

## **Visual Communication Design - Animation**

### **Introduction**

In this specialization, students are equipped with the knowledge and skills to solve the problem relating to creativity, aesthetics visual arts, technology and business model to support the 3D computer graphic industry. Students are equipped with the knowledge and skills of up-to-date development of 3D animation computer graphic technology to answer the requirement of the creative industry both national and international.

### **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 program are:

1. To provide students with the principal know-how of creative visual communication, it's 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 produce graduates who are capable of producing animation portfolios that vividly demonstrate workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

### **Student Outcomes**

After completing the study, graduates are:

1. Able to create printed and digital visual communication design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by 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, cultural, social consequences and regulations;
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 build a business in visual communication field;

6. Able to design animation product with sale value and recognition of copyright (intellectual property) by applied principle design and technology in a design process;
7. Able to execute animated work according to the specifications of work expertise.

### Prospective Career of the Graduates

- |   |  |
|---|--|
| 1. Broadcast Television                       | 7. 3D Visualizer Artist (Modeller/Layout/Shading,Lighting & Rendering) |
| 2. Film Production                            | 8. Visual FX Artist (Compositor/Rotoscoping/Particle)                  |
| 3. Games Industries                           | 9. Storyboard artist   |
| 4. Animation Studio                           | 10. Character Design Artist  |
| 5. Production House                           | 11. Animation Producer   |
| 6. 3D Motion Artist (Animator/Motion Graphic) |  |

### Curriculum

Curriculum of Animation Program was designed based on 4 foundations:

1. Fundamental of Art: the foundation that equipped students with basic fundamental of art, encompassed concept of shape, colour, and composition, that was delivered systematically.
2. Production Experiences: on this phase, student will be equipped with competency on animation production.
3. Development in Animation: the designed curriculum will give opportunity and facilitate students to develop their own identity on their creation.
4. Industrial Experiences: on this phase, student will be exposed with real work experience in creative industry.

### Course Structure

Sem	Code	Course Name	SKS	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6165	Western Art Review	2		
	DSGN6646	Material and Colors in Visual Design	4		
	DSGN6645	Eastern Art Review	2		
	DSGN6647	Drawing for Design	4		
	DSGN6659	Computer Graphic I* <sup>&amp;***</sup>	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	DSGN6682	Fundamental Drawing for Animation*	4		
	DSGN6798	Visual Communication Design I**	4		
	DSGN6234	Visual Communication Design Reviews*	2		
	DSGN6660	Computer Graphic II* <sup>&amp;***</sup>	4		
	ENTR6509	Entrepreneurship: Ideation	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

Sem	Code	Course Name	SKS	Total	
3	CHAR6015	Character Building: Agama	2	24	
	DSGN6661	Photography*	4		
	DSGN6683	Visual Storytelling**	4		
	DSGN6741	Animation Technology	2		
	DSGN6662	Illustration Design***	4		
	DSGN6684	Animation Production Study**	4		
	DSGN6685	3D Art & Form**	4		
4	DSGN6686	Animation Production Portofolio	6	24	
	DSGN6664	Visual Communication Design II	4		
	DSGN6656	Design Methods	4		
	DSGN6687	Visual Making Project****&****	4		
	LANG6027	Indonesian	2		
	<b>Elective Course****</b>				
	DSGN6692	Character Animation	4		
	DSGN6693	Motion Graphic*	4		
	DSGN6694	Visual Effect (VFX)*	4		
	DSGN6695	Asset Creation	4		
5	ARTS6015	Aesthetics	2	20	
	DSGN6657	Typography	4		
	DSGN6680	Professional Designer Class	4		
	DSGN6737	Visual Communication Design III**	6		
	ENTR6511	Entrepreneurship: Market Validation	2		
	<b>Elective Course****</b>				
	DSGN6689	Concept Art & Production Design	2		
	DSGN6690	Animation Storytelling**	2		
6	<b>Enrichment Program I</b>		16	16	
7	<b>Enrichment Program II</b>		16	16	
8	DSGN6593	Thesis	6	6	
<b>Total Credits 146 SCU</b>					

\*) This course is delivered in English

\*\*) Global Learning System Course

\*\*\*) Entrepreneurship Embedded

\*\*\*\*) Elective Course:

- Student will choose 1 course (4 SCU) on 4<sup>th</sup> Semester
- Student will choose 1 course (2 SCU) on 5<sup>th</sup> Semester

#### 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
- ) Students must pass English Savvy with a minimum Grade of C.

**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). See enrichment appendix for the tracks detail.

**Enrichment Track Scheme**

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	

Notes:

IN : Internship  
 RS : Research  
 EN : Entrepreneurship  
 CD : Community Development  
 SA : Study Abroad  
 etc : Study Program Special Purposes

Notes:

Student will take one of enrichment program tracks

**Enrichment Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
DSGN6479	Production and Post Production in Industry	8	
DSGN6272	Production and Post Production Experience in Visual Communication Design Industry	4	
DSGN6740	EES in Production and Post Production Experience	4	
<b>Enrichment Program II</b>			16
DSGN6345	Pre Production and Production in Industry	8	
DSGN6346	Pre Production and Production Experience in Visual Communication Design Industry	4	
DSGN6347	EES in Pre Production and Production Experience	4	

**Enrichment Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			16
ENTR6322	Business Start Up	8	
ENTR6143	Business Model & Validation for Design and Creative Business	2	
ENTR6144	Launching New Creative Business Venture	2	
ENTR6340	EES in New Visual Communication Design Business	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			16
RSCH6273	Research Experience	8	
RSCH6109	Scientific Writing in Visual Communication Design Research	4	
RSCH6283	Global EES in Visual Communication Design Research	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			16
CMDV6153	Community Outreach Project Implementation	8	
CMDV6038	Visual Communication Project Design in Community Outreach	4	
CMDV6172	Employability and Entrepreneurial Skills in Design Community	4	

### Enrichment Study Abroad Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			16
<b>Elective courses list for study abroad*</b>			
GLOB6005	Elective Course for Study Abroad 1	4	
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	

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

### The Table of Prerequisite for Animation Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.		
DSGN6593	Thesis	6	8	DSGN6798	Visual Communication Design I	4	2
				DSGN6664	Visual Communication Design II	4	4
				DSGN6737	Visual Communication Design III	6	5
				DSGN6684	Animation Production Study	4	3

Students should pass Visual Communication Design I, II, III, and Animation Production Study with minimum grade C.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	DSGN6646	Material and Colors Visual Design	C
4.	DSGN6798	Visual Communication Design I*	C
5.	DSGN6664	Visual Communication Design II*	C
6.	DSGN6737	Visual Communication Design III	C
7.	DSGN6656	Design Methods	C
8.	DSGN6684	Animation Production Study*	C

\*) Tutorial & Multipaper