

## Visual Communication Design

### Introduction

Visual Communication Design is one of the Program in the Bina Nusantara University. Since established in 1999, the program has focused in several aspects including graduate competency, faculty, and research. Visual Communication Design study program offers 3(three) streamings; New Media, Animasi ,Creative Advertising. At the fundamental level, the students from the three programs will learn the same courses about the principle of creative visual communication; principles of creative visual communication, its historical and cultural significance, and its core technology. At the higher level, the students will learn how to apply the fundamental courses by studying the different courses, and cases depending on the character of each streaming.

In New Media, Students are provided with unique capabilities of information technology that can support the scientific development of Visual Communication Design into Print Media, Digital Design, and Interactive Media. Students can apply their knowledge in many case studies such as branding, information design, design for public, photography, illustration, typography and web design into print and dynamic interactive media

In Animation, students are equipped with the knowledge and skills to solve the problem relating to creativity, aesthetics visual arts, technology and business model to support the 3D computer graphic industry. Students are equipped with the knowledge and skills of up-to-date development of 3D animation computer graphic technology to answer the requirement of the creative industry both national and international.

In Creative Advertising, students will learn how visual communication design artworks are created, and also about the formulation of creative ideas needed in commercials that are based on design theories and have historical perspectives. We will help students strengthen their design ability and idea creation by also providing classes in marketing introduction, consumer psychology, copywriting, and media. That way, students will have a good understanding of a complete and thorough commercial campaign

### 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 Objective

The objectives of the program are:

1. To provide students with the principal know-how of creative visual communication, its historical and cultural significance, and its core technology. Together these areas of study will establish in each student a solid ground for well-informed practice or further study.
2. To educate graduates who are capable of producing Visual Communication Design portfolios that vividly demonstrates workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

## Student Outcomes

1. Able to create printed and digital visual communication design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by stakeholders.
2. Able to conduct research and idea exploration to set the objectives, communication target, and DKV prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, cultural, social consequences and regulations.
3. Able to analyze level of material utilization efficiency and time in the production process of each selected alternative solution prototype of DKV, without changing the essence and aesthetic design.
4. Able to communicate DKV prototype alternative solutions independently or groups in verbal form, graphical, written, and communicative models with analog or digital techniques by selected appropriate communication rules.
5. Able to plan a business model to be implemented within visual communication design expertise.
6. Able to design DKV works by promoting cultural values and local indigenous as the children's nation identity.
7. Able to utilize Information and Communication Technology project's need so that can improve organizational performance.
8. Able to analyze visual communication problems and producing new media design solutions
9. Able to analyze problems and propose solutions ideas through visual communication design with the appropriate media selection
10. Able to design animation product with sale value and recognition of copyright (intellectual property) by applied principle design and technology in design process.

### Prospective Career of the Graduates

New Media:	Creative Advertising	Animation
<ol style="list-style-type: none"> <li>1. Brand Designer</li> <li>2. Game Design Visualisation</li> <li>3. Publication Design</li> <li>4. Web Design and Development</li> <li>5. Illustrator</li> <li>6. Graphic Design Studio</li> <li>7. Photographer</li> <li>8. Television and Broadcast Studio</li> <li>9. Corporate &amp; Retail Industry</li> <li>10. Government Institutions</li> <li>11. In-house Designer</li> </ol>	<ol style="list-style-type: none"> <li>1. Art Director</li> <li>2. Graphic Designer</li> <li>3. Commercial Photographer</li> <li>4. Digital Imaging Artist</li> <li>5. Illustrator</li> <li>6. Videographer</li> <li>7. Creative Entrepreneurs</li> </ol>	<ol style="list-style-type: none"> <li>1. Broadcast Television</li> <li>2. Film Production</li> <li>3. Games Industries</li> <li>4. Animation Studio</li> <li>5. Production House</li> <li>6. 3D Motion Artist (Animator/Motion Graphic)</li> <li>7. 3D Visualizer Artist (Modeller/Layout/Shading, Lighting &amp; Rendering)</li> <li>8. Visual FX Artist (Composer/Rotoscoping/Particle)</li> <li>9. Storyboard artist</li> <li>10. Character Design Artist</li> <li>11. Animation Producer</li> </ol>

