



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

दृश्य संचार डिज़ाइनर

A Visual Communication Designer conveys ideas and information to an audience through imagery, colour, typography and layout. They create brand identities (logos, colour palettes, fonts), posters, packaging, advertising,...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/visual-communication-designer

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Visual Communication Designer conveys ideas and information to an audience through imagery, colour, typography and layout. They create brand identities (logos, colour palettes, fonts), posters, packaging, advertising, social-media graphics, the visuals of websites and apps, and communication material such as signage and infographics. Unlike a pure graphic designer, a visual communication designer thinks about the whole communication system and brand experience — building one coherent, clear and engaging 'visual language' across every medium. It blends creativity with strategy, and is a fast-growing career in branding studios, ad agencies, media and startups.

2 At a glance

Minimum qualification	Class 12 pass; then B.Des/BFA/Diploma in design
Course duration	Degree 4 years / Diploma 1–3 years
Starting salary	₹18,000–28,000/month
Work mode	Studio/agency job or freelance

3 What you need

INTERESTS

- A deep interest in imagery, colour, typography and design
- A liking for brands, advertising and visual storytelling
- Enthusiasm for making new things and solving creative problems

ABILITIES

- Creative thinking and the ability to generate original ideas
- A strong sense of colour, balance and aesthetics
- Attention to detail and delivering work to deadlines

KEY SKILLS

- Proficiency in typography, layout and grid systems
- Using Adobe Photoshop, Illustrator, InDesign and Figma/Canva
- Visual storytelling and turning information into infographics
- Basic motion graphics and social-media content creation
- Designing brand identities (logo, colour palette, brand guidelines)
- Creating communication material for both print and digital
- Understanding client briefs and presenting ideas

4 How to get there

- 1 Complete Class 12 (any stream) and start building a good drawing/design portfolio.
- 2 Prepare for design entrance exams like UCEED (IIT) or NID DAT.
- 3 Do a B.Des/BFA or a communication/graphic design diploma from an institute like NID, IICD Jaipur, NIFT or ARCH.
- 4 Learn the Adobe Creative Suite and Figma, and gain experience through real projects/internships.
- 5 Strengthen your portfolio (Behance/website) and start as a junior designer at a studio, agency or startup.
- 6 With experience, choose a specialisation (branding, typography, UI, packaging) or start independent freelance/studio work.

MAIN EXAMS

- UCEED – Undergraduate Common Entrance Examination for Design (by IIT Bombay)
- NID DAT – National Institute of Design Design Aptitude Test
- NIFT Entrance Exam (for Communication Design)

5 Where to study**GOVERNMENT INSTITUTES**

- इंडियन इंस्टिट्यूट ऑफ़ क्राफ्ट्स एंड डिज़ाइन (IICD), जयपुर — Jaipur, Rajasthan (<https://www.iicd.ac.in/crafts-communication/>)
- नेशनल इंस्टिट्यूट ऑफ़ फैशन टेक्नोलॉजी (NIFT), जोधपुर — Jodhpur, Rajasthan (<https://www.nift.ac.in/jodhpur/>)

- नेशनल इंस्टिट्यूट ऑफ़ डिज़ाइन (NID) – ग्राफ़िक डिज़ाइन — Ahmedabad, Gujarat (<https://www.nid.edu/academics/programmes/bachelor-of-design-bdes/graphic-design-bdes>)

PRIVATE INSTITUTES

- ARCH कॉलेज ऑफ़ डिज़ाइन एंड बिज़नेस – ग्राफ़िक/कम्युनिकेशन डिज़ाइन — Jaipur, Rajasthan (<https://www.archedu.org/b-des-graphic-design.html>)
- पूर्णिमा यूनिवर्सिटी – फैकल्टी ऑफ़ डिज़ाइन एंड आर्ट्स — Jaipur, Rajasthan (<https://poornima.edu.in/admissions/ug/faculty-of-design-and-arts/>)
- MIT इंस्टिट्यूट ऑफ़ डिज़ाइन (MIT-ID) — Pune, Maharashtra (<https://www.mitid.edu.in/>)

ONLINE

- Coursera – ग्राफ़िक व कम्युनिकेशन डिज़ाइन कोर्स — Online
- स्किल इंडिया डिजिटल हब — Online (<https://www.skillindiadigital.gov.in/>)

FEES

At government institutes (NID, NIFT, IICD) the B.Des fee is roughly ₹1.5–4 lakh per year, while at private institutes (ARCH, Poornima, MIT-ID) it can be about ₹1.5–5 lakh per year. Short diplomas and online courses are available for ₹10,000–1 lakh. Many institutes also offer scholarships and fee waivers.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- NIFT छात्रवृत्ति (सारथक व उड़ान) (<https://design.careers360.com/articles/nift-scholarship>)
- Buddy4Study – डिज़ाइन/कला छात्रवृत्ति (<https://www.buddy4study.com/scholarships>)
- SJE राजस्थान छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Branding and design studios, advertising agencies, publishing and media houses, e-commerce and tech startups, and the in-house design/marketing teams of large companies. Many designers also work as independent freelancers.

