

## Visual Communication Design - Creative Advertising

### Introduction

Creative Advertising S1 program is unique in providing creative education for future creative advertising people (art director/ creative) allowing them to work together in creative teams to produce the best of contemporary advertising - as well, students design real-world solutions for clients.

Students learn the creative aspects of advertising through hands-on studio work combined with a theoretical, strategic, and historical perspective. Courses draw on the constructs and paradigms of fields such as marketing, research, sociology, psychology, ethics and literature to enrich and extend the understanding of advertising concepts and applications.

### Vision

A Become a world-class Visual Communication Design department, delivering world challenge ready designers with distinctive feature in local values and maximizing information technology.

### 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 in the fields of new media, animation and creative advertising who highly exemplify creative spirit and commitment to professional attitudes.
2. Preparing students for strategic positions in service industries with strong sense of ethics and entrepreneurship as a contribution to the society at large
3. Improving the quality of life of Indonesians and the international community through a good design.
4. Recognizing and rewarding the most creative and value-adding talents.
5. Conducting professional services and designing creative product in visual communication design fields with an emphasis on application of knowledge to the society.

### Program Objective

The objectives of the programme are:

1. To provide students with principal know-how of creative visual communication, it's historical and cultural significance, and its core technology. Together they should form in each student a solid ground for well-informed practice or further study.
2. To educate graduates who are capable of producing Creative Advertising portfolios that vividly demonstrate workmanships, creativity, conceptual insights, and attitudes of a professional design standard.

### Student Outcomes

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1. Able to create aesthetic and added value visual communication design works to overcome identity problem, mass communication and competition problems of 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, and cultural 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 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 problems and propose solutions ideas trough visual communication design with the appropriate media selection

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

After graduate from this program, so many promising career in creative industry ready to be occupied, like:

1. Creative Consultant
2. Art Director in Advertising Agency
3. Creative & Design in Digital Agency
4. Creative & Design in Event Organizer
5. Creative & Design in Media Company
6. Creative & Design in Communication Consultant
7. Creative in production house
8. Creative & Design Concept for in-house design in company

### **Course Structure**

| <b>Sem</b> | <b>Code</b>                         | <b>Course Name</b>                | <b>SCU</b> | <b>Total</b> |  |
|------------|-------------------------------------|-----------------------------------|------------|--------------|--|
| 1          | CHAR6013                            | Character Building: Pancasila     | 2          | 20           |  |
|            | DSGN6101                            | Design and Materials              | 4          |              |  |
|            | DSGN6098                            | Color Theory                      | 4          |              |  |
|            | DSGN6165                            | Western Art Review                | 2          |              |  |
|            | 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          |              |  |

| Sem      | Code                                       | Course Name                         | SCU                         | Total |  |
|----------|--|-------------------------------------|-----------------------------|-------|--|
| 2        | CHAR6014                                   | Character Building: Kewarganegaraan | 2                           | 21    |  |
|          | DSGN6104                                   | Typography I                        | 3                           |       |  |
|          | DSGN6100                                   | Drawing II                          | 3                           |       |  |
|          | DSGN6238                                   | Computer Graphic I                  | 3                           |       |  |
|          | DSGN6191                                   | Photography I                       | 3                           |       |  |
|          | DSGN7107                                   | Visual Communication Design I       | 4                           |       |  |
|          | 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                           | 22    |  |
|          | ENTR6003                                   | Entrepreneurship I                  | 2                           |       |  |
|          | DSGN6157                                   | Typography II                       | 3                           |       |  |
|          | DSGN6134                                   | Photography II                      | 3                           |       |  |
|          | DSGN6327                                   | Illustration Design                 | 3                           |       |  |
|          | DSGN6239                                   | Computer Graphic II*                | 3                           |       |  |
|          | DSGN6141                                   | Visual Communication Design II      | 6                           |       |  |
| 4        | ARTS6015                                   | Aesthetics                          | 2                           | 23    |  |
|          | DSGN7241                                   | Graphic Reproduction Methods**      | 3                           |       |  |
|          | MDIA6018                                   | Audio Visual                        | 4                           |       |  |
|          | DSGN6242                                   | Copy Writing                        | 3                           |       |  |
|          | MKTG6064                                   | Marketing and Consumer Behavior*    | 3                           |       |  |
|          | MDIA6019                                   | Advertising Media*                  | 2                           |       |  |
|          | DSGN6285                                   | Ideation and Art Direction          | 6                           |       |  |
| 5        | DSGN6162                                   | Visual Communication Design Reviews | 2                           | 23    |  |
|          | DSGN6243                                   | Digital Advertising*/**             | 3                           |       |  |
|          | ENTR6004                                   | Entrepreneurship II                 | 2                           |       |  |
|          | MDIA7017                                   | New Media*                          | 4                           |       |  |
|          | DSGN6164                                   | Design Methods                      | 3                           |       |  |
|          | DSGN7286                                   | Visual Communication Design III     | 6                           |       |  |
|          | DSGN6244                                   | Guest Lecturer                      | 3                           |       |  |
| 6        | <b>Enrichment Program I</b>                |                                     | 15                          | 15    |  |
| 7        | <b>Enrichment Program II</b>               |                                     | 16                          | 16    |  |
| 8        | DSGN6592                                   | Thesis                              | 6                           | 6     |  |
|          |  |                                     | <b>TOTAL CREDIT 146 SCU</b> |       |  |