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6165	Western Art Review*	2		
	DSGN6098	Color Theory	4		
	DSGN6101	Design and Materials	4		
	DSGN6166	Eastern Art Review*	3		
	DSGN6099	Drawing I	3		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	21	
	DSGN6104	Typography I	3		
	DSGN6100	Drawing II	3		
	DSGN7324	Computer Graphic I	3		
	DSGN7107	Visual Communication Design I	4		
	DSGN7132	Photography I	3		
	LANG6061	Indonesian	1		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6015	Character Building: Agama	2	24	
	DSGN6287	Visual Communication Design Reviews	2		
	DSGN7325	Computer Graphic II	3		

Sem	Code	Course Name	SCU	Total	
3	ENTR6003	Entrepreneurship I	2	24	
	DSGN6265	Visual Communication Design II	6		
	DSGN7326	Illustration Design	3		
	DSGN7133	Photography II	3		
	<b>Stream: New Media</b>				
	DSGN7085	Typography II	3		
	<b>Stream: Creative Advertising</b>				
	DSGN7085	Typography II	3		
	<b>Stream: Animation</b>				
FILM6035	Visual Workshop	3			
4	ARTS6015	Aesthetics	2	21/23/23	
	<b>Stream : New Media</b>				
	MDIA7012	New Media I*	6		
	DSGN7267	Graphic Reproduction Methods I**	3		
	DSGN8106	Typography III	4		
	DSGN7288	Surface Packaging Design	6		
	<b>Stream : Creative Advertising</b>				
	MDIA6018	Audio Visual	4		
	DSGN6242	Copy Writing	3		
	MKTG6064	Marketing and Consumer Behavior*	3		
	MDIA6019	Advertising Media*	2		
	DSGN6285	Ideation and Art Direction	6		
	DSGN7241	Graphic Reproduction Methods**	3		
	<b>Stream : Animation</b>				
	MDIA6020	Digital Compositing I*	4		
	DSGN6150	Modelling & Shading Lighting Rendering I*	4		
	DSGN6283	Animation Production Study	6		
	DSGN6237	Character Design**	4		
FILM7037	Screenplay of Animation	3			
5	DSGN6263	Design Methods	3	23/21/21	
	ENTR6004	Entrepreneurship II	2		
	DSGN7289	Visual Communication Design III	6		
	<b>Stream: New Media</b>				
	DSGN7269	Graphic Reproduction Methods II**	3		
	MDIA7013	New Media II*	6		
	DSGN7126	Guest Lecturer	3		
	<b>Stream: Creative Advertising</b>				
	DSGN6243	Digital Advertising*/**	3		
	MDIA7017	New Media*	4		
	DSGN6244	Guest Lecturer	3		
	<b>Stream: Animation</b>				
	DSGN6151	Modelling & Shading Lighting Rendering II*	4		
	MDIA6022	Digital Compositing II*	3		
FILM6039	Cinematography for Animation	3			

Sem	Code	Course Name	SCU	Total
6	Enrichment Program I			15
7	Enrichment Program II			16
8	DSGN6591	Thesis	6	6
<b>TOTAL CREDITS 146 SCU</b>				

\*) This course is delivered in English

\*\*) 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). See enrichment appendix for the tracks detail.

#### Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
<b>New Media</b>												
1	v						v					
2		v					v					
3			v				v					
4				v			v					
5					v		v					
<b>Creative Advertising</b>												
1	v						v					
2	v								v			
3	v									v		
4	v										v	
<b>Animation</b>												
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	

Notes:

- IN : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- etc : Study Program Special Purposes

Notes:

Student will take one of enrichment program tracks

## Enrichment Internship Track

### ➤ New Media

Code	Course Name	SCU	Total
<i>For student who chooses Internship track in semester 6 and 7 can take these following courses:</i>			
<b>Enrichment Program I</b>			
DSGN6270	Project on NGO	8	15
DSGN6271	Creative Process in Graphic Design I	4	
DSGN6383	EES in Industry I	3	
<b>Enrichment Program II</b>			
DSGN6274	Project on Industry	8	16
DSGN6275	Creative Process in Graphic Design II	4	
DSGN6277	EES in Industry II	4	
<b>Enrichment Program II: For student who doesn't choose Internship track in semester 6, can take these following courses in semester 7:</b>			
DSGN6274	Project on Industry	8	
DSGN6332	Creative Process in Graphic Design	4	
DSGN6333	EES in Industry	4	