WORK CULTURE

Usually a 5-day week at a desk/computer; hours can rise near project deadlines. Work flows in teams through client briefs, ideas, drafts and rounds of revision. There are good remote and freelance opportunities, making the field accessible to women and persons with disabilities too.

WHO HIRES

- Branding and design studios (e.g. Elephant Design, Landor, Ideas)
- Media and publishing houses and digital news platforms
- Marketing/brand teams of corporate and FMCG companies
- Advertising agencies (Ogilvy, Leo Burnett, McCann, DDB Mudra)
- E-commerce and tech startups and their in-house design teams
- NGOs, government campaigns and independent freelance clients

DEMAND (2026)

With the expansion of Digital India, social media and the startup ecosystem, every brand needs a strong visual identity and a constant stream of content, so demand for visual communication designers is rising fast. Beyond print, there are good opportunities in India and abroad for designers skilled in web, apps, UI/UX, motion and packaging; the option of freelance and remote work makes it even more attractive.

7 Career growth

- 1 Junior / Trainee Designer
- 2 Visual Communication / Graphic Designer
- 3 Senior Designer / Art Director
- 4 Creative Director / Design Head / Studio Founder

EARNINGS

Starting	₹18,000–28,000/माह
Mid level	₹35,000–60,000/माह
Senior level	₹80,000–1,50,000+/माह

Per Careers360 and other sources, a fresher graphic/visual designer starts at roughly ₹18,000–28,000/month; income grows with experience, skill and city. At art-director and creative-director levels it can reach ₹80,000 to ₹1.5 lakh/month or more, and successful freelancers and studio owners earn even higher.

8 The good parts · The challenges

The good parts

- A chance to turn creativity into a career, with something new in every project
- Many kinds of opportunities — studio, agency, startup, freelance and remote
- Fast-growing demand in the expanding digital economy

The challenges

- Pressure from project deadlines and repeated revisions
- Limited starting pay; building a name takes time and a strong portfolio
- Client tastes and trends keep changing, so you must keep upskilling

9 Real-life journeys

Ashwini Deshpande

Co-founder & Director, Elephant Design (brand & communication designer)

Ashwini Deshpande graduated from the National Institute of Design (NID), Ahmedabad in 1989 and that same year co-founded Elephant Design, today counted among India's largest independent integrated design consultancies with offices in India and Singapore. She has won international awards in brand identity, packaging and communication design and served on juries such as D&AD and Cannes Lions. Repeatedly listed among the '50 Most Influential Women in Media', Ashwini is an inspiration for every girl who wants to build a career in visual communication and brand design.

Elephant Design · <https://www.elephantdesign.com/ashwini-deshpande>

Itu Chaudhuri

Founder & Principal, Itu Chaudhuri Design (typography & graphic designer)

Itu Chaudhuri trained in architecture at the School of Planning and Architecture, Delhi (1984), but his deep interest in letterforms and graphic design led him to make design his career and to found Itu Chaudhuri Design (ICD) in 1997. His studio is known for branding, typography, editorial and corporate-identity work. He also writes and speaks on design and has been visiting faculty at NID. His journey shows that with passion one can build a respected career in visual communication and typography.

Itu Chaudhuri Design · <https://icdindia.com/our-team>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Multimedia Designer
- Footwear Designer

- CAD Jewellery Designer

11 Sources & further reading

1. Rajasthan Career Guidance – Visual Communication Designer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%a6%e0%a5%83%e0%a4%b6%e0%a5%8d%e0%a4%af-%e0%a4%b8%e0%a4%82%e0%a4%9a%e0%a4%be%e0%a4%b0-%e0%a4%a1%e0%a4%bf%e0%a4%9c%e0%a4%bc%e0%a4%be%e0%a4%87%e0%a4%a8%e0%a4%b0visual-communication-designer/>
2. UCEED 2026 – IIT Bombay — <https://www.uceed.iitb.ac.in/>
3. NID – Bachelor of Design (Graphic Design) — <https://www.nid.edu/academics/programmes/bachelor-of-design-bdes/graphic-design-bdes>
4. Careers360 – Graphic Designer Salary — <https://design.careers360.com/articles/graphic-designer-salary-in-india>
5. Elephant Design – Ashwini Deshpande — <https://www.elephantdesign.com/ashwini-deshpande>



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