



AUREA

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Visual Communication Design

Visual communication design is a contemporary field that has developed alongside advancements in technology, though its roots can be traced back to traditional design practices. While early design focused on creating visual elements for print and digital media, visual communication design encompasses a broader approach, using visuals strategically to communicate messages effectively. These messages can appear across advertising, branding, packaging, product design, print, and digital platforms.

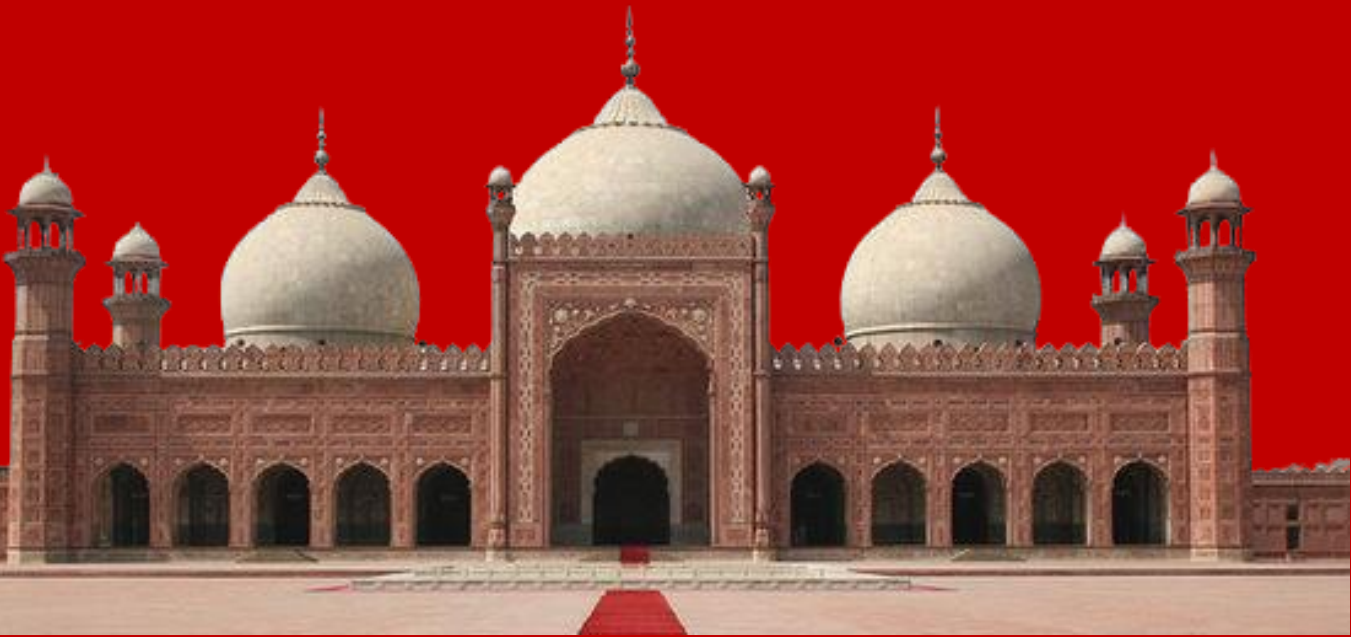
Visual communication design prioritizes clarity, impact, and audience understanding. With the integration of new technologies, the field has expanded rapidly and now plays a crucial role in education, marketing, media, and business communication. In Pakistan and South Asia, the growing use of digital platforms, e-commerce, and social media has increased demand for visual communication designers capable of creating compelling, culturally relevant, and innovative content. Globally, design in this field is essential for branding, interactive experiences, marketing campaigns, and immersive media.

Career opportunities in visual communication design are diverse and multidisciplinary. Professionals can work across areas such as product design, digital design, web design, user experience (UX) design, user interface (UI) design, motion graphics, and interactive media. The demand for designers who combine creativity, technology, and strategic communication is growing steadily as organizations increasingly rely on visual and interactive content to connect with audiences.



Visual Communication Design Education in Pakistan

In recent years, visual communication design has become an increasingly popular field of study. As the world becomes more visual, the demand for designers who can communicate effectively through various media continues to grow. In Pakistan, universities are now offering programs that combine design theory, digital media, interactive technologies, and emerging tools like artificial intelligence. This modern approach equips students with the skills to work across multiple platforms and industries. Visual communication design education is becoming increasingly important as Pakistan integrates more deeply into the global economy. With its focus on visual storytelling, user experience, and digital interaction, the field provides students with opportunities in advertising, branding, web and app design, packaging design, motion graphics, user interface design, social media content creation, and multimedia production. Visual communication design is a rapidly growing field in Pakistan with strong potential. Students gain the expertise to create impactful messages and meaningful visual experiences for diverse audiences, preparing them for careers both locally and internationally.



