

New Media Program

Introduction

Students are provided with unique capabilities of information technology that can support the scientific development of Visual Communication Design into Print Media, Web Design and Interactive Media.

Students can apply their knowledge on many case studies such as branding, information design, design for public, photography, illustration, typography and web design into print and dynamic interactive media.

Program Objective

The objective of the program is :

- To educate graduates who are capable of producing new media portfolios that vividly demonstrates 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. Graduates will be able to explain user-contexts & trends, visual communication approaches & technology of new media design.
2. Graduates will be able to apply knowledge of user-contexts, communication approaches and visual technology to develop new media design solutions.
3. Graduates will be able to analyze visual communication problems & generate new media design solutions.

Prospective Career of the Graduate

1. Graphic Design Studio
2. Publication Design
3. Branding Consultant
4. Illustrator
5. Photographer
6. Web Design and Development
7. Television and Broadcast Studio
8. Corporate & Retail Industry
9. Government Institutions
10. Inhouse Designer

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		
	English University Courses I				
	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		
	DSGN7324	Computer Graphic I	3		
	DSGN7107	Visual Communication Design I	4		
	DSGN7132	Photography I	3		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6015	Character Building: Agama	2	21	
	DSGN6287	Visual Communication Design Reviews	2		
	DSGN7133	Photography II	3		
	DSGN7085	Typography II	3		
	ENTR6003	Entrepreneurship I	2		
	DSGN6265	Visual Communication Design II	6		
	DSGN7325	Computer Graphic II	3		
4	ARTS6015	Aesthetics	2	24	
	MDIA7012	New Media I	6		
	DSGN7326	Illustration Design	3		
	DSGN7267	Graphic Reproduction Methods I*	3		
	DSGN8106	Typography III	4		
	DSGN7288	Surface Packaging Design	6		
5	DSGN6263	Design Methods	3	23	
	ENTR6004	Entrepreneurship II	2		
	DSGN7269	Graphic Reproduction Methods II*	3		
	MDIA7013	New Media II	6		
	DSGN7126	Guest Lecturer	3		
	DSGN7289	Visual Communication Design III	6		
6	Enrichment Program I		16	16	
7	Enrichment Program II		16	16	
8	DSGN6278	Final Project	6	6	
			Total Credit 146 SCU		

*) *Entrepreneurship Embedded*

English University Courses:

-) For 1st 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 2nd 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 (6th Semester) & Enrichment Program II (7th 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					
5					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
Enrichment Program I			16
DSGN6270	Project on NGO	8	
DSGN6271	Creative Process in Graphic Design I	4	
DSGN6273	EES in industry I	4	
Enrichment Program II			16
DSGN6274	Project on Industry	8	
DSGN6275	Creative Process in Graphic Design II	4	
DSGN6277	EES in industry II	4	
Enrichment for student who doesn't choose Industrial Experience track in semester 6, can take these following courses in semester 7			16
DSGN6274	Project on Industry	8	
DSGN6332	Creative Process in Graphic Design	4	
DSGN6333	EES in industry	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 Research Track

Code	Course Name	SCU	Total
RSCH6037	Research Experience	8	16
RSCH6109	Scientific Writing in Visual Communication Design Research	4	
RSCH6039	Global EES	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	16
GLOB6006	Elective Course for Study Abroad 2	
GLOB6007	Elective Course for Study Abroad 3	
GLOB6008	Elective Course for Study Abroad 4	
GLOB6009	Elective Course for Study Abroad 5	
GLOB6010	Elective Course for Study Abroad 6	
GLOB6011	Elective Course for Study Abroad 7	
GLOB6012	Elective Course for Study Abroad 8	
GLOB6013	Elective Course for Study Abroad 9	
GLOB6014	Elective Course for Study Abroad 10	
GLOB6015	Elective Course for Study Abroad 11	
GLOB6016	Elective Course for Study Abroad 12	

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

The Table of Prerequisite for New Media Program

Subject	Credits	Subject	Credits	
DSGN6278	6	Final Project		
		DSGN7107	Visual Communication Design I	4
		DSGN6265	Visual Communication Design II	6
		DSGN7289	Visual Communication Design III	6
		DSGN7288	Surface Packaging Design	6

Students should pass Visual Communication Design I, II, III, and Surface Packaging Design with a minimum Grade is C.

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

No	Code	Course Code	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	DSGN6263	Design Methods	C
7	MDIA7013	New Media II*	C
8	DSGN7289	Visual Communication Design III	C

*) Tutorial & Multipaper