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

Become a world-class Visual Communication Design department, delivering world class designers with distinctive feature in local values and information technology capabilities.

Mission

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

1. Educating visual communicators in the fields of new media, animation and creative advertising who highly exemplify creative spirit and commitment to professional attitudes.
2. Preparing students for strategic positions in service industries with strong sense of ethics and entrepreneurship as a contribution to the society at large
3. Improving the quality of life of Indonesians and the international community through a good design.
4. Recognizing and rewarding the most creative and value-adding talents.
5. Conducting professional services and designing creative product in visual communication design fields 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 produce graduates who are capable of producing Visual Communication Design portfolios that vividly demonstrate 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 trough 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.

11. Able to demonstrate self-confidence.

12. Able to demonstrate a global outlook and an understanding of cultural sensitivities.

13. Able to demonstrate effective oral and written communication skills with people from a variety of backgrounds and perspectives.

14. Able to create innovative solutions, which take ethical considerations into account.

15. Able to propose solutions in the planning, management, and development of a project.

16. Able to demonstrate entrepreneurial spirit in various context.
### Prospective Career of the Graduates

<table>
<thead>
<tr>
<th>New Media:</th>
<th>Creative Advertising</th>
<th>Animation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Brand Designer</td>
<td>1. Art Director</td>
<td>1. Broadcast Television</td>
</tr>
<tr>
<td>2. Game Design Visualisation</td>
<td>2. Graphic Designer</td>
<td>2. Film Production</td>
</tr>
<tr>
<td>5. Illustrator</td>
<td>5. Illustrator</td>
<td>5. Production House</td>
</tr>
<tr>
<td>6. Graphic Design Studio</td>
<td>6. Videographer</td>
<td>6. 3D Motion Artist</td>
</tr>
<tr>
<td>7. Photographer</td>
<td>7. Creative Entrepreneurs</td>
<td>7. 3D Visualizer Artist (Animator/Motion Graphic)</td>
</tr>
<tr>
<td>8. Television and Broadcast Studio</td>
<td></td>
<td>8. Visual FX Artist (Compositor/Rotoscoping/Particle)</td>
</tr>
<tr>
<td>11. In-house Designer</td>
<td></td>
<td>11. Animation Producer</td>
</tr>
</tbody>
</table>

### Course Structure

<table>
<thead>
<tr>
<th>Sem</th>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CHAR6013</td>
<td>Character Building: Pancasila</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>DSGN6165</td>
<td>Western Art Review*</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6098</td>
<td>Color Theory</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6101</td>
<td>Design and Materials</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6166</td>
<td>Eastern Art Review*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6099</td>
<td>Drawing I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6104</td>
<td>Typography I</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>DSGN6100</td>
<td>Drawing II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7324</td>
<td>Computer Graphic I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7107</td>
<td>Visual Communication Design I</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7132</td>
<td>Photography I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LANG6061</td>
<td>Indonesian</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGL6128</td>
<td>English in Focus</td>
<td>2</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>ENGL6130</td>
<td>English for Business Presentation</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>CHAR6014</td>
<td>Character Building: Kewarganegaraan</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6104</td>
<td>Typography I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6100</td>
<td>Drawing II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7324</td>
<td>Computer Graphic I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7107</td>
<td>Visual Communication Design I</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7132</td>
<td>Photography I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LANG6061</td>
<td>Indonesian</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGL6129</td>
<td>English Savvy</td>
<td>2</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>ENGL6131</td>
<td>English for Written Business Communication</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>CHAR6015</td>
<td>Character Building: Agama</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>DSGN6287</td>
<td>Visual Communication Design Reviews</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7325</td>
<td>Computer Graphic II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Sem</td>
<td>Code</td>
<td>Course Name</td>
<td>SCU</td>
<td>Total</td>
</tr>
<tr>
<td>-----</td>
<td>----------</td>
<td>---------------------------------</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>3</td>
<td>ENTR6003</td>
<td>Entrepreneurship I</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>DSGN6265</td>
<td>Visual Communication Design II</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7326</td>
<td>Illustration Design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7133</td>
<td>Photography II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream: New Media</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7085</td>
<td>Typography II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream: Creative Advertising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7085</td>
<td>Typography II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream: Animation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>FILM6035</td>
<td>Visual Workshop</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ARTS6015</td>
<td>Aesthetics</td>
<td>2</td>
<td>21/23/23</td>
</tr>
<tr>
<td></td>
<td><strong>Stream : New Media</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA7012</td>
<td>New Media I*</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7267</td>
<td>Graphic Reproduction Methods I**</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN8106</td>
<td>Typography III</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7288</td>
<td>Surface Packaging Design</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream : Creative Advertising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA6018</td>
<td>Audio Visual</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6242</td>
<td>Copy Writing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG6064</td>
<td>Marketing and Consumer Behavior*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA6019</td>
<td>Advertising Media*</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6285</td>
<td>Ideation and Art Direction</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7241</td>
<td>Graphic Reproduction Methods**</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream : Animation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA6020</td>
<td>Digital Compositing I*</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6150</td>
<td>Modelling &amp; Shading Lighting Rendering I*</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6283</td>
<td>Animation Production Study</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6237</td>
<td>Character Design**</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FILM7037</td>
<td>Screenplay of Animation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6263</td>
<td>Design Methods</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENTR6004</td>
<td>Entrepreneurship II</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7289</td>
<td>Visual Communication Design III</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream: New Media</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7269</td>
<td>Graphic Reproduction Methods II**</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA7013</td>
<td>New Media II*</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN7126</td>
<td>Guest Lecturer</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><strong>Stream: Creative Advertising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6243</td>
<td>Digital Advertising*/*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA7017</td>
<td>New Media*</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6244</td>
<td>Guest Lecturer</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Stream: Animation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSGN6151</td>
<td>Modelling &amp; Shading Lighting Rendering II*</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MDIA6022</td>
<td>Digital Compositing II*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FILM6039</td>
<td>Cinematography for Animation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Sem</td>
<td>Code</td>
<td>Course Name</td>
<td>SCU</td>
<td>Total</td>
</tr>
<tr>
<td>-----</td>
<td>------------</td>
<td>-------------------</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>6</td>
<td>Enrichment</td>
<td>Program I</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>Enrichment</td>
<td>Program II</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>8</td>
<td>DSGN6591</td>
<td>Thesis</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