Bachelor of Design (B. Des) in Visual Communication Design

The Bachelor of Design (B. Des) in Visual Communication Design offers a comprehensive curriculum that integrates design theory, research, and hands-on studio practice. Students are trained to cultivate conceptual and strategic thinking skills, enabling them to create impactful visual communication across diverse contexts. The program emphasizes environmentally conscious and socially responsible design practices, engaging with societal and cultural narratives, including political imagery, global marketing strategies, public campaigns, and storytelling that reflects human experience. Students also explore animation, motion design, interactive narratives, and the evolving dynamics of visual communication in both local and global frameworks.

The curriculum blends research-driven projects with studio-based learning, encouraging experimentation, collaboration, and critical problem-solving while embedding principles of sustainability and ecological awareness into design processes. This multidisciplinary approach prepares students to analyze, ideate, and deliver innovative solutions that balance aesthetic excellence with strategic and environmental value. Graduates are equipped for careers in visual communication design, branding, eco-friendly marketing, public campaigns, user experience, motion graphics, and other creative industries.

The program aligns with international standards, integrating applied experience, research, and advanced methodologies to ensure students are prepared for professional practice locally and globally, with a strong commitment to environmental responsibility in design.



Program Aims & Objectives

1. To prepare students for careers in visual communication design and creative industries.
2. To provide a balanced curriculum of theory, research, and studio practice.
3. To build a strong multidisciplinary foundation in visual communication design.
4. To encourage critical thinking, experimentation, and creative problem-solving.
5. To equip students to apply design research and theory to real-world challenges.
6. To develop skills in digital, interactive, and emerging media technologies.
7. To emphasize visual storytelling, political imagery, global marketing, and human experience narratives.
9. To foster collaboration, independent inquiry, and teamwork.
10. To integrate AI tools and advanced design methodologies.
11. To promote innovation, adaptability, and professional readiness.
12. To align the curriculum with global standards and evolving industry demands.

Program Learning Outcomes

1. To prepare students for global design careers.
2. To balance theory, research, and practice.
3. To build a multidisciplinary design foundation.
4. To foster critical and creative thinking.
5. To apply design research to real contexts.
6. To advance skills in digital and interactive media.
7. To highlight storytelling, imagery, and global marketing.
8. To promote collaboration and independent inquiry.
9. To integrate AI and advanced design methods.
10. To nurture innovation and adaptability.
11. To meet global academic and industry standards.

Career Prospects

The program aims to equip students with strong theoretical and technical expertise, enabling them to contribute effectively to the Visual Communication Design industry in Pakistan and globally across diverse careers and roles.

- Advertising Design
- UI/UX Design
- Animation & Motion Graphics
- Broadcast & TV Graphics
- Art Direction
- Brand Strategy & Identity Design
- Corporate Design
- Design Education
- Editorial & Publication Design
- Packaging Design
- Book Illustration & Display Design
- Service Design
- Multimedia Design
- Print & Publication Design
- Web Design
- Design Activism
- Global Marketing Visuals
- Creative Copywriting

1: Bachelor of Design (B. Des) in Visual Communication Design

The curriculum for the Bachelor of Studies (B. Des) in Visual Communication Design has been developed in accordance with the Undergraduate Education Policy V-1.1 (2023) of the Higher Education Commission, Pakistan. All Higher Education Institutions are required to adopt this policy effective from Fall 2023.

Semester 1 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	History of Art and Design	3(3+0)	Major	FYD-101
2	Sketching, Space & Form	3(1+2)	Major	FYD-102
3	Foundational Theory Elective – I	3(3+0)	General Education	GEN-103
4	Technical Writing	3(3+0)	General Education	GEN-161
5	Digital Studio: Tools & Techniques - I	3(0+3)	Interdisciplinary	IDS-105
6	Foundational Studio Elective – I	3(1+2)	Interdisciplinary	IDS-106
	Total Credit Hours	11(Theory)+7(Studio) = 18		

1: Bachelor of Design (B. Des) in Visual Communication Design

Semester 2 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	History of Modern Art and Design	3(3+0)	Major	FYD-107
2	Digital Studio: Tools & Techniques - II	3(0+3)	Major	FYD-108
3	Foundational Theory Elective - II	3(3+0)	General Education	GEN-109
4	AI & Prompting in Creative Practices	3(1+2)	General Education	GEN-110
5	Pakistan Studies	2(2+0)	General Education	GEN-111
6	Fehm-e-Quran – I	1(1+0)	General Education	GEN-112
7	Foundational Studio Elective – II	3(1+2)	Interdisciplinary	IDS-113
Total Credit Hours		11(Theory)+7(Studio) = 18		

