



School of
Design

B.DES.
COMMUNICATION
VISUAL
COMMUNICATION

The NorthCap University

The NorthCap University (NCU), established in 1996 and formerly known as IITM University, is a leading multidisciplinary institution located in Gurugram, Haryana. With a legacy of 30 years and over 13,000 alumni, NCU offers programs in engineering, technology, management, law, liberal arts, media, business, and applied sciences. Recognised by the UGC with 12(B) status, and the Bar Council of India (BCI), it is accredited with an NAAC Grade 'A' and ASIC (UK) as a 'Premier Institution.' NCU is also a member of AIU and the American Society for Quality (ASQ). It holds a 5-Star QS Rating in Teaching, Employability, Academic Development, Inclusiveness, and Online Learning, and ranks among the Top 30 Private Universities in ARIIA 2022. NCU fosters strong industry-academia collaboration and offers global exposure through semester exchanges, dual degrees, and research partnerships with international universities.



Seamedu - Knowledge Partner

Seamedu has been a leader in Media, Technology, Management, Design, Law, and Hospitality education since 2008, offering industry-aligned programs tailored to the evolving needs of the modern world. Our diverse portfolio spans Data Science, AI, Filmmaking, Animation, Game Development, Design Thinking, Legal Studies, Hospitality Management, and more—each emphasizing practical skills, creative thinking, ethical practice, and cutting-edge technologies.

We blend strong academic foundations with real-world expertise through workshops, live projects, internships, and industry mentorship, ensuring students gain hands-on exposure across disciplines. With a strong focus on bridging the gap between academia and industry, Seamedu prepares graduates to excel in dynamic professional environments—not just job-ready, but future-ready.

At Seamedu, innovation, creativity, technology, and professional excellence converge to empower you to shape your career and define the future. Your journey starts here.

Highlights



**Industry-Aligned
Design Curriculum**



**Adobe Certifications/
Strong portfolio
Development**



**Specialised Placements
support/Expert-led
practical training**

B.Des. | COMMUNICATION DESIGN VISUAL COMMUNICATION

Year 1

- Foundation in Drawing & Visualization
- Design Fundamentals (Elements & Principles)
- Introduction to Game Design History and Industry
- Photography & Visual Communication
- Communication Theory
- Indian Visual Culture

Year 2

- Typography
- Introduction to Semiotics
- Fundamentals of Video Production
- Visual Storytelling
- Fundamentals of Digital Image Processing
- Design for Print

Year 3

- Branding and Identity Design
- Lighting Techniques
- Concepts of Cinematography
- Fundamentals of Motion Graphics
- Fundamental of Video Editing
- Digital Marketing

Year 4

- Research Methodology
- Documentary Film Production
- UI/UX Design
- Advance Post Production Techniques
- Capstone Project
- Portfolio Development

Career Options

- Digital Content Creators
- Photographers
- Photo retouchers
- Video editors
- Production assistant
- Design educator
- Communication manager
- Freelancer artists
- Art Director
- Creative Director
- Print Technician
- Typographer
- Creative Assistant
- Digital Producer
- Exhibition Designer
- Manager
- Visual Researcher
- Visual Merchandising



Why Choose Us?

Industry-Focused Learning

Curriculum designed in collaboration with industry experts to make you job-ready from day one.

Experienced Faculty

Learn from professors and professionals who bring real-world experience into the classroom.

Experiential Education

Go beyond textbooks with hands-on projects, internships, live case studies, and industry visits.

Strong Placement Support

Dedicated Career Development Cell ensuring internships and placements with top companies.

State-of-the-Art Infrastructure

Modern labs, studios, libraries, and collaborative learning spaces for holistic development.

Holistic Student Life

Cultural events, fests, and leadership programs that build confidence and creativity.

Certifications



Placement Partners



CAMPUS LIFE



Contact Us

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