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 are to:

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 complete 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 Visual Communication Design prototype solutions that can overcome identity problems, mass communication, and considering the ethical, histoy, 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 Visual Communication Design, without changing the essence and aesthetic design;
4. Able to communicate Visual Communication Design 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 Visual Communication Design works by promoting cultural values and local ingenious as the children's nation identity;

7. Able to design animation product with sale value and recognition of copyright (intellectual property) by applied principle design and technology in a design process;

8. Able to execute animated work according to the specifications of work expertise;

9. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

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

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*&**	4	
	English University Courses I			
	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*&**	4	
	ENTR6509	Entrepreneurship: Ideation	2	
	English University Courses II			
	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	
	DSGN6877	Design and Digital Media**	4	
	DSGN6685	3D Art & Form**	4	
4	DSGN6874	Creative Design Workshop	4	22
	DSGN6664	Visual Communication Design II	4	
	DSGN6656	Design Methods	4	
	DSGN6687	Visual Making Project*,**&***	4	
	LANG6027	Indonesian	2	
	Free Electives		4	
5	ARTS6015	Aesthetics	2	14
	DSGN6657	Typography	4	
	DSGN6881	Visual Communication Design III**	4	
	ENTR6511	Entrepreneurship: Market Validation	2	
	Free Electives		2	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	DSGN6593	Thesis	6	6
			Total Credits 146 Credits	

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

For Free Electives, students are required to choose from the list of Free Electives in Appendix.

English University Courses:

-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.

-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.

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

Appendix: Free Electives (4ᵗʰ Semester and 5ᵗʰ Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580	Digital Business Transformation	2	4
2	Business Creation	ENTR6582	Business Strategy	2	4
3	Business Creation	ENTR6494	Managing Growing Business	2	5
4	Business Management	MGMT6401	Digital Supply Chain Management	2	4
5	Business Management	MGMT6362	Global Supply Chain Services	2	5
6	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
7	Business Management	MGMT6400	Supply Chain Strategy	2	5
8	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	4
9	International Business Management	BUSS6162	Market Entry Strategy	2	4
10	International Business Management	MGMT6369	Corporate Strategy in International Business	2	4
11	International Business Management	MGMT6370	E-Business for International Business	2	5
12	International Business Management	MGMT7169	Global Supply Chain Management	2	5
13	Management	BUSS6088	Current Issue in Business and Technology	2	4
14	Management	BUSS6109	Business Development	4	4
15	Management	BUSS6171	Business Sustainability	4	4
16	Management	MGMT6196	Project Management	4	4
17	Management	MGMT6276	Leadership & Managing Human Capital in Organization	4	4
18	Management	MGMT6375	Organizational Learning	4	4
19	Management	BUSS6069	Business Simulation	2	5
20	Management	MGMT6063	Strategic Management	2	5
21	Management	MGMT6412	Customer Relationship Management	2	5
22	Marketing Communication	COMM6435	Global Consumer Behavior	2	4
23	Marketing Communication	COMM6510	Reportage & Interview Technique	2/2	4
24	Marketing Communication	COMM6533	Creative Program Design	2/2	4
25	Marketing Communication	COMM6540	Communication & Public Affairs	2	4
26	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
27	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
28	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
29	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
30	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
31	Marketing Communication	COMM6543	Digital Brand Communicaton	2/2	5
32	Tourism	TRSM6142	Event Management	4	4
33	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
34	Tourism	TRSM6196	Tourism Community Empowerment	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
35	Architecture	ARCH6054	Interior Design Principles	2	4
36	Architecture	ARCH6061	Sustainable Architecture	2	5
37	Architecture	ARCH6130	Architecture & Social Culture	4	5
38	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
39	Industrial Engineering	ISYE6067	Global Supply Chain	2	5
40	Industrial Engineering	ISYE6115	Transportation Modeling	2	5
41	Business Law	LAWS6017	Intellectual Property Rights	4	4
42	Business Law	LAWS6110	Cyber Law	2	4
43	Business Law	LAWS6159	Legal Aspect in Business	2	4
44	Business Law	LAWS6056	Legal Research Methods	2	5
45	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
46	Business Law	LAWS6174	Contract & Legislative Drafting	2	5
47	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	4
48	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	4
49	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	5
50	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	5
51	English Literature	SOCS6021	Social and Digital Media Writing	2	4
52	International Relations	INTR6144	Contemporary Issues in European Society	2	4
53	International Relations	INTR6145	Contemporary Issues in American Society	2	4
54	International Relations	INTR6146	Contemporary Issues in East Asian Society	2	4
55	International Relations	INTR6147	Contemporary Issues in African and Middle Eastern Societies	2	4
56	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
57	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
58	Primary Teacher Education	EDUC6015	Educational Research Methodology	4	4
59	Primary Teacher Education	EDUC6041	Current Issues in Primary Education	2	4
60	Psychology	PSYC6124	Psychology of Early Childhood Education	4	4
61	Psychology	PSYC6125	Psychology of Special Needs Education	4	4
62	Psychology	PSYC6130	Human Performance Technology	4	4
63	Psychology	PSYC6145	Urban Psychology	4	4
64	Psychology	PSYC6123	Educational Psychology	2	5
65	Psychology	PSYC6127	Indigenous Psychology	4	5
66	Game Application & Technology	GAME6082	Game Animation	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
67	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5
68	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
69	Computer Science	COMP6231	Human and Computer Interaction	2/2	4
70	Computer Science	COMP6745	Machine Learning	2	4
71	Computer Science	COMP7084	Multimedia Systems	2/1	4
72	Computer Science	COMP6176	Human and Computer Interaction	2/2	5
73	Computer Science	COMP6232	Human and Computer Interaction	2/2	5
74	Computer Science	COMP6144	Web Programming	2/1	5
75	Computer Science	COMP8129	User Experience	2/2	5
76	Computer Science	ISYS6197	Business Application Development	2/2	5
77	Animation	DSGN6692	Character Animation	4	4
78	Animation	DSGN6693	Motion Graphic	4	4
79	Animation	DSGN6694	Visual Effect (VFX)	4	4
80	Animation	DSGN6695	Asset Creation	4	4
81	Animation	DSGN6689	Concept Art & Production Design	2	5
82	Animation	DSGN6690	Animation Storytelling	2	5
83	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
84	Creative Advertising	MDIA6046	Audio Visual (Pre Production and Production)	4	4
85	Film	FILM6027	Film Theories	4	4
86	Film	FILM6080	Southeast Asian Cinema & Popular Culture	4	4
87	Film	FILM6119	Audiences & Fan Culture	4	5
88	Business Information Technology	ISYS6577	Machine Learning & Foundations	2	4
89	Business Information Technology	ISYS6606	Smart Application	2	4
90	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
91	Information Systems	ISYS6016	Social Media Fundamental	2	4
92	Information Systems	ISYS6084	Database	2/2	4
93	Information Systems	ISYS6169	Database Systems	4/2	4
94	Information Systems	ISYS6203	Mobile Application Development	2/2	4
95	Information Systems	ISYS6285	Digital and New Media	2	4
96	Information Systems	ISYS6478	Research Methods in Information Systems	2	4
97	Information Systems	ISYS6196	Business Analytics	2	5
98	Information Systems	ISYS6202	Social Informatics	4	5
99	Information Systems	ISYS6289	Collaborative Computing	4	5
100	Information Systems	RSCH6466	Research Methodology	4	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th 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	