Semester 3 - 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Theory Elective – I	3(3+0)	Major	VCD-201
2	Soundscapes in Design Practice	3(0+3)	Major	SND-202
3	Animation Studio: Principles & Practice	3(1+2)	Major	VCD-203
4	Islamiyat	2(2+0)	General Education	GEN-204
5	Colonial & Postcolonial Visual Culture	3(3+0)	General Education	GEN-205
6	Fehm-e-Quran – II	1(1+0)	General Education	GEN-206
7	Design, Modelling & Prototyping	3(1+2)	Interdisciplinary	IDS-207
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 4 – 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Introduction to Research Methodologies	3(3+0)	Major	RSD-208
2	Editorial & Publication Design	3(1+2)	Major	VCD-209
3	Studio Elective – I	3(1+2)	General Education	GEN-210
4	Ethics & AI in Creative Practice	3(0+3)	General Education	GEN-211
5	Theory Elective - II	3(3+0)	General Education	GEN-212
6	Interdisciplinary Studio	3(1+2)	Interdisciplinary	IDS-213
Total Credit Hours		9(Theory)+9(Studio) = 18		

Semester 5 – 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - I	3(3+0)	Major	RSD-301
2	Global Internship Studio	3(0+3)	Major/Internship	GIS-302
3	Market Driven Certificate – I	1(0+1)	Major	VCD-303
4	Market Driven Certificate – II	1(0+1)	Major	VCD-304
5	Market Driven Certificate – III	1(0+1)	Major	VCD-305
6	Design for Democracy	3(3+0)	Major	VCD-306
7	Specialization Studio – I	3(0+3)	Major	DSN-307
8	Theory Elective – IV	3(0+3)	Interdisciplinary	IDS-308
Total Credit Hours		6(Theory) +12(Studio) = 18		

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Semester 6 – 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - II	3(3+0)	Major	RSD-309
2	Specialization Studio – II	3(0+3)	Major	VCD-310
3	Design Exploration Project (Mini Thesis)	6(2+4)	Major	VCD-311
4	Creative Entrepreneurship	3(0+3)	General Education	GEN-312
5	Studio Elective - II	3(1+2)	Interdisciplinary	IDS-313
Total Credit Hours		6(Theory) +12(Studio) = 18		

Semester 7 – 4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design – III	6(6+0)	Major	RSD-401
2	Designing Displays: Curatorial Thinking	3(0+3)	Major	CUR-402
3	Specialization Studio - III	6(2+4)	Major	VCD-403
Total Credit Hours		8(Theory) +7(Studio) = 15		

Semester 8 – 4th Year

	Course Title	Credit Hours	Course Category	
1	Research Display and Integration	3(3+0)	Major	
2	Final Project (Thesis Display)	12(0+12)	Major	
Total Credit Hours		3(Theory) +12(Studio) = 15		

1: Bachelor of Design (B. Des) in Visual Communication Design

Program Duration: Minimum: 4 Years | Maximum: 6 Years

Degree Requirements

- General Education (GE): 13 courses | 33 credit hours
- Interdisciplinary: 7 Courses | 21 Credit Hours
- Major (Core + Electives + Mandatory): 24 courses | 84 credit hours
- Capstone (Thesis + Internship) Along with Research Paper
- Total: 44 courses | 138 credit hours

1: Bachelor of Design (B. Des) in Visual Communication Design

Pool of Electives

Theory Electives

	Course Title	Credit Hours	Course Category	Code
1	Histories of Technology, Media and AI	3(3+0)	General Education	
2	Semiotic Thinking in Visual Culture	3(3+0)	General Education	
3	Environmental Policy & Law	3(3+0)	General Education	
4	Theatre, Ritual, and Visual Culture	3(3+0)	General Education	
5	South Asian Art & Visual Traditions	3(3+0)	General Education	
6	Politics of Representation	3(3+0)	Interdisciplinary	
7	Performance Documentation	3(3+0)	Interdisciplinary	
8	Time-Based Media	3(3+0)	Major	
9	Global Perspectives in Visuality	3(3+0)	Major	

Studio Electives

	Course Title	Credit Hours	Course Category	
1	Experimental Drawing Studio	3(1+2)	Interdisciplinary	
2	Scientific Illustration	3(1+2)	Interdisciplinary	
3	Installation & Architecture	3(1+2)	Interdisciplinary	
4	Motion Graphics for Film	3(1+2)	Interdisciplinary	
5	Kinetic Imagery	3(1+2)	Interdisciplinary	
6	Virtual & Augmented Design	3(1+2)	Interdisciplinary	
7	Political Animation Studio	3(1+2)	General Education	
8	Heritage, Power & Product	3(1+2)	General Education	
9	Zero Waste Studio	3(1+2)	General Education	