



SAARTHI • सारथी

करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

कला निर्देशक (Art Director)

An Art Director decides the overall visual style of an advertisement, magazine, film or TV project. Guiding a team of designers and artists, they give colours, sets and images one beautiful, consistent look.



Scan for everything on this career

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

career.gsssjethantri.in/#/career/art-director

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

An Art Director decides the overall visual style of an advertisement, magazine, film or TV project. Guiding a team of designers and artists, they give colours, sets and images one beautiful, consistent look.

2 At a glance

Field	Advertising & Film Design
Minimum qualification	Degree/diploma in visual or fine arts
Starting salary	From ₹45,000/month
Work mode	Studios & ad agencies

3 What you need

INTERESTS

- You are deeply interested in drawing, design and visual art.
- You like building creative ideas with a team.
- You enjoy understanding Indian art, craft and colours.

ABILITIES

- Strong creative and artistic thinking.
- Knowledge of perspective and drawing.
- Excellent communication and teamwork skills.

KEY SKILLS

- Visual design and composition
- Sketching and storyboarding
- Set and art-department management
- Graphic design software (Photoshop, Illustrator)
- Colour theory and typography
- Team leadership and project coordination

4 How to get there

- 1 Pass 10+2 in any stream.
- 2 Complete a bachelor's in visual arts/graphic design/fine arts.
- 3 For growth, do a master's in the same field.
- 4 Alternatively, a diploma/certificate in graphic design or fine arts.
- 5 You may need entrance exams like NID, UCEED, CEED.
- 6 Gain experience as an assistant in a studio/agency.

MAIN EXAMS

- NID DAT / UCEED / CEED / MITID DAT (design entrance)

5 Where to study

GOVERNMENT INSTITUTES

- जामिया मिलिया इस्लामिया — New Delhi (<https://www.jmi.ac.in/>)
- बनारस हिंदू विश्वविद्यालय (BHU) — Varanasi, Uttar Pradesh
- महाराजा सयाजीराव विश्वविद्यालय (MSU) — Vadodara, Gujarat
- रवींद्र भारती विश्वविद्यालय — Kolkata, West Bengal

PRIVATE INSTITUTES

- पैसिफिक यूनिवर्सिटी — Udaipur, Rajasthan
- मणिपाल उच्च शिक्षा विश्वविद्यालय — Manipal, Karnataka
- लवली प्रोफेशनल यूनिवर्सिटी (LPU) — Jalandhar, Punjab

ONLINE

- NPTEL-SWAYAM: डिज़ाइन/आर्ट कोर्स — Online (<https://onlinecourses.nptel.ac.in/>)
- इग्नू (दूरस्थ शिक्षा) — Distance learning (<https://www.ignou.ac.in/>)
- Udemy: ग्राफिक डिज़ाइन कोर्स — Online (<https://www.udemy.com/>)

FEES

Course fees range roughly from ₹32,900 to ₹94,000, depending on the institute.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- विद्यालक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Animation and film production studios, television studios, gaming companies and advertising agencies.

WORK CULTURE

Not just a desk job; it involves local travel and work on set. Work is often part-time or contract-based. Opportunities exist for persons with disabilities too.

WHO HIRES

- | | |
|-------------------------------------|--|
| • Film and TV production houses | • Advertising agencies (Ogilvy, Leo Burnett) |
| • Animation and VFX studios | • Gaming and digital media companies |
| • Publishing and magazine companies | • OTT and streaming platforms |

DEMAND (2026)

With OTT, advertising and gaming industries expanding, demand for skilled art directors is growing in 2026.

7 Career growth

- 1 Runner / Junior Designer
- 2 Storyboard Artist
- 3 Assistant Art Director
- 4 Art Director
- 5 Creative Director

EARNINGS

Starting	₹45,000/माह
Mid level	₹60,000–75,000/माह
Senior level	₹91,000+/माह

An art director earns roughly ₹45,000 to ₹91,000 per month; it rises further with experience and big projects. Figures based on NCS and indicative.

8 The good parts · The challenges

The good parts

- See your art and imagination on the big screen.
- Work on varied and exciting projects.
- Chance to lead a creative team.

The challenges

- Long and irregular working hours.
- Pressure of deadlines and budgets.
- Early work can be contract-based and uncertain.

9 Real-life journeys

Sabu Cyril

Art Director & Production Designer

Sabu Cyril is one of India's most celebrated art directors, designing the grand sets of films like 'Baahubali', 'Robot' and '2.0'. His work has won several National Film Awards, showing that hard work and imagination can take you to the top of this field.

The Quint · <https://www.thequint.com/entertainment/sabu-cyril-baahubali-films-production-designer-interview>

Aashrita Kamath

Art Director, Bollywood & Hollywood

Aashrita Kamath studied sociology at St Xavier's College, Mumbai and began in Bollywood's art department, contributing to films like 'Zindagi Na Milegi Dobara'. She was later selected for the prestigious AFI in Los Angeles and worked as an art director on James Cameron's 'Avatar' series.

YourStory · <https://yourstory.com/2017/11/aashritas-love-affair-films-takes-hollywood-avatar>

10 Sources & further reading

1. Rajasthan Career Guidance: Art Director — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%95%e0%a4%b2%e0%a4%be-%e0%a4%a8%e0%a4%bf%e0%a4%b0%e0%a5%8d%e0%a4%a6%e0%a5%87%e0%a4%b6%e0%a4%95-art-director/>
2. National Scholarship Portal — <https://scholarships.gov.in>
3. NIRF Institute Rankings — <https://www.nirfindia.org/>
4. National Career Service (NCS) — <https://www.ncs.gov.in/>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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