

Graphic Design and New Media

Introduction

BINUS Northumbria School of Design (BNSD) is a concept result from intense collaborative efforts between BINUS UNIVERSITY INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN is currently one of the fastest growing regions in the world; and with that fast growth, we see a need for skilled professionals who are able to solve problems through design. One of the programs offered in BNSD is Graphic Design and New Media.

The Graphic Design and New Media Program offers a variety of opportunities in creative industry areas. It is for any student who wants to enhance their creativity and knowledge in the challenging competition of professional designers and global creative industry. It is a four-year study program, during which the foundation courses in art and design are offered in the first year program. In the following three years specific courses are provided to enhance students' skills in creative product development. In this program, the students will learn how to integrate technical skills and theoretical knowledge in art and design to meet industry standards.

This program also offers Interactive Digital Media streaming that integrates skills of visual design, experience design and new media design. Interactive Digital Media is more focusing on producing meaningful experience for people in new digital media such as web page, smart phone, UI devices and screen based interface design. Within for years our students will be having a lot experience in learning and practicing to produce their own project that will be related to current Digital Design Industry development. Graphic Design and New Media offers two streams: Graphic Design and Interactive Digital Media.

Vision

To become an international graphic design and new media design program, providing creative study environment in order to keep relevant with the changing needs of global industry and society

Mission

To prepare future creative leaders in the area of graphic design and new media design through innovation, with a combination of industrial feasibility and development of local resources.

Program Objectives

1. To provide graduates with knowledge and understanding in conceptual design development, analysis and project design production
2. To equip graduates with technical skills in IT towards creative design solution
3. To complement graduates with effective communication skill in visual, verbal and written forms
4. To provide graduates with leadership, management, entrepreneurship and professional ethics to be able to work globally
5. To enhance graduate capabilities in generating creative and innovative ideas and concepts for design solution

Student Outcomes

Upon successful completion of this 4-year program, students are expected to be able to :

1. Identify and explain fundamental principles/theories, techniques, and history of visual design
2. Apply design knowledge and build visual prototype as a problem-solving
3. Analyze and criticize aesthetic, technical and conceptual aspects and quality of visual design
4. Integrate visual elements into design applications
5. Apply effective IT knowledge to support design production
6. Utilize appropriate IT applications in the development of design project
7. Display effective visual language to solve design problem.
8. Display effective written and verbal communication skills with a range of audience
9. Apply professional, ethical and social responsibilities in design production
10. Apply basic leadership, entrepreneurship, and project management skills in design development
11. Apply current techniques, skills and tools in visual design in order to produce creative and innovative design solutions
12. Apply creative thinking in producing innovative design solution

Prospective Career of the Graduate

1. Graphic Designer
2. Publication Design
3. Branding Consultant
4. Illustrator
5. Photographer
6. Web Designer
7. Television and Broadcast Studio
8. Corporate & Retail Industry
9. Government Institutions
10. Multimedia Designer
11. Motion Designer
12. Game Designer
13. UI/UX Designer
14. Game Artist

Award/Degree

- Sarjana Seni from BINUS University with a Bachelor of Arts (Honours) from Northumbria University at New Castle, England.

Major and Streaming

| Streaming | Degree | | | | Partner |
|---|--------|-------|--------|--------------------|-------------|
| | Single | Title | Double | Title | |
| Graphic Design (3+1 NU) | | | √ | S.Sn. & BA (Hons). | Northumbria |
| Interactive Digital Media (3+1 NU) | | | √ | S.Sn. & BA (Hons). | Northumbria |
| Graphic Design (Dual Awards) | | | √ | S.Sn. & BA (Hons). | Northumbria |
| Interactive Digital Media (Dual Awards) | | | √ | S.Sn. & BA (Hons). | Northumbria |

Title: S.Sn (Sarjana Seni)

BA (Bachelor of Arts (Honours))

Graphic Design (3+1 NU) & Interactive Digital Media (3+1 NU)

In cooperation with Northumbria University, this program is designed to provide students with knowledge and practical skills to solve real world problems using design techniques. The students have the opportunity to broaden their horizons and experience by studying abroad at Northumbria University in UK on their last year of study. The students who take this program will receive both Sarjana and Bachelor of Arts degree upon completing their study. Both Graphic Design and Interactive Digital Media Stream will undertake a Graphic Design Major in Northumbria University.

Graphic Design (Dual Awards) & Interactive Digital Media (Dual Awards)

In cooperation with Northumbria University, this program provides students with knowledge, practical and creative skills in graphic design and/or interactive media. Students who would like to pursue careers in the rapidly expanding design culture are ideal for this program.

