

## Visual Communication Design - New Media

### Introduction

Students are provided with unique capabilities of information technology that can support the scientific development of Visual Communication Design into Print Media, Digital Design, and Interactive Media. Students can apply their knowledge in many case studies such as branding, information design, design for public, photography, illustration, typography and web design into print and dynamic interactive media.

### 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, its 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 educate graduates who are capable of producing new media portfolios that vividly demonstrates workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

### Student Outcomes

After completing the study, graduates are:

1. Able to create visual and printed 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, cultural, social consequence and regulatory 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 DKV works by promoting cultural values and local indigenous as the children's nation identity;

6. Able to plan a business model by applying visual communication design expertise;
7. Able to utilize Information and Communication Technology project's need so that can improve organizational performance;
8. Able to analyze visual communication problems and producing new media design solutions.

### **Prospective Career of the Graduates**

1. Brand Designer
2. Game Design Visualisation
3. Publication Design
4. Web Design and Development
5. Illustrator
6. Graphic Design Studio
7. Photographer
8. Television and Broadcast Studio
9. Corporate & Retail Industry
10. Government Institutions
11. In-house Designer

### **Curriculum**

New Media Program of Visual Communication Design – School of Design implements internship since 2003, now with the 3+1 Enrichment Program Binus University New Media has more to offer to the students. The Enrichment Program will be on 6th and 7th semester with 5 different tracks; internship for industry experience, community development in social issues, entrepreneurship to build start-up business, research and study abroad to enrich cultural experience. After completing the 3+1 Enrichment Program, students gain experience in hardskill and improve greatly in their softskill. Students have on-the field experience implementing the knowledge they acquired from classroom.

Students start the study in the early stages trained as a visual hardskill and visual language vocabulary. The study program will continue with using the hardskill and visual language in different cases in print and digital media design. In the end of the study, the students will create a holistic visual communication design project with design-based solution for real issues in society.

New Media Program strive for the student to have global mindset, open-minded in collaboration, technological familiarity and holding strongly in Indonesia local values as Indonesia unique competitive advantage in nowadays connected network society.

**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                           |       |  |
|          | <b>English University Courses I</b>        |                                       |                             |       |  |
|          | 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                           |       |  |
|          | DSGN7324                                   | Computer Graphic I**                  | 3                           |       |  |
|          | DSGN7107                                   | Visual Communication Design I         | 4                           |       |  |
|          | DSGN7132                                   | Photography I**                       | 3                           |       |  |
|          | 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                           | 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        | <b>Enrichment Program I</b>                |                                       | 15                          | 15    |  |
| 7        | <b>Enrichment Program II</b>               |                                       | 16                          | 16    |  |
| 8        | DSGN6591                                   | Thesis                                | 6                           | 6     |  |
|          |  |                                       | <b>TOTAL CREDIT 146 SCU</b> |       |  |

\*) This course is delivered in English

\*\*) Global Learning System Course

\*\*\*) 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). 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 Purpose

Notes:

Student will take one of enrichment program tracks

**Enrichment Internship Track**

| Code                         | Course Name                                      | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     | 15    |
| DSGN6274                     | Project on Industry                              | 8   |       |
| DSGN6332                     | Creative Process in Graphic Design               | 4   |       |
| DSGN6485                     | EES in Graphic Design Process                    | 3   | 16    |
| <b>Enrichment Program II</b> |  |     |       |
| DSGN6553                     | Project on Creative Industry                     | 8   |       |
| DSGN6486                     | Creative Process in Creative Industry Experience | 4   | 16    |
| DSGN6487                     | EES in Creative Industry Experience              | 4   |       |

### Enrichment Entrepreneurship Track

| Code     | Course Name  | SCU | Total |
|----------|--|-----|-------|
| ENTR6324 | Business Start Up  | 8   | 15    |
| ENTR6336 | Business Model & Validation for Design and Creative Business | 2   |       |
| ENTR6337 | Launching New Creative Business Venture                      | 2   |       |
| ENTR6375 | EES in New Visual Communication Design Business              | 3   |       |

### Enrichment Research Track

| Code     | Course Name  | SCU | Total |
|----------|--|-----|-------|
| RSCH6274 | Research Experience  | 8   | 15    |
| RSCH6250 | Scientific Writing in Visual Communication Design Research | 4   |       |
| RSCH6294 | Global EES in Visual Communication Design Research         | 3   |       |

### Enrichment Community Development Track

| Code     | Course Name  | SCU | Total |
|----------|--|-----|-------|
| CMDV6155 | Community Outreach Project Implementation                    | 8   | 15    |
| CMDV6171 | Visual Communication Project Design in Community Outreach    | 4   |       |
| CMDV6199 | Employability and Entrepreneurial Skills in Design Community | 3   |       |

### Enrichment Study Abroad Track

| Code   | Course Name                         | SCU | Total |
|--|-------------------------------------|-----|-------|
| <b>Elective courses list for study abroad*</b> |                                     |     | 15    |
| 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   |       |
| 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   |       |
| GLOB6041                                       | Elective Course for Study Abroad 25 | 3   |       |
| GLOB6042                                       | Elective Course for Study Abroad 26 | 1   |       |

\*)Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits.

**The Table of Prerequisite for New Media Program**

| Course   |        | SCU | Sem. | Prerequisite Course |                                 | SCU | Sem. |
|----------|--------|-----|------|---------------------|---------------------------------|-----|------|
| DSGN6591 | Thesis | 6   | 8    | DSGN7107            | Visual Communication Design I   | 4   | 2    |
|          |        |     |      | DSGN6265            | Visual Communication Design II  | 6   | 3    |
|          |        |     |      | DSGN7289            | Visual Communication Design III | 6   | 5    |
|          |        |     |      | DSGN7288            | Surface Packaging Design        | 6   | 4    |

*Students should pass Visual Communication Design I, II, III, and Surface Packaging Design 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. | DSGN6263    | Design Methods                  | C             |
| 7. | MDIA7013    | New Media II*                   | C             |
| 8. | DSGN7289    | Visual Communication Design III | C             |

\*) Tutorial & Multipaper