

SALIM HABIB UNIVERSITY

Tracks Offered

01 Graphic Design

02 Animation

03 Media Production

04 Social Media

05 AI Creative Art

06 Media Marketing

Industrial Advisory Board (IAB) & Platforms

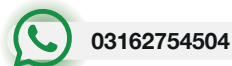
- Comprise professionals from the digital arts, film and television, media, creative design, and technology industries, as well as academia.
- Guide students to professional excellence, fostering an in-depth understanding of industry trends and best practices.
- Foster students' technical and professional development, ensuring their ability to secure job placements and entrepreneurial opportunities.
- Provide valuable networking prospects for students, connecting them with industry leaders and potential employers.
- Promote collaboration between academia and industry, ensuring the curriculum stays relevant and aligned with current industry needs and advancements.

Placements & Careers

- Graphic Designer
- Media Professional
- Brand Strategist
- UX/UI Designer
- Art Director
- Social Media Manager
- Web Designer
- Creative Director
- Freelance Designer/Artist
- Animator
- Digital Illustrator
- Art Educator
- TV Artist
- Game Designer
- Film Artist
- Visual Effects (VFX) Artist

SALIM HABIB UNIVERSITY

SHU NC-24, Deh Dih, Korangi Creek, Karachi 74900
UAN: 021-111-248-338



Visit us: www.shu.edu.pk



SALIM HABIB UNIVERSITY

Faculty of Management Sciences

BS Digital Arts & Creative Design

Careers in the world of art, film, and media



Chartered by the Government of Sindh - Recognized by
HEC, Sindh HEC/CIEC - Accredited by PCP, PEC & NCEAC

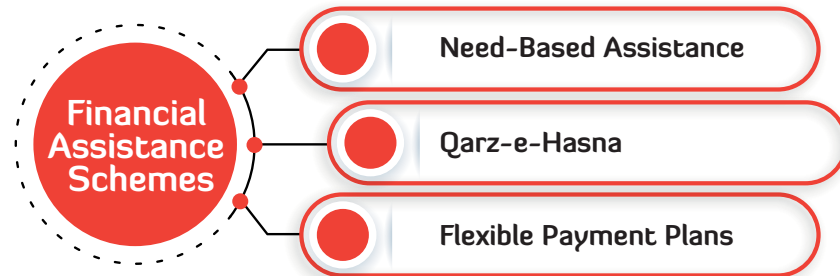
SALIM HABIB UNIVERSITY



BS Digital Arts &
Creative Design



- International standard cutting-edge curriculum
- Real world applications and research
- Experiential and project-based learning
- Career-focused marketable and entrepreneurial skills
- Personalized industry mentorship for nurturing entrepreneurial ideas
- Opportunities for international exposure and mobility through competitions and exhibitions
- Support and guidance from highly experienced and well-qualified faculty members



Terms & Conditions Apply

Scholarships and Financial Assistance

We offer generous scholarships and financial assistance to ensure that no student is denied admission or leaves due to financial ineligibility or economic constraints.

Forms available on the website www.shu.edu.pk

Why Digital Arts & Creative Design?

The program opens doors to a wide range of creative industries, including graphic design, animation, game development, and multimedia production, where you can transform your artistic talents into a rewarding career, featuring:

- A forward-thinking curriculum that blends traditional art techniques with digital tools, with opportunities to collaborate across various fields, integrating technology, design, and arts in creative projects.
- Industry-integrated learning with a strong focus on practical skills and portfolio development, including internships and real-world projects that prepare students for diverse careers.
- Opportunities to work on international projects and understand global trends in digital arts and design.



Program Structure



Eligibility

- Minimum 50% marks in HSSC or equivalent qualifications recognized by the Inter Board Committee of Chairmen (IBCC)
- Clear the Aptitude Test and Interview at Salim Habib University