Study Completion Requirements

Major in Graphic Design and New Media

To complete a major in Graphic Design and New Media at BINUS NORTHUMBRIA SCHOOL OF DESIGN, students must complete a minimum of 146 SCUs of academic credit.

Course Structure

| Sem | Code | Course Name | SCU | Total |
|-----|----------|----------------------|-----|-------|
| 1 | ENGL6171 | Academic English I | 3 | 20 |
| | DSGN6101 | Design and Materials | 4 | |
| | DSGN7324 | Computer Graphic I | 3 | |
| | DSGN6166 | Eastern Art Review | 3 | |
| | DSGN6099 | Drawing I | 3 | |
| | DSGN6098 | Color Theory | 4 | |

| Sem | Code | Course Name | SCU | Total |
|-----|--|-------------------------------------|-----|-------|
| 2 | ENGL6172 | Academic English II | 3 | 20 |
| | DSGN6165 | Western Art Review | 2 | |
| | DSGN6390 | Fundamental Principle of Design | 4 | |
| | DSGN6100 | Drawing II | 3 | |
| | DSGN6104 | Typography I | 3 | |
| | DSGN7132 | Photography I | 3 | |
| | CHAR6013 | Character Building: Pancasila | 2 | |
| 3 | Streaming: Graphic Design | | | 21 |
| | DSGN6391 | Design Studies I | 8 | |
| | CHAR6014 | Character Building: Kewarganegaraan | 2 | |
| | DSGN7326 | Illustration Design | 3 | |
| | DSGN6322 | Typography II | 4 | |
| | DSGN7133 | Photography II | 3 | |
| | LANG6061 | Indonesian | 1 | |
| | Streaming: Interactive Design Media | | | |
| | DSGN6394 | Interactive Design Studies I | 8 | |
| | CHAR6014 | Character Building: Kewarganegaraan | 2 | |
| | DSGN7326 | Illustration Design | 3 | |
| | DSGN6316 | Screen Design Development I | 4 | |
| | DSGN7133 | Photography II | 3 | |
| | LANG6061 | Indonesian | 1 | |
| 4 | Streaming: Graphic Design | | | 22 |
| | DSGN6392 | Design Studies II | 8 | |
| | CHAR6015 | Character Building: Agama | 2 | |
| | DSGN6312 | Multimedia I | 4 | |
| | DSGN6293 | Audio Visual I | 2 | |
| | DSGN6323 | Typography III | 4 | |
| | DSGN6287 | Visual Communication Design Review | 2 | |
| | Streaming: Interactive Design Media | | | |
| | DSGN6395 | Interactive Design Studies II | 8 | |
| | CHAR6015 | Character Building: Agama | 2 | |
| | DSGN6291 | Animation Studio I | 4 | |
| | DSGN6293 | Audio Visual I | 2 | |
| | DSGN6317 | Screen Design Development II | 4 | |
| | DSGN6287 | Visual Communication Design Reviews | 2 | |

| Sem | Code | Course Name | SCU | Total |
|-----------------------------|--|--------------------------------------|-----|-------|
| 5 | Streaming: Graphic Design | | | 16/19 |
| | DSGN6397 | 2D Animation Study | 4 | |
| | DSGN6393 | Design Studies III | 6 | |
| | DSGN6398 | Design History Dissertation Research | 2 | |
| | DSGN6294 | Audio Visual II | 4 | |
| | Streaming: Interactive Design Media | | | |
| | DSGN6292 | Animation Studio II | 4 | |
| | DSGN6396 | Interactive Design Studies III | 6 | |
| | DSGN6398 | Design History Dissertation Research | 2 | |
| | DSGN6399 | Kinetic Typography | 3 | |
| DSGN6294 | Audio Visual II | 4 | | |
| 6 | Streaming: Graphic Design | | | 15/13 |
| | DSGN6315 | Pre-Press and Printing | 3 | |
| | DSGN6400 | Digital Advertising | 4 | |
| | ARTS6015 | Aesthetic | 2 | |
| | DSGN6311 | Internship | 6 | |
| | Streaming: Interactive Design Media | | | |
| | DSGN6319 | Sound Production | 3 | |
| | DSGN6301 | Experimental Design | 2 | |
| | ARTS6015 | Aesthetic | 2 | |
| DSGN6311 | Internship | 6 | | |
| 7 | Enrichment Program I | | 16 | 16 |
| | DE1213 | Global Design Perspective* | 0 | |
| | DE1214 | Advanced Creative Practice* | 0 | |
| 8 | Enrichment Program II | | 8 | 16 |
| | DE1213 | Global Design Perspective* | 0 | |
| | DE1214 | Advanced Creative Practice* | 0 | |
| | DSGN6302 | Final Project and Report | 8 | |
| TOTAL CREDIT 146 SCU | | | | |

*Student applied in Dual Awards Program is mandatory to take this course (Conducted by Northumbria Lecture)

Enrichment Program I (7th Semester) & Enrichment Program II (8th Semester):

-)Student will take one of enrichment program tracks (off campus).

