INDUSTRY INSIGHT

The graphic design industry is undergoing a transformation with advancements in AI-driven design tools, automation, and immersive technologies. With the rise of digital content, branding, and social media marketing, businesses are prioritizing visually compelling and user-centric designs. AI-powered tools like Adobe Firefly and Canva AI are streamlining workflows, while AR/VR, motion graphics, and 3D design are shaping the future of visual storytelling. The demand for high-quality digital content across industries like advertising, gaming, and e-commerce is pushing designers to adopt innovative, real-time, and data-driven design techniques.

India is Poised to Become a Global Hub for Graphic Design
The growth of India's graphic design industry is driven by:
A Highly Skilled Workforce in branding, illustration, 3D design, and motion graphics
Digital & Social Media Marketing requiring high-quality visual content
Cost-Effective Design Services attracting global brands, startups, and agencies
Government & Startup Ecosystem Support fostering digital creativity and innovation
Growing Demand for AI & AR/VR-Integrated Design in advertising, gaming, and virtual experiences

Advantages of the Graphic Design Industry in India
World-Class Design Talent working with global brands and tech companies
Adoption of AI & Automation Tools enhancing creativity and efficiency
Global Outsourcing Hub for branding, digital marketing, and creative services
Strong IT & Tech Integration enabling AI-generated design and real-time collaboration
Expanding Demand Across Industries including e-commerce, entertainment, and web design

ABOUT

This forward-thinking program equips students with the skills to merge timeless design principles with emerging technologies, shaping them into versatile visual storytellers and problem-solvers. With a focus on design thinking and real-world application, the course prepares learners to innovate in areas like product visualization, user-centric interfaces, and dynamic content creation. Hands-on projects, portfolio development, and ethical considerations in AI ensure graduates are industry-ready, capable of crafting visually compelling narratives and impactful designs that thrive in today's fast-paced, tech-integrated creative landscape.
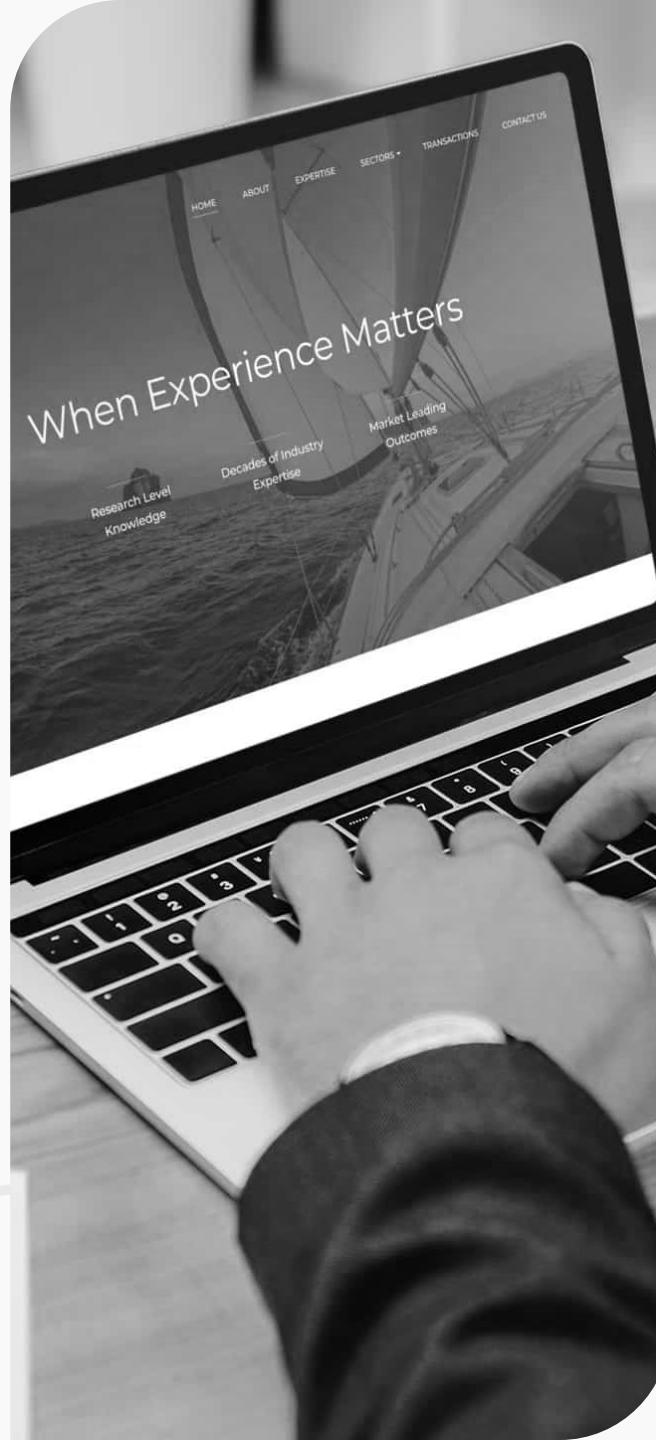
COURSE HIGHLIGHT:

