

Visual Communication



Pathway Mapping

DESIGN REPRESENTATION

SEM IV

SEM V

SEM VI

SEM VII

MOVING IMAGES & EDITING
(VIDEOGRAPHY)

VISUAL CULTURE STUDY

2D ANIMATION & MOTION GRAPHICS

Visual Communication refers to the effective communication and presentation of fashion ideas using textual and visual content.

Students progress by acquiring technical skills and specialist knowledge of various aspects of visual communication to realise creative research projects.

VISUAL COMMUNICATION

DEEPENING SPECIALIZATION

fashion
communication

This programme will equip students to produce creative works that communicate conceptual, and/or practical, and aesthetic propositions to their target audience. Cutting across the domains of graphic design, semiotics, image styling and print media design, this stream will create thinkers who can collaborate innovatively across design disciplines.

LEARNING OUTCOMES

- Gain knowledge of fundamental concepts for data visualization.
- Ability to follow iterative process for visualization and to communicate quantitative information.
- Experimental skills to apply different media formats for information communication.
- Understanding of key concepts for creative positioning and advertising in fashion industry.
- Conceptualization ability and position strategic campaigns.
- Capacity to render and express with respect to utility and function (finishes, textures, etc.)
- Ability to concept and visualize events as tools of PR along with knowledge of Press Release Brand Release, Company Backgrounders, Embargoed Release and Complete Press Information pack including CD, docket folder.
- Develop understanding on clarity, responsibility and ethics of Photo Journalism and different areas of photojournalism.
- Ability to address contemporary issues in the domain of fashion and communication and develop design solutions.