\*) This course is delivered in English

\*\*) 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).

**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  |      |

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 |
|---|---|-----|-------|
| <b>Enrichment Program I:</b> (For students who only take internship track in semester 6, should take these following courses)       |   |     |       |
| DSGN6251  | Internship in Visual Communication Design Industry    | 8   | 15    |
| DSGN6259  | Creative Process in Industry Project                  | 4   |       |
| DSGN6266  | EES in Creative Industry                              | 3   |       |
| <b>Enrichment Program for students who take internship track in semester 6 and semester 7, should take these following courses:</b> |   |     |       |
| <b>Enrichment Program I</b>   |   |     |       |
| DSGN6245  | Internship in Visual Communication Design Industry I  | 8   | 15    |
| DSGN6246  | Creative Process in Industry Project I                | 4   |       |
| DSGN6381  | EES in Creative Industry I                            | 3   |       |
| <b>Enrichment Program II</b>  |   |     |       |
| DSGN6249  | Internship in Visual Communication Design Industry II | 8   | 16    |
| DSGN6250  | Creative Process in Industry Project II               | 4   |       |
| DSGN6247  | EES in Creative Industry II                           | 4   |       |

### Enrichment Entrepreneurship Track

| Code     | Course Name  | SCU | Total |
|----------|--|-----|-------|
| ENTR6323 | Business Start Up  | 8   | 16    |
| ENTR6406 | Business Model & Validation for Design and Creative Business | 2   |       |
| ENTR6407 | Launching New Creative Business Venture                      | 2   |       |
| ENTR6341 | EES in New Visual Communication Design Business              | 4   |       |

### Enrichment Community Development Track

| Code     | Course Name  | SCU | Total |
|----------|--|-----|-------|
| CMDV6154 | Community Outreach Project Implementation                    | 8   | 16    |
| CMDV6176 | Visual Communication Project Design in Community Outreach    | 4   |       |
| CMDV6173 | Employability and Entrepreneurial Skills in Design Community | 4   |       |

### Enrichment Study Abroad Track\*

| Course Name | SCU                                 | Total |
|-------------|-------------------------------------|-------|
| GLOB6005    | Elective Course for Study Abroad 1  | 16    |
| GLOB6006    | Elective Course for Study Abroad 2  |       |
| GLOB6007    | Elective Course for Study Abroad 3  |       |
| GLOB6008    | Elective Course for Study Abroad 4  |       |
| GLOB6009    | Elective Course for Study Abroad 5  |       |
| GLOB6010    | Elective Course for Study Abroad 6  |       |
| GLOB6011    | Elective Course for Study Abroad 7  |       |
| GLOB6012    | Elective Course for Study Abroad 8  |       |
| GLOB6013    | Elective Course for Study Abroad 9  |       |
| GLOB6014    | Elective Course for Study Abroad 10 |       |
| GLOB6015    | Elective Course for Study Abroad 11 |       |
| GLOB6016    | Elective Course for Study Abroad 12 |       |

\*) Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

### The Table of Prerequisite for Creative Advertising Program

| Subject  | Credits | Sem | Prerequisite | Credits  | Sem                             |   |   |
|----------|---------|-----|--------------|----------|---------------------------------|---|---|
| DSGN6592 | Thesis  | 6   | 8            | DSGN7107 | Visual Communication Design I   | 4 | 2 |
|          |         |     |              | DSGN6141 | Visual Communication Design II  | 6 | 3 |
|          |         |     |              | DSGN7286 | Visual Communication Design III | 6 | 5 |
|          |         |     |              | DSGN6285 | Ideation and Art Direction      | 6 | 4 |

Students should pass Visual Communication Design I, II, III, and Ideation and Art Direction with minimum grade C

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

| No | Code     | Course Name                     | 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  | DSGN6164 | Design Methods                  | C             |
| 7  | DSGN6285 | Ideation and Art Direction*     | C             |
| 8  | DSGN7286 | Visual Communication Design III | C             |

\*) Tutorial & Multipaper