

## **Creative Advertising Program**

### **Introduction**

Students are provided with unique capabilities of information technology can support the scientific development of designer of Visual Communication: Print Media, Web Design and Multimedia.

Students can apply the knowledge they have, such as layout, composition, photography, illustration, typography and audio-visual into print and dynamic interactive media.

### **Vision**

A world-class Visual Communication Design Department, delivering world class designers with distinctive local values and information technology capabilities.

### **Mission**

The mission of Visual Communication Design Department is to contribute to the global community through the provision of world-class education by :

1. Educating visual communicators who highly exemplify the creative spirit and a commitment to professional attitudes in the fields of new media, animation and creative advertising.
2. Preparing students for strategic positions in service industries with a strong sense of ethics and entrepreneurship and who can make a contribution to society.
3. Improving the quality of life of Indonesians and the international community through good design.
4. Recognizing and rewarding the most creative and value-adding talents.
5. Designing creative products and conducting professional services in visual communication design with an emphasis on application of knowledge to the society.

### **Program Objectives**

The objective of the program is :

To educate graduates who are capable of producing Creative Advertising portfolios that vividly demonstrate workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

### **Graduates Competency**

At the end of the program, graduates will be able to :

1. Explain the basic principles, know-how, technology and history of visual art / design.
2. Apply a basic and fundamental knowledge of art / design in practice.
3. Analyze aesthetic, technical, historical and cultural aspects of visual art / design.
4. Explain current communication approaches, market trends or behavior, and media of creative advertising designs.
5. Apply knowledge of market, media and communication approaches to produce creative advertising design solutions.
6. Analyze marketing communication problems based on an appropriate approach and generate design solutions.

### Prospective Career of the Graduate

After graduate from this program, so many promising career in creative industry ready to be occupied, like:

1. Creative Consultant
2. Creative Director
3. Art Director
4. Creative Copywriter
5. Creative Concept at inhouse company
6. Creative Concept at printed media

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	U1492	Western Art Review	2	
	U0724	Color Theory	4	
	U0754	Design and Materials	4	
	U1503	Eastern Art Review	3	
	U0733	Drawing I	3	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	U0793	Typography I	3	
	U0743	Drawing II	3	
	U1743	Graphic Computer I	3	
	U0824	Visual Communication Design I	4	
	U1763	Photography I	3	
	G1382	English in Focus	2	
3	G1392	English Savvy	2	24
	EN001	Entrepreneurship I	2	
	U0152	Audio Visual I	2	
	U1363	Typography II	3	
	U1123	Photography II	3	
	U1673	Design Illustration	3	
	U1253	Graphic Computer II	3	
	U1196	Visual Communication Design II	6	
4	CB432	CB: Interpersonal Development	2	23
	U0012	Esthetics	2	
	U1721	Entrepreneurship Business Project I	1	
	U0784	Audio Visual II	4	
	U1133	Photography III	3	
	U1322	Graphic Reproduction Methods	2	
	U1333	Copy Writing I	3	
	U1206	Visual Communication Design III	6	

Sem	Code	Course Name	SCU	Total
5	CB442	CB: Professional Development	2	23
	EN002	Entrepreneurship II	2	
	U1486	New Media	6	
	U1343	Copy Writing II	3	
	U1692	Marketing I	2	
	U1472	Consumer Psychology	2	
	U1216	Visual Communication Design IV	6	
6	U1392	Advertising Ethics	2	22
	U1404	Media Planning	4	
	U1432	Visual Communication Design Reviews	2	
	U1753	Marketing II*	3	
	U1463	Design Methods	3	
	U1226	Visual Communication Design V	6	
	U1702	Guest Lecturer	2	
7	U1556	Internship	6	6
8	U1588	Final Project	8	8
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship embedded

### The Table of Prerequisite for Creative Advertising Program

Subject	Credits	Prerequisites	Credits	
U1588	8	U0824	Visual Communication Design I	4
		U1196	Visual Communication Design II	6
		U1206	Visual Communication Design III	6
		U1216	Visual Communication Design IV	6
		U1226	Visual Communication Design V	6

Students should pass Visual Communication Design I-V with a minimum Grade is C

### Student should pass all of these quality controlled examinations as listed below:

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	U1363	Typography II	C
4	U1253	Graphic Computer II	C
5	U0824	Visual Communication Design I*	C
6	U1463	Design Methods	C
7	U1216	Visual Communication Design IV*	C
8	U1226	Visual Communication Design V*	C

\*) Tutorial & Multipaper