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 build a business in visual communication field;
6. Able to develop creative ideas that set fort cultural values and local indigeneity as his/ her national identity;
7. Able to use information technology to support creativity in order to explore advertising media;
8. Able to use product values and consumer's needs in order to produce relevant visual communication ideas.

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
	DSGN6649	Computer Graphic I	4	
	DSGN6646	Material and Colors in Visual Design	4	
	DSGN6647	Drawing for Design	4	
	DSGN6658	Typography	4	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6014	Character Building: Kewarganegaraan	2	20
	DSGN6162	Visual Communication Design Reviews	2	
	DSGN6651	Photography**	4	
	DSGN6799	Visual Communication Design I	4	
	DSGN6650	Computer Graphic II*	4	
	ENTR6509	Entrepreneurship: Ideation	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6015	Character Building: Agama	2	22
	LANG6027	Indonesian	2	
	DSGN6645	Eastern Art Review	2	
	DSGN6165	Western Art Review	2	
	DSGN6653	Illustration Design***	4	
	DSGN6668	Photography for Commercial Project**	4	
	DSGN6655	Visual Communication Design II	4	
	ARTS6015	Aesthetics	2	

Sem	Code	Course Name	SCU	Total
4	DSGN6669	Visual Making Project***	4	22
	MDIA6046	Audio Visual (Pre Production and Production)**	4	
	MKTG6262	Marketing and Consumer Behavior*&***	4	
	MDIA6019	Advertising Media*&***	2	
	DSGN6670	Ideation and Art Direction**	4	
	DSGN6671	Creative Writing for Commercials	4	
5	ENTR6511	Entrepreneurship: Market Validation	2	24
	DSGN6656	Design Methods	4	
	DSGN7286	Visual Communication Design III**	6	
	MDIA7017	New Media*	4	
	DSGN6652	Professional Designer Class**	4	
	Elective Course*			
	DSGN6674	Digital Advertising*	4	
	MDIA6048	Audio Visual (Post Production)	4	
	DSGN6672	Creative Visual for Campaign	4	
6	**Enrichment Program I**		16	16
7	**Enrichment Program II**		16	16
8	DSGN6592	Thesis	6	6
TOTAL CREDITS 146 SCU				

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

****) Elective Course: Student will choose 1 course (4 SCU) from elective course on 5th Semester

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*

-) *Students must pass English Savvy with a minimum Grade of C.*

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	16
DSGN6489	Technical Experience in Visual Communication Design Industry	4	
DSGN6738	EES in Visual Communication Design Industry	4	
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
Enrichment Program II			
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
Enrichment Program II			
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*			
Enrichment Program II			
GLOB6005	Elective Course for Study Abroad 1	4	16
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	
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	DSGN6799	Visual Communication Design I	4	2
				DSGN6655	Visual Communication Design II	4	3
				DSGN7286	Visual Communication Design III	6	5
				DSGN6670	Ideation and Art Direction	4	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.	ENTR6511	Entrepreneurship: Market Validation	C
3.	DSGN6646	Material and Colors Visual Design	C
4.	DSGN6799	Visual Communication Design I*	C
5.	DSGN6655	Visual Communication Design II*	C
6.	DSGN7286	Visual Communication Design III	C
7.	DSGN6656	Design Methods	C
8.	DSGN6670	Ideation and Art Direction*	C

*) Tutorial & Multipaper