

Graphic Design and New Media

Program Description

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.

The objectives of the Graphic Design and New Media program are:

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

Award/Degree

- Sarjana Seni from BINUS University
- Dual Degree with a Bachelor of Arts (Honours) from Northumbria University at New Castle, England
- Dual Degree with Bachelor of Arts from Curtin University at Perth, Australia
- Dual Degree with Bachelor of Arts from Swinburne Institute of Technology at Melbourne, Australia

Graduate Competencies

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. analyse 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

Study Completion Requirements

To complete a major in Graphic Design and New Media with either a single or dual degree(s) at BINUS International, students must complete a minimum of 146 SCUs, most of which are mandatory courses. The course also offer a stream in Interactive Digital Media (Single Degree) and Graphic Design (Dual Degree) with Curtin University. In addition, the students are allowed to take 8 SCUs of elective courses of their choice in their second year (semester 3 and 4).

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as drawing lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activity.

However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. For practical drawing and design courses, the mid-semester and final semester projects require students to give a presentation describing their produced work. The feedback of the given assessment tasks is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work and the written report must be submitted in Year 4 (semester 8).

Employability and Career Support

A wide range of career opportunities in art and design industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry.

The Graphic Design and New Media Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Program Structure

Graphic Design and New Media Mandatory Courses

Course Code	Course Name	SCU
GS107	Character Building : Self Development	2
GS209	Character Building : Interpersonal Development	2
GS210	Character Building : Spiritual Development	2
GS303	Character Building : Professional Development	2
GS102	Academic English I	3
GS201	Academic English II	3
AD105	Color Theory	4
AD107	Drawing I	3
AD103	Design & Materials	4
AD111	Computer Graphic I	3
AD101	History of Indonesian Art & Culture	2
AD109	Drawing II	3
AD115	Photography I	3
AD121	Computer Graphic II	3
AD119	Typography I	3
AD125	Graphic Design I	4
AD102	History of Western Art	2
AD201	History of Graphic Design	2
AD127	Graphic Design II	6
AD123	Typography II	4
AD117	Photography II	3
AD203	Multimedia I	4
AD207	Illustration Design	3
AD225	Graphic Design III	6
AD219	Typography III	4
AD223	Audio Visual I	2
AD205	Multimedia II	4
AD221	Systems Thinking & Design Methodology	2
AD227	Graphic Design IV	6
AD335	Prepress & Printing	3
AD327	Digital Animation I	4
AD323	Audio Visual II	4
AD229	Aesthetics	2
AD325	Graphic Design V	6

AD345	Advertising	3
AD356	Art & Design Entrepreneurial Study	2
AD355	Portfolio	2
AD337	Digital Animation II	4
AD401	Internship	6
AD402	Final Project & Report	8

Elective Courses for Graphic Design

AD357	Sculpture Modeling	2
AD358	Stop Motion Animation	2
AD359	Sequential Art	2

Additional Courses for the Interactive Digital Media Stream

AD128	Graphic Interactive Design I	4
AD230	Graphic Interactive Design II	6
AD232	Screen Design Development I	4
AD233	Graphic Interactive Design III	6
AD234	Animation Studio I	4
AD235	Design for Motion I	2
AD236	Screen Design Development II	4
AD363	Graphic Interactive Design IV	6
AD364	Digital Media Production Study	4
AD365	Animation Studio II	4
AD366	Design for Motion II	4
AD367	Graphic Interactive Design V	6
AD368	Sound Production	3
AD369	Experimental Design	4