

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, Web Design and Interactive Media.

Students can apply their knowledge on 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 programme 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 complete the study, graduate are:

1. Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
2. Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
3. Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.

4. Able to present multiple alternatives of visual communication design prototype either individually or as a team in oral, graphical or written form, with analog or digital medium effectively.
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 visual communication problems & generate new media design solutions.

Prospective Career of the Graduates

1. Graphic Design Studio
2. Publication Design
3. Branding Consultant
4. Illustrator
5. Photographer
6. Web Design and Development
7. Television and Broadcast Studio
8. Corporate & Retail Industry
9. Government Institutions
10. Inhouse Designer

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 | | |
| | 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 | | |
| | DSGN7324 | Computer Graphic I | 3 | | |
| | DSGN7107 | Visual Communication Design I | 4 | | |
| | DSGN7132 | 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 | 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 | Enrichment Program I | | 15 | 15 |
| 7 | Enrichment Program II | | 16 | 16 |
| 8 | DSGN6278 | Final Project | 6 | 6 |
| TOTAL CREDIT 146 SCU | | | | |

*) This course is delivered in English

**) 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).

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 | | | | | |
| 5 | | | | | 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 |
|--|---------------------------------------|-----|-------|
| Enrichment Program I | | | 15 |
| DSGN6270 | Project on NGO | 8 | |
| DSGN6271 | Creative Process in Graphic Design I | 4 | |
| DSGN6383 | EES in industry I | 3 | |
| Enrichment Program II | | | 16 |
| DSGN6274 | Project on Industry | 8 | |
| DSGN6275 | Creative Process in Graphic Design II | 4 | |
| DSGN6277 | EES in industry II | 4 | |
| Enrichment Program II: For student who doesn't choose Internship track in semester 6, can take these following courses in semester 7: | | | 16 |
| DSGN6274 | Project on Industry | 8 | |
| DSGN6332 | Creative Process in Graphic Design | 4 | |
| DSGN6333 | EES in industry | 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 |
|--|-------------------------------------|-----|-------|
| Elective courses list for study abroad* | | | |
| GLOB6005 | Elective Course for Study Abroad 1 | 4 | 15 |
| 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

| Subject | | Credits | Sem | Prerequisite | | Credits | Sem |
|----------|---------------|---------|-----|--------------|---------------------------------|---------|-----|
| DSGN6278 | Final Project | 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-III, and Surface Packaging Design with a minimum Grade is C

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

| No | Code | Course Code | 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 | DSGN6263 | Design Methods | C |
| 7 | MDIA7013 | New Media II* | C |
| 8 | DSGN7289 | Visual Communication Design III | C |

*) Tutorial & Multipaper