



Department of School Education

Sheet No.122

Career of the Day Tuesday

Visual Communication Designer

Date 22/03/2022

What is it really?

Visual Communication designers are graphic designers who are specialized to use various software applications and design tools to design 2D graphics, websites, banners, posters, books, leaflets, magazines, animation, motion graphics, video films etc. They can be referred as story tellers who use design and visual appeal to tell the story of a product and bring it to life. As a visual communication designer, you will have to work with different websites, colour codes, graphic designing etc. so that they can convey a proper message.

Pathway 1

Class 10th with all subjects as per scheme of studies → +2 in any stream with any scheme of subjects → Under graduate in Visual communication/Gaming/Animation

Pathway 2

Class 10th with all subjects as per scheme of studies → +2 in any stream with any scheme of subjects → Under graduate in Visual communication/Gaming/Animation → Post graduate in Visual Communication/ Gaming/ Animation

Colleges/Universities

Chitkara School of Mass communication
Rajpura 2. Lovely professional University,
Phagwara 3. University Institute of Media
Studies, Mohali

For details contact School Counsellor or visit Punjab Career Portal
<http://punjabcareerportal.com> and [Mashaal Website:-](http://mashaal.ssapunjab.com)
User ID: Student's E-Punjab ID <http://mashaal.ssapunjab.com>
Password: 123456

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Mon- Sciences, Tuesday- Emerging Career, Wednesday- Arts, Thursday- Commerce
Friday- Sports, Saturday- Entrepreneurship/Vocational/ NSQF/ Employment Generation