TOTAL CREDITS 146 SCU

*) This course is delivered in English
**) Entrepreneurship Embedded

English University Courses:

- For 1\textsuperscript{st} 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\textsuperscript{nd} 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\textsuperscript{th} Semester) & Enrichment Program II (7\textsuperscript{th} Semester):

- Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

<table>
<thead>
<tr>
<th>Track</th>
<th>Semester 6</th>
<th>Semester 7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I</td>
<td>RS</td>
</tr>
<tr>
<td>New Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>Creative Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>Animation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>v</td>
<td></td>
</tr>
</tbody>
</table>

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**

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

- **Creative Advertising**

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSGN6479</td>
<td>Production and Post Production in Industry</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>DSGN6272</td>
<td>Production and Post Production Experience in Visual Communication Design Industry</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>DSGN6276</td>
<td>EES in Production and Post Production Experience</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

#### Enrichment Program II

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DSGN6345</td>
<td>Pre Production and Production in Industry</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>DSGN6346</td>
<td>Pre Production and Production Experience in Visual Communication Design Industry</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>DSGN6347</td>
<td>EES in Pre Production and Production Experience</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

### Enrichment Entrepreneurship Track

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR6324</td>
<td>Business Start Up</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>ENTR6336</td>
<td>Business Model &amp; Validation for Design and Creative Business</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ENTR6337</td>
<td>Launching New Creative Business Venture</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ENTR6375</td>
<td>EES in New Visual Communication Design Business</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

#### Enrichment Program II

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR6323</td>
<td>Business Start Up</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>ENTR6406</td>
<td>Business Model &amp; Validation for Design and Creative Business</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ENTR6407</td>
<td>Launching New Creative Business Venture</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ENTR6341</td>
<td>EES in New Visual Communication Design Business</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

### Enrichment Research Track

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSCH6274</td>
<td>Research Experience</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>RSCH6250</td>
<td>Scientific Writing in Visual Communication Design Research</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>RSCH6294</td>
<td>Global EES in Visual Communication Design Research</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

#### Enrichment Program II

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSCH6273</td>
<td>Research Experience</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>RSCH6109</td>
<td>Scientific Writing in Visual Communication Design Research</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>RSCH6283</td>
<td>Global EES in Visual Communication Design Research</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
### Enrichment Community Development Track

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMDV6155</td>
<td>Community Outreach Project Implementation</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>CMDV6171</td>
<td>Visual Communication Project Design in Community Outreach</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>CMDV6199</td>
<td>Employability and Entrepreneurial Skills in Design Community</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### Enrichment Study Abroad Track

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>SCU</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOB6005</td>
<td>Elective Course for Study Abroad 1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GLOB6006</td>
<td>Elective Course for Study Abroad 2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GLOB6007</td>
<td>Elective Course for Study Abroad 3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GLOB6008</td>
<td>Elective Course for Study Abroad 4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GLOB6009</td>
<td>Elective Course for Study Abroad 5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6010</td>
<td>Elective Course for Study Abroad 6</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6011</td>
<td>Elective Course for Study Abroad 7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6012</td>
<td>Elective Course for Study Abroad 8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6013</td>
<td>Elective Course for Study Abroad 9</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6014</td>
<td>Elective Course for Study Abroad 10</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6015</td>
<td>Elective Course for Study Abroad 11</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6016</td>
<td>Elective Course for Study Abroad 12</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>GLOB6041</td>
<td>Elective Course for Study Abroad 25</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GLOB6042</td>
<td>Elective Course for Study Abroad 26</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

*) 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

<table>
<thead>
<tr>
<th>No.</th>
<th>Course Code</th>
<th>Course Name</th>
<th>Minimal Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CHAR6013</td>
<td>Character Building: Pancasila</td>
<td>B</td>
</tr>
<tr>
<td>2</td>
<td>ENTR6004</td>
<td>Entrepreneurship II</td>
<td>C</td>
</tr>
<tr>
<td>3</td>
<td>DSGN6101</td>
<td>Design and Materials*</td>
<td>C</td>
</tr>
<tr>
<td>4</td>
<td>DSGN6099</td>
<td>Drawing I</td>
<td>C</td>
</tr>
<tr>
<td>5</td>
<td>DSGN7107</td>
<td>Visual Communication Design I*</td>
<td>C</td>
</tr>
<tr>
<td>6</td>
<td>DSGN6263</td>
<td>Design Methods</td>
<td>C</td>
</tr>
<tr>
<td>7</td>
<td>DSGN7289</td>
<td>Visual Communication Design III</td>
<td>C</td>
</tr>
</tbody>
</table>

**Stream: New Media**

8 MDIA7013 New Media II* | C

**Stream: Creative Advertising**

8 DSGN6285 Ideation and Art Direction* | C

**Stream: Animation**

8 DSGN6237 Character Design* | C

*) Tutorial & Multipaper

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