- Job-oriented, industry centric curriculum

- Hands-on practical training using latest tools and software

- Certified faculty

- Exposure to industry interaction and workshops

- Placement assistance

- Access to **Pro Connect,** a platform to showcase your portfolio

Course Structure

Term 1: Graphic and Visual Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundation of Visual Design & Communication	Theory/Conceptual	3	6	0	6	0
Color and Light Magic	Theory/Conceptual	4	8	0	8	0
Copyright and Design Ethics	Theory/Conceptual	2	4	0	4	0
Typography Techniques	Theory/Conceptual	3	6	2	8	4
Principles of Design in UI/UX	Theory/Conceptual	2	4	0	4	0
Digital Design	Adobe Photoshop CC	14	28	6	34	10
Creative Vector Illustrations	Adobe Illustrator CC	10	20	6	26	4
Digital & Interactive Publishing	Adobe InDesign CC	9	18	12	30	4
Designing for Social Engagement	Canva/Adobe Express	2	4	2	6	0
Product Visualization and Branding	Adobe Dimensions	4	8	4	12	0
Design Thinking Process	Theory/Conceptual	2	4	0	4	0
Wireframing and Collaboration	Pencil Project/Draw.io	2	4	2	6	4
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Total		58	116	36	152	46

5

SUMMARY

Total Hours

152 hrs

Total Terms

1

Software's Covered

Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC, Canva / Adobe Express, Adobe Dimensions, Pencil PROJECT/DRAW.IO, Figma, Visify, Uizard.

Course Code

3172-DCC-NGGD

COURSE OUTCOME

Upon completing this course, students will master foundational graphic design principles, including color theory, typography, and visual storytelling, to create compelling brand identities and digital/print media. They will gain proficiency in using industry-standard tools to craft vector illustrations, photo-realistic edits, and interactive publications, while understanding how lighting, color, and composition evoke emotion and enhance narratives. Learners will integrate AI-driven workflows to automate repetitive tasks, generate creative assets, and innovate in social media design and product visualization. Ethical design practices and copyright principles will guide their work, ensuring responsible creativity. By developing a professional portfolio showcasing projects like branding campaigns, social media content, and 3D product renders, students will be prepared to deliver polished, client-ready solutions that bridge aesthetic appeal with functional communication.

CAREER OPPORTUNITIES
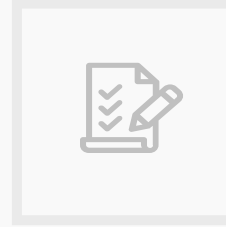
- Graphic Designer

- UI/UX Designer

- Web Designer

- AI-Enhanced Designer

ELIGIBILITY

Eligibility Criteria:

10th

Certification: DCC – Next-Gen Graphic and Visual Design

Certificate Type :Certificate of Accomplishment

REASON TO BELIEVE

INDUSTRY-RELEVANT CURRICULUM

Designed with cutting-edge tools and technologies like Gen AI, ensuring students are industry-ready.

DIVERSE CAREER OPPORTUNITIES

Graduates can explore roles in Animation, VFX, Gaming, UI/UX, Graphic Design, Digital Content creation and more, offering flexibility and growth.

PRACTICAL HANDS-ON TRAINING

Real-world projects, live assignments, and immersive learning experiences bridge the gap between theory and application.

INDUSTRY EXPOSURE & PLACEMENT ASSISTANCE

Get access to workshops, mentorship from industry leaders, and placement support through our vast recruiter network.

PRO CONNECT

With a legacy of excellence, Arena Animation equips students with the skills, exposure, and expertise to thrive in the fast-evolving creative and digital industries.

BRAND ENGAGEMENT

Industry Collaboration and Expert masterclass

Regular masterclasses and guest lectures from top industry professionals across animation, VFX, gaming, and design.

Immersive Experience Booths

Presenting student work at Comic-Con, industry expos, and recruitment summits.

On Ground engagement and Events

Creative Minds events where students showcase their projects to industry leaders.

Student centric Engagements

Internships & Industry Projects – Real-world learning opportunities with top brands and studios across all courses

Campus Workshops & Walk-Ins

Hands-on training sessions for prospective students to experience the program before enrolling.

THANKS!

Reach out to us for any queries at:

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