

## **New Media 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 Objective**

The objective of the program is :

To educate graduates who are capable of producing new media 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 user-contexts and trends, visual communication approaches & technology of new media design
5. Apply knowledge of user-contexts, communication approaches and visual technology to develop new media design solutions.
6. Analyze visual communication problems & generate new media design solutions.

### Prospective Career of the Graduate

1. Design Bureau Studio
2. Publication Design
3. Brand Consultant
4. Graphic Boutique
5. Corporate & Retail Industry
6. Television
7. Government Institutions
8. Inhouse Designer
9. Illustrator

### 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	
	U0763	Graphic Computer I	3	
	U0824	Visual Communication Design I	4	
	U1103	Photography I	3	
	G1382	English in Focus	2	
3	G1392	English Savvy	2	23
	U0152	Audio Visual I	2	
	U0804	Typography II	4	
	U1113	Photography II	3	
	U1263	Design Illustration	3	
	U0836	Visual Communication Design II	6	
	U0773	Graphic Computer II	3	

Sem	Code	Course Name	SCU	Total
4	CB432	CB: Interpersonal Development	2	24
	U0012	Esthetics	2	
	EN001	Entrepreneurship I	2	
	U0784	Audio Visual II	4	
	U1084	Graphic Reproduction Methods I	4	
	U0814	Typography III	4	
	U0846	Visual Communication Design III	6	
5	CB442	CB: Professional Development	2	23
	U1413	Visual Communication Design Reviews	3	
	U1604	Graphic Reproduction Methods II	4	
	U1056	New Media I	6	
	U0492	Advertising I	2	
	U0856	Visual Communication Design IV	6	
6	U1623	Advertising II	3	22
	U1616	New Media II*	6	
	U0866	Visual Communication Design V	6	
	U1632	Design Methods	2	
	U1023	Guest Lecturer	3	
	EN002	Entrepreneurship II	2	
7	U1536	Internship	6	6
8	U1568	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 New Media Program

Subject		Credits	Prerequisites	Credits	
U1568	Final Project	8	U0824	Visual Communication Design I	4
			U0836	Visual Communication Design II	6
			U0846	Visual Communication Design III	6
			U0856	Visual Communication Design IV	6
			U0866	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	U0804	Typography II	C
4	U0773	Graphic Computer II	C
5	U0824	Visual Communication Design I*	C
6	U1632	Design Methods	C
7	U1616	New Media II*	C
8	U0866	Visual Communication Design V*	C

\*) Tutorial & Multipaper