Visual Communication Design - Animation

Introduction

In this specialization, 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.

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, it's 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 animation portfolios that vividly demonstrate workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

Student Outcomes

After completing the study, graduates are:

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, histoy, cultural, social consequences and regulations;
3. Able to analysis 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 design animation product with sale value and recognition of copyright (intellectual property) by applied principle design and technology in a design process;

6. Able to design business models based copyright (intellectual property) in applied design and animation production.

Prospective Career of the Graduates

1. Broadcast Television
2. Film Production
3. Games Industries
4. Animation Studio
5. Production House
6. 3D Motion Artist (Animator/Motion Graphic)
7. 3D Visualizer Artist (Modeller/Layout/Shading, Lighting & Rendering)
8. Visual FX Artist (Compositor/Rotoscoping/Particle)
9. Storyboard artist
10. Character Design Artist
11. Animation Produser

Curriculum

Curriculum of Animation Program was designed based on 4 foundations:

1. Fundamental of Art: the foundation that equipped students with basic fundamental of art, encompassed concept of shape, colour, and composition, that was delivered systematically.

2. Production Experiences: on this phase, student will be equipped with competency on animation production.

3. Development in Animation: the designed curriculum will give opportunity and facilitate students to develop their own identity on their creation.

4. Industrial Experiences: on this phase, student will be exposed with real work experience in creative industry.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013	Character Building: Pancasila	2	20
	DSGN6165	Western Art Review	2	
	DSGN6121	Color Theory	4	
	DSGN6122	Design and Materials	4	
	DSGN6166	Eastern Art Review	3	
	DSGN7138	Drawing I	3	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6014	Character Building: Kewarganegaraan	2	21
	DSGN6331	Typography	3	
	DSGN7139	Drawing II*	3	
	DSGN6328	Computer Graphic I*&***	3	
	DSGN6140	Visual Communication Design I	4	
	DSGN6136	Photography I*	3	
	LANG6061	Indonesian	1	

Sem	Code	Course Name	SCU	Total
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6015	Character Building: Agama	2	24
	ENTR6003	Entrepreneurship I	2	
	FILM6035	Visual Workshop	3	
	DSGN6137	Photography II*	3	
	DSGN7115	Visual Communication Design II**	6	
	DSGN6329	Computer Graphic II*&***	3	
	DSGN6234	Visual Communication Design Reviews*	2	
	DSGN6330	Illustration Design	3	
4	MDIA6020	Digital Compositing I*&***	4	23
	DSGN6150	Modelling & Shading Lighting Rendering I*&***	4	
	FILM7037	Screenplay of Animation**	3	
	DSGN6283	Animation Production Study**	6	
	DSGN6237	Character Design**&****	4	
	ARTS6015	Aesthetics	2	
5	ENTR6004	Entrepreneurship II	2	21
	DSGN6180	Design Methods	3	
	DSGN6151	Modelling & Shading Lighting Rendering II*&***	4	
	MDIA6022	Digital Compositing II*&***	3	
	FILM6039	Cinematography for Animation**	3	
	DSGN7284	Visual Communication Design III**&****	6	
6	**Enrichment Program I**		15	15
7	**Enrichment Program II**		16	16
8	DSGN6593	Thesis	6	6
			TOTAL CREDIT 146 SCU	

*) This course is delivered in English

**) Global Learning System Course

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

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	

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

Notes:
Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSGN6479	Production and Post Production in Industry	8	15
DSGN6272	Production and Post Production Experience in Visual Communication Design Industry	4	
DSGN6276	EES in Production and Post Production Experience	3	
Enrichment Program II			
DSGN6345	Pre Production and Production in Industry	8	16
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
ENTR6322	Business Start Up	8	16
ENTR6143	Business Model & Validation for Design and Creative Business	2	
ENTR6144	Launching New Creative Business Venture	2	
ENTR6340	EES in New Visual Communication Design Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6273	Research Experience	8	
RSCH6109	Scientific Writing in Visual Communication Design Research	4	16
RSCH6283	Global EES in Visual Communication Design Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6153	Community Outreach Project Implementation	8	
CMDV6038	Visual Communication Project Design in Community Outreach	4	16
CMDV6172	Employability and Entrepreneurial Skills in Design Community	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
GLOB6005	Elective Course for Study Abroad 1	4	
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	16
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.
DSGN6593	Thesis	6	8	DSGN6140	Visual Communication Design I	4	2
				DSGN7115	Visual Communication Design II	6	3
				DSGN7284	Visual Communication Design III	6	5
				DSGN6283	Animation Production Study	6	4

Students should pass Visual Communication Design I, II, III, and Animation Production Study 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.	DSGN6122	Design and Materials*	C
4.	DSGN7138	Drawing I	C
5.	DSGN6140	Visual Communication Design I*	C
6.	DSGN6180	Design Methods	C
7.	DSGN6237	Character Design*	C
8.	DSGN7284	Visual Communication Design III	C

*) Tutorial & Multipaper