### ➤ Creative Advertising

Code	Course Name	SCU	Total
<b>Enrichment Program I: For students who only take internship track in semester 6, should take these following courses:</b>			
DSGN6251	Internship in Visual Communication Design Industry	8	15
DSGN6259	Creative Process in Industry Project	4	
DSGN6266	EES in Creative Industry	3	
<i>For students who take internship track in semester 6 and semester 7, should take these following courses:</i>			
<b>Enrichment Program I</b>			
DSGN6245	Internship in Visual Communication Design Industry I	8	15
DSGN6246	Creative Process in Industry Project I	4	
DSGN6381	EES in Creative Industry I	3	
<b>Enrichment Program II:</b>			
DSGN6249	Internship in Visual Communication Design Industry II	8	16
DSGN6250	Creative Process in Industry Project II	4	
DSGN6247	EES in Creative Industry II	4	

➤ **Animation**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
DSGN6479	Production and Post Production in Industry	8	
DSGN6272	Production and Post Production Experience in Visual Communication Design Industry	4	
DSGN6276	EES in Production and Post Production Experience	3	
<b>Enrichment Program II</b>			16
DSGN6345	Pre Production and Production in Industry	8	
DSGN6346	Pre Production and Production Experience in Visual Communication Design Industry	4	
DSGN6347	EES in Pre Production and Production Experience	4	

**Enrichment Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
ENTR6324	Business Start Up	8	
ENTR6336	Business Model & Validation for Design and Creative Business	2	
ENTR6337	Launching New Creative Business Venture	2	
ENTR6375	EES in New Visual Communication Design Business	3	
<b>Enrichment Program II</b>			16
ENTR6323	Business Start Up	8	
ENTR6406	Business Model & Validation for Design and Creative Business	2	
ENTR6407	Launching New Creative Business Venture	2	
ENTR6341	EES in New Visual Communication Design Business	4	

**Enrichment Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
RSCH6274	Research Experience	8	
RSCH6250	Scientific Writing in Visual Communication Design Research	4	
RSCH6294	Global EES in Visual Communication Design Research	3	
<b>Enrichment Program II</b>			16
RSCH6273	Research Experience	8	
RSCH6109	Scientific Writing in Visual Communication Design Research	4	
RSCH6283	Global EES in Visual Communication Design Research	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
CMDV6155	Community Outreach Project Implementation	8	15
CMDV6171	Visual Communication Project Design in Community Outreach	4	
CMDV6199	Employability and Entrepreneurial Skills in Design Community	3	
<b>Enrichment Program II</b>			
CMDV6154	Community Outreach Project Implementation	8	16
CMDV6176	Visual Communication Project Design in Community Outreach	4	
CMDV6173	Employability and Entrepreneurial Skills in Design Community	4	

### Enrichment Study Abroad Track

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
GLOB6005	Elective Course for Study Abroad 1	4	15
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	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	
<b>Enrichment Program II</b>			
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 Animation Program**

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.		
DSGN6591	Thesis	6	8	DSGN7107	Visual Communication Design I	4	2		
				DSGN6265	Visual Communication Design II	6	3		
				DSGN7289	Visual Communication Design III	6	5		
				<b>Stream : New Media</b>					
				DSGN7288	Surface Packaging Design	6	4		
				<b>Stream : Creative Advertising</b>					
				DSGN6285	Ideation and Art Direction	6	4		
				<b>Stream : Animation</b>					
				DSGN6283	Animation Production Study	6	4		

*Note: Students should pass Visual Communication Design I, II, III, and Surface Packaging Design with minimum grade C.*

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

No	Course Code	Course Name	Minimal 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	DSGN6263	Design Methods	C
7	DSGN7289	Visual Communication Design III	C
<b>Stream : New Media</b>			
8	MDIA7013	New Media II*	C
<b>Stream : Creative Advertising</b>			
8	DSGN6285	Ideation and Art Direction*	C
<b>Stream : Animation</b>			
8	DSGN6237	Character Design*	C

\*) Tutorial & Multipaper