Selecting the right institution and right design course are vital to devising a successful career in design. Despite the ever-growing need of trained design professionals, there are no dedicated institutes to furnish the demand of the graphic design industry in Nepal. To plug the gap, we, at AiDC, Advance Institute of Design and Commerce, offer international design education and build quality human resources to cater to the country’s diverse design needs. Advance Institute of Design and Commerce is established with the aim of creating a positive and inspirational learning environment where students are taught relevant industry skills. We ensure you have the best possible chance of employment as designer or further your career if you are already in the design industry.

**International Course Conducted by Industry Leaders**
The design programmes at AiDC conducted by industry professionals with a wealth of technical knowledge and experience. Our tutors come from the best institutions across the Asia Pacific Region. With the support and inputs of local and global industry professionals, our curriculum will be constantly reviewed to keep our students at the forefront of design education at par with the global trends. **Learning by Doing** We believe learning by doing is the best way to realize, enhance and apply individual creative skill as a professional in the long run. Hence, from the basic foundation to advanced level, you will be exposed to various interesting assignments to spur your imagination, and enhance intellectual and analytical capabilities. Students are encouraged to ask questions as well as participate in interactive lecture sessions using case analyses and presentations, reviews and feedback as well as take-home assignments and project works.

**Taught by inspirational lecturers**, you’ll gather great skills, techniques and useful knowledge in a diverse range of areas including illustration, typography, desktop publishing, photography, packaging, identity development, multimedia and campaign development. Gathering skills and technical knowledge in a diverse range of areas, you’ll graduate with the ability to find creative solutions to problems using your own individual style.

**Career in Creative and Diverse Field** Our courses prepare you for careers and job opportunities in Advertising Agencies, Design Studios, Print and Publishing, Digital Interactive, Packaging, Television, Media, Films, Photography, Exhibition and Retail Design.

**Building Best Portfolio for Career** At AiDC, we believe the design portfolio is of paramount importance. By the end of the course you will have a complete printed portfolio showcasing variety of your skill and talent. Feedback and refining from professional faculties will guide you to putting your best works into your portfolio, giving you confidence to apply for graphic
design roles immediately after graduation.

**Knowledge Sharing from the Industry Experts** As part of the institute curriculum, we regularly invite leading specialist designers to present their work, and provide inspiration and insight into various areas of the design industry.

**Internship Advantage** As part of our curriculum, you will be placed in an internship programme which will provide you an opportunity to gain professional working experience. This will give you confidence, and a strong sense of creative wisdom that will be greatly valued and highly desirable to further your career.

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**Course Outline**

The Professional Course in Design is a 2 years' intensive programme spread over four semesters. A student needs to complete 500+ contact hours of course work, project work and internship to be certified. Each term is spread to 5 months having a 120+ contact hours. In Final Semester, students need to select between Design and Advertising as a specialisation. An open exhibition and presentation among the industry employers will be the final gateway for job opportunities or further studies.

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**ELIGIBILITY**

Candidates must have appeared or passed 10+2 (any stream) or equivalent with minimum of 50% marks obtained in the final examination to be eligible for the above-mentioned programme. The candidate should possess Creative Aptitude & Skills necessary to pursue Design Education as well as adaptability to the situations which the profession demands.

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**ENROLMENT PROCEDURE**

Candidates need to submit the completed Application Form. Application forms can be collected from the institution or downloaded from our website. All applicants must submit the following with the application form:

- Completed application form together with 2 color passport-size photographs;
- Certified copies of all relevant academic/professional qualifications and transcripts;
- Application processing fee of NRs. 500/-
- Prospective students in our Professional Course are required to submit a duly filled application form and necessary documents, take a 1.5 hrs. Skill-Test followed by an interview.

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**Course Timetable**

The classes are 3 days a week, 2 hours day
Two year course with 4 semesters
The total course duration is 200+ hour
The class time is 7:00AM - 9:00AM
(Confirm other time with the administration)

For more information contact

981 330 65 45
9841 42 12 92

info@aidc.edu.np

Advance Institute of Design and Commerce
Maharajgunj, RingRoad, Kathmandu

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**HAND SKILL**

- Object Study
- Life Study
- Sketches
- Thumb Nail
- THEORY
- Art Appreciation
- Color Theory
- Gustav Theory
- Lateral Thinking
- Design
- Advertising
- VISUAL
- Illustration
- Photography
- Animation
- GRAPHIC DESIGN
- 2D Design
- Design Trends
- Typography
- Identity Design
- Corporate Identity Program
- Packaging
- Publication
- Website
- Info-graphics
- Exhibition and Display
- COMPUTER APPLICATION
- InDesign
- Photoshop
- Illustrator
- Acrobat
- FreeHand
- Font Management
- File Management
- Website
- Content Management
- Pre Press
- ADVERTISING
- Campaign
- Positioning
- Assessment
- ATL and BTL
- New Media
- Copy Writing
- SOFT SKILL
- Responsible Design
- Communication Skill
- Planning and Budgeting
- Design Profession
- Design Management