

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		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

Sem	Code	Course Name	SCU	Total
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	DSGN6591	Thesis	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		
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-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