

## Visual Communication Design - Creative Advertising

### Introduction

Creative Advertising S1 program is unique in providing creative education for future creative advertising people (art director/ creative) allowing them to work together in creative teams to produce the best of contemporary advertising - as well, students design real-world solutions for clients.

Students learn the creative aspects of advertising through hands-on studio work combined with a theoretical, strategic, and historical perspective. Courses draw on the constructs and paradigms of fields such as marketing, research, sociology, psychology, ethics and literature to enrich and extend the understanding of advertising concepts and applications.

### Vision

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

### 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 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 programme are:

1. To provide students with principal know-how of creative visual communication, it's historical and cultural significance, and its core technology. Together they should form in each student a solid ground for well-informed practice or further study.
2. To educate graduates who are capable of producing Creative Advertising portfolios that vividly demonstrate workmanships, creativity, conceptual insights, and attitudes of a professional design standard.

### Student Outcomes

After complete the study, graduate are:

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1. Able to create aesthetic and added value visual communication design works to overcome identity problem, mass communication and competition problems of 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, and cultural aspects.
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 design communicative works that set forth cultural values and local indigeneity as his / her national identity.
6. Able to plan a business model to be implemented within visual communication design expertise.
7. Able to utilize information technology and communication in supporting project's need and organizational performance.
8. Able to analyze problems and propose solutions ideas trough visual communication design with the appropriate media selection

### Prospective Career of the Graduates

After graduate from this program, so many promising career in creative industry ready to be occupied, like:

1. Creative Consultant
2. Art Director in Advertising Agency
3. Creative & Design in Digital Agency
4. Creative & Design in Event Organizer
5. Creative & Design in Media Company
6. Creative & Design in Communication Consultant
7. Creative in production house
8. Creative & Design Concept for in-house design in company

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6101	Design and Materials	4		
	DSGN6098	Color Theory	4		
	DSGN6165	Western Art Review	2		
	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		

Sem	Code	Course Name	SCU	Total	
2	CHAR6014	Character Building: Kewarganegaraan	2	21	
	DSGN6104	Typography I	3		
	DSGN6100	Drawing II	3		
	DSGN6238	Computer Graphic I	3		
	DSGN6191	Photography I	3		
	DSGN7107	Visual Communication Design I	4		
	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	22	
	ENTR6003	Entrepreneurship I	2		
	DSGN6157	Typography II	3		
	DSGN6134	Photography II	3		
	DSGN6327	Illustration Design	3		
	DSGN6239	Computer Graphic II*	3		
	DSGN6141	Visual Communication Design II	6		
4	ARTS6015	Aesthetics	2	23	
	DSGN7241	Graphic Reproduction Methods**	3		
	MDIA6018	Audio Visual	4		
	DSGN6242	Copy Writing	3		
	MKTG6064	Marketing and Consumer Behavior*	3		
	MDIA6019	Advertising Media*	2		
	DSGN6285	Ideation and Art Direction	6		
5	DSGN6162	Visual Communication Design Reviews	2	23	
	DSGN6243	Digital Advertising*/**	3		
	ENTR6004	Entrepreneurship II	2		
	MDIA7017	New Media*	4		
	DSGN6164	Design Methods	3		
	DSGN7286	Visual Communication Design III	6		
	DSGN6244	Guest Lecturer	3		
6	<b>Enrichment Program I</b>		15	15	
7	<b>Enrichment Program II</b>		16	16	
8	DSGN6262	Final Project	6	6	
<b>TOTAL CREDIT 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).

**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	

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
<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	
<b>Enrichment Program for students who take internship track in semester 6 and semester 7, should take these following courses:</b>			
<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	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6323	Business Start Up	8	16
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 Community Development Track

Code	Course Name	SCU	Total
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\*

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 Creative Advertising Program

Subject	Credits	Sem	Prerequisite	Credits	Sem		
DSGN6262	Final Project	6	8	DSGN7107	Visual Communication Design I	4	2
				DSGN6141	Visual Communication Design II	6	3
				DSGN7286	Visual Communication Design III	6	5
				DSGN6285	Ideation and Art Direction	6	4

Students should pass Visual Communication Design I-III, and Ideation and Art Direction with a minimum Grade is C

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

No	Code	Course Name	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	DSGN6164	Design Methods	C
7	DSGN6285	Ideation and Art Direction*	C
8	DSGN7286	Visual Communication Design III	C

\*) Tutorial & Multipaper