

## Creative Advertising Program

### Introduction

Creative Advertising S1 program is unique in providing creative education for future creative advertising people (art director/ creative) allowing them to work together in creative teams to produce the best of contemporary advertising - as well, students design real-world solutions for clients.

Students learn the creative aspects of advertising through hands-on studio work combined with a theoretical, strategic, and historical perspective. Courses draw on the constructs and paradigms of fields such as marketing, research, sociology, psychology, ethics and literature to enrich and extend the understanding of advertising concepts and applications.

### Program Objectives

The objective of the program is :

To educate graduates who are capable of producing Creative Advertising portfolios that vividly demonstrate workmanships, 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 current communication approaches, market trends or behavior, and media of creative advertising designs.
2. Apply knowledge of market, media and communication approaches to creative advertising design solutions.
3. 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. Art Director in Advertising Agency
3. Creative & Design in Digital Agency
4. Creative & Design in Event Organizer
5. Creative & Design in Media Company
6. Creative & Design in Communication Consultant
7. Creative in production house
8. Creative & Design Concept for in-house design in company

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013	Character Building: Pancasila	2	20
	DSGN6101	Design and Materials	4	
	DSGN6098	Color Theory	4	
	DSGN6165	Western Art Review	2	
	DSGN6166	Eastern Art Review	3	
	DSGN6099	Drawing I	3	

Sem	Code	Course Name	SCU	Total	
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	DSGN6104	Typography I	3		
	DSGN6100	Drawing II	3		
	DSGN6238	Computer Graphic I	3		
	DSGN6191	Photography I	3		
	DSGN7107	Visual Communication Design I	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6015	Character Building: Agama	2	22	
	ENTR6003	Entrepreneurship I	2		
	DSGN6157	Typography II	3		
	DSGN6134	Photography II	3		
	DSGN6327	Illustration Design	3		
	DSGN6239	Computer Graphic II	3		
	DSGN6141	Visual Communication Design II	6		
4	ARTS6015	Aesthetics	2	23	
	DSGN7241	Graphic Reproduction Methods*	3		
	MDIA6018	Audio Visual	4		
	DSGN6242	Copy Writing	3		
	MKTG6064	Marketing and Consumer Behavior	3		
	MDIA6019	Advertising Media	2		
	DSGN6285	Ideation and Art Direction	6		
5	DSGN6162	Visual Communication Design Reviews	2	23	
	DSGN6243	Digital Advertising*	3		
	ENTR6004	Entrepreneurship II	2		
	MDIA7017	New Media	4		
	DSGN6164	Design Methods	3		
	DSGN7286	Visual Communication Design III	6		
	DSGN6244	Guest Lecturer	3		
6	<b>Enrichment Program I</b>		16	16	
7	<b>Enrichment Program II</b>		16	16	
8	DSGN6262	Final Project	6	6	
			<b>Total Credits</b>	<b>146 SCU</b>	

\*) *Entrepreneurship embedded*

**English University Courses:**

- ) For 1<sup>st</sup> Semester : English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
- ) For 2<sup>nd</sup> Semester: English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

- ) Student will take one of enrichment program tracks (off campus).

### Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1	v						v					
2	v								v			
3	v									v		
4	v										v	

Notes:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- \*etc : Departement specific needs

Notes:

Student can choose one of the available tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
DSGN6245	Internship in Visual Communication Design Industry I	8	
DSGN6246	Creative Process in Industry Project I	4	
DSGN6248	EES in Industry	4	16
<b>Enrichment Program II</b>			
DSGN6249	Internship in Visual Communication Design Industry II	8	
DSGN6250	Creative Process in Industry Project II	4	
DSGN6252	EES in Industry Extended	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6062	Business Start Up	8	16
ENTR6143	Business Model & Validation for Design and Creative Business	2	
ENTR6144	Launching New Creative Business Venture	2	
ENTR6068	EES in New Business	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6001	Community Outreach Project Implementation	8	16
CMDV6038	Visual Communication Project Design in Community Outreach	4	
CMDV6003	Employability and Entrepreneurial Skills	4	

**Enrichment Study Abroad Track\***

Course Name		SCU	Total
GLOB6005	Elective Course for Study Abroad 1	4	16
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	

\*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

**The Table of Prerequisite for Creative Advertising Program**

Subject		Credits	Subject		Credits
DSGN6262	Final Project	6	DSGN7107	Visual Communication Design I	4
			DSGN6141	Visual Communication Design II	6
			DSGN7286	Visual Communication Design III	6
			DSGN6285	Ideation and Art Direction	6

Students should pass Visual Communication Design I, II, III, and Ideation and Art Direction with a minimum Grade is C

**Student should pass all of these quality controlled courses as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	DSGN6101	Design and Materials*	C
4	DSGN6099	Drawing I	C
5	DSGN7107	Visual Communication Design I*	C
6	DSGN6164	Design Methods	C
7	DSGN6285	Ideation and Art Direction*	C
8	DSGN7286	Visual Communication Design III	C

\*) Tutorial & Multipaper