Visual Communication Design - Creative Advertising

Introduction

Creative Advertising S1 program aims to provide good creative education for future creative people in the advertising industry, allowing them to work together in creative teams to produce the best contemporary visual design for advertising.

In this program, future 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

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 program 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 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, history, and 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 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 graduating from this program, there are so many promising career paths in the creative industry that are ready to be occupied. Most graduates are now working in advertising agencies, e-commerce business, design studios, photography studios, illustration studios, production houses, event organizers, media industries, and in-house design at companies. Some of them were even able to commence their own start-up creative business.

Future career paths:

1. Art Director
2. Graphic Designer
3. Commercial Photographer
4. Digital Imaging Artist
5. Illustrator
6. Videographer
7. Creative Entrepreneurs

Curriculum

There are five main categories in Creative Advertising program:

1. **Fundamental Design (Semester 1-2)**

   Students explore the theories and design practice in terms of: design elements & principles, layout, semiotics, visual language, aesthetics, design value, the matters of size, composition, design materials, colors, as well as character building.

2. **Design Execution and Computing (Semester 3-4)**

   Students explore the theories and design practice in terms of: computer graphic, printing techniques, Digital Imaging, illustration, photography, videography, website, and motion image.

3. Ideation, Art Direction & Design Integrated (Semester 4-5)

In this term, student's ability in problem solving is required. To what extent students gather several data, bring them into the idea development methods, and last but not least, present the idea into several media integrally. It will be supported by some courses, such as marketing and consumer behavior, ideation and art direction, advertising media, and entrepreneurship.

4. Enrichment Program (Semester 6-7)

Enrichment program of Creative Advertising aims to gain student's soft skills regarding teamwork, leadership, and professional attitudes, as well as their hard skills in implementing the knowledge they acquired from classroom. In the 6th semester, students will have a four months internship experience in the advertising industry or other creative industries. Meanwhile, in the 7th semester, students will have more opportunities (five different tracks), including: internship for industry experience, community development in social issues, entrepreneurship to build start-up business, research, and study abroad to enrich cultural experience.

5. Final Project (Semester 8)

In the last semester, students are required to solve a problem through an integrated campaign. Both design concept and strategy will be put in the academic paper. In addition, students need to implement their ideas into a complete creative display. It aims to evaluate student's abilities in data analysis, idea development, problem solving, and design execution.

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	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
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	
	English University Courses II			
	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	

Sem	Code	Course Name	SCU	Total
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	**Enrichment Program I**		15	15
7	**Enrichment Program II**		16	16
8	DSGN6592	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	

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			
DSGN6488	Internship in Visual Communication Design Industry	8	15
DSGN6489	Technical Experience in Visual Communication Design Industry	4	
DSGN6490	EES in Visual Communication Design Industry	3	
Enrichment Program II			
DSGN6491	Internship in Creative Industry	8	16
DSGN6492	Technical Experience in Creative Industry	4	
DSGN6493	EES in Creative Industry	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

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 Creative Advertising Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
DSGN6592	Thesis	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, II, III, and Ideation and Art Direction 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.	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