Enrichment Track Scheme

| Track | Semester 7 | | | | | | Semester 8 | | | | | |
|-------|------------|----|------|----|----|------|------------|----|------|----|----|------|
| | I | RS | ENTR | CD | SA | *etc | I | RS | ENTR | CD | SA | *etc |
| 1 | | v | | | | | | v | | | | |
| 2 | | | | | v | | | | | | v | |

Notes:

I : Internship

RS : Research

ENTR : Entrepreneurship

CD : Community Development

SA : Study Abroad

*etc : Department specific needs

Enrichment Research Track**

| Code | Course Name | SCU | Total |
|------------------------------|-----------------------------|-----|-------|
| Enrichment Program I | | | 16 |
| RSCH6058 | Design Idea Exploration I | 8 | |
| RSCH6059 | Visual Research | 4 | |
| RSCH6060 | Academic Design Research I | 4 | |
| Enrichment Program II | | | 8 |
| RSCH6061 | Design Idea Exploration II | 4 | |
| RSCH6062 | Academic Design Research II | 4 | |

**For Dual Awards Program

Enrichment Study Abroad Track***

| Code | Course Name | SCU | Total |
|------------------------------|---------------------------------------|-----|-------|
| Enrichment Program I | | | 16 |
| NU009 | Professional Practice II | 4 | |
| NU010 | Advanced Graphic and Illustration I | 4 | |
| NU011 | Advanced Publishing | 4 | |
| NU012 | Design History Dissertation I | 4 | |
| Enrichment Program II | | | 16 |
| NU013 | Advanced Graphic and Illustration II | 4 | |
| NU014 | Advanced Graphic and Illustration III | 4 | |
| NU015 | Design History Dissertation II | 2 | |
| NU016 | Graphic Design Final Project | 6 | |

***For 3+1 NU Program

The Table of Prerequisite for Graphic Design & New Media Program

| Subject | | SCU | Prerequisite | | SCU |
|----------|--------------------------------|-----|--------------|----------------------------------|-----|
| DSGN6100 | Drawing II | 3 | DSGN6099 | Drawing I | 3 |
| DSGN6391 | Design Studies I | 8 | DSGN7324 | Computer Graphic I | 3 |
| DSGN6391 | Design Studies I | 8 | DSGN6390 | Fundamental Principles of Design | 8 |
| DSGN6394 | Interactive Design Studies I | 8 | DSGN6390 | Fundamental Principles of Design | 8 |
| DSGN6322 | Typography II | 4 | DSGN6104 | Typography I | 3 |
| DSGN7133 | Photography II | 3 | DSGN7132 | Photography I | 3 |
| DSGN6316 | Screen Design Development I | 4 | DSGN6391 | Design Studies I | 8 |
| DSGN7326 | Illustration Design | 3 | DSGN6100 | Drawing II | 3 |
| DSGN6392 | Design Studies II | 8 | DSGN6391 | Design Studies I | 8 |
| DSGN6395 | Interactive Design Studies II | 8 | DSGN6394 | Interactive Design Studies I | 8 |
| DSGN6301 | Experimental Design | 4 | DSGN6393 | Design Studies III | 6 |
| DSGN6317 | Screen Design Development II | 4 | DSGN6316 | Screen Design Development I | 4 |
| DSGN6393 | Design Studies III | 6 | DSGN6392 | Design Studies II | 8 |
| DSGN6396 | Interactive Design Studies III | 6 | DSGN6395 | Interactive Design Studies II | 8 |
| DSGN6298 | Digital Animation I | 4 | DSGN6391 | Design Studies I | 8 |
| DSGN6294 | Audio Visual II | 4 | DSGN6293 | Audio Visual I | 2 |
| DSGN6292 | Animation Studio II | 4 | DSGN6291 | Animation Studio I | 4 |
| DSGN6311 | Internship | 6 | DSGN6393 | Design Studies III | 6 |
| | | | DSGN6396 | Interactive Design Studies III | 6 |
| DSGN6278 | Final Project | 6 | DSGN6311 | Internship | 6 |