BS AI, Digital Arts & Creative Design

[Faculty of Management Science](#)

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Introduction

In the BS AI, Digital Arts & Creative Design program, students explore a variety of artistic and academic disciplines through digital mediums. This comprehensive course covers key areas, including graphic design, digital illustration, animation, interactive media, and user experience (UX) design. Whether you aim to become a graphic designer, a digital illustrator, or a multimedia artist, this program offers a strong foundation in both technical skills and creative principles.

Why BS AI, Digital Arts & Creative Design from SHU?

International standard cutting-edge curriculum:

The curriculum incorporates the latest trends and technologies in digital media, ensuring students are equipped with advanced skills and knowledge. It emphasizes global best practices and prepares graduates to excel in a rapidly evolving creative industry.

Real world applications and research:

The program involves practical projects and studies that address current industry challenges, integrating academic theory with hands-on experience.

Experiential and project-based learning:

The program involves students working on real-world projects and practical tasks to apply theoretical knowledge. It enhances skills through hands-on experience and problem-solving in dynamic, creative environments.

Career-focused marketable and entrepreneurial skills:

The program equips students with essential skills to excel in the industry by developing practical abilities and business acumen.

This includes creating a professional portfolio, networking, and understanding market trends, all of which are important for launching and sustaining successful careers.

Personalized industry mentorship for nurturing entrepreneurial ideas:

Students receive tailored guidance from professionals to refine their creative concepts and business strategies that help turn innovative ideas into viable projects and career opportunities.

Opportunities for international exposure and mobility through competitions and exhibitions:

Students are provided with a platform to showcase their work globally, gain diverse perspectives, and connect with industry leaders. These experiences enhance their visibility and broaden their professional network.

Support and guidance from highly experienced and well-qualified faculty members:

Students receive expert mentorship, industry insights, and advanced knowledge to excel in their creative careers. This guidance fosters skill development and professional growth.



Expert Advisors from Industry

- Comprises professionals from the digital arts, film and television, media, creative design, technology industries, and academia.

- Guide students to professional excellence, fostering an in-depth understanding of industry trends and best practices.
- Foster students' technical and professional development, ensuring they can secure job placements and entrepreneurial opportunities.
- Provide valuable networking prospects for students, connecting them with industry leaders and potential employers.
- Promote collaboration between academia and industry, ensuring the curriculum stays relevant and aligned with current industry needs and advancements.

About Program

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Internship and Career Prospects

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Scheme of Study (Semester Wise)

Degree Structure

- Duration: 4 Years
- Semester: 8
- Credit Hours: 136

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