Note:

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

Description:
Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSGN6479	Production and Post Production in Industry	8	20
DSGN6897	Production and Post Production Experience in Visual Communication Design Industry	8	
DSGN6740	EES in Production and Post Production Experience	4	
Enrichment Program II			
DSGN6345	Pre Production and Production in Industry	8	20
DSGN6898	Pre Production and Production Experience in Visual Communication Design Industry	8	
DSGN6347	EES in Pre Production and Production Experience	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program II			
ENTR6899	Animation Business Model	8	20
ENTR6900	Animation Business Development	8	
ENTR6901	EES in New Animation Business II	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program II			
RSCH6273	Research Experience	8	20
RSCH6550	Scientific Writing in Visual Communication Design Research	8	
RSCH6283	Global EES in Visual Communication Design Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program II			
CMDV6153	Community Outreach Project Implementation	8	20
CMDV6330	Visual Communication Project Design in Community Outreach	8	
CMDV6172	Employability and Entrepreneurial Skills in Design Community	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program II			
Elective courses list for study abroad*			
GLOB6005	Elective Course for Study Abroad 1	4	20
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	
GLOB6251	Elective Course for Study Abroad 29	4	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 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
				DSGN6881	Visual Communication Design III	4	5
				DSGN6877	Design and Digital Media	4	3

Note :
Students should pass Visual Communication Design I, II, III, and Design and Digital Media 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: *Pancasila*	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.	DSGN6881	Visual Communication Design III	C
7.	DSGN6656	Design Methods	C
8.	DSGN6741	Animation Technology*	C

*) Tutorial & Multipaper