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 technologyto 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	CHAR6013007	Character Building: *Pancasila*	2	20
	DSGN6165007	Western Art Review	2	
	DSGN6646007	Material and Colors in Visual Design	4	
	DSGN6645007	Eastern Art Review	2	
	DSGN6647007	Drawing for Design	4	
	DSGN6659007	Computer Graphic I[*&**]	4	
	English University Courses I			
	ENGL6128007	English in Focus	2	
	ENGL6130007	English for Business Presentation	2	
2	CHAR6014007	Character Building: *Kewarganegaraan*	2	20
	DSGN6682007	Fundamental Drawing for Animation[*]	4	
	DSGN6798007	Visual Communication Design I[**]	4	
	DSGN6234007	Visual Communication Design Reviews[*]	2	
	DSGN6660007	Computer Graphic II[*&**]	4	
	ENTR6509001	Entrepreneurship: Ideation	2	
	English University Courses II			
	ENGL6129007	English Savvy	2	
	ENGL6131007	English for Written Business Communication	2	

Sem	Code	Course Name	SKS	Total
3	CHAR6015007	Character Building: *Agama*	2	24
	DSGN6661007	Photography*	4	
	DSGN6683007	Visual Storytelling**	4	
	DSGN6741007	Animation Technology	2	
	DSGN6662007	Illustration Design***	4	
	DSGN6877007	Design and Digital Media**	4	
	DSGN6685007	3D Art & Form**	4	
4	DSGN6874007	Creative Design Workshop****	4	22
	DSGN6664007	Visual Communication Design II****	4	
	DSGN6656007	Design Methods****	4	
	DSGN6687007	Visual Making Project*, **, ***&****	4	
	LANG6027007	Indonesian	2	
	Free Electives**		4	
5	ARTS6015007	Aesthetics****	2	14
	DSGN6657007	Typography****	4	
	DSGN6881007	Visual Communication Design III**&****	6	
	ENTR6511001	Entrepreneurship: Market Validation****	2	
	Free Electives**		2	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	DSGN6960007	Pre-Thesis	2	6
	DSGN6961007	Thesis	4	
	DSGN6593007	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English
**) Global Learning System Course
***) Entrepreneurship Embedded
****) If students choose mobility program to Binus @Bandung or Binus @Malang, the core and program courses will be conducted online by the home campus. If students do not choose mobility program but want to take courses from Binus @Bandung or Binus @Malang, the courses will be conducted online by the host campus.

Free Electives:
-) 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.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program

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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580005	Digital Business Transformation	2	4
2	Business Creation	ENTR6582005	Business Strategy	2	4
3	Business Creation	ENTR6494005	Managing Growing Business	2	5
4	Business Management	MGMT6399005	Fundamentals of Supply Chain Management **	2	4
5	Business Management	MGMT6401005	Digital Supply Chain Management	2	4
6	Business Management	MGMT6365005	Current Issue in Service Business and Technology**	2	5
7	International Business Management	MGMT6369005	Corporate Strategy in International Business	2	4
8	International Business Management	MGMT6370005	E-Business for International Business	2	5
9	International Business Management	MGMT7169005	Global Supply Chain Management	2	5
10	Management	BUSS6088005	Current Issue in Business and Technology	2	4
11	Management	BUSS6109005	Business Development	4	4
12	Management	BUSS6171005	Business Sustainability	4	4
13	Management	BUSS6173005	Managing Innovation and Knowledge	4	4
14	Management	ISYS6079005	E-Business System	4	4
15	Management	MGMT6196005	Project Management	4	4
16	Management	MGMT6276005	Leadership & Managing Human Capital in Organization	4	4
17	Management	MGMT6371005	Human Resources Analytics	4	4
18	Management	MGMT6374005	Analysis on E-Business Investment	4	4
19	Management	MGMT6375005	Organizational Learning	4	4
20	Management	BUSS6069005	Business Simulation	2	5
21	Management	BUSS6163005	Organization Development Strategy	2	5
22	Management	BUSS6194005	Business Negotiation Strategy	2	5
23	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
24	Management	MGMT6029005	Knowledge Management	2	5
25	Management	MGMT6063005	Strategic Management	2	5
26	Management	MGMT6341005	Strategic Management	4	5
27	Management	MGMT6412005	Customer Relationship Management	2	5
28	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
29	Accounting Bekasi	ACCT6382020	Business Process Analysis and Solution	2	4
30	Marketing Communication	COMM6435019	Global Consumer Behavior	2	4
31	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	4
32	Marketing Communication	COMM6533019	Creative Program Design	2/2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
33	Marketing Communication	COMM6540019	Communication & Public Affairs	2	4
34	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
35	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
36	Marketing Communication	COMM6539019	Media Convergence in Creative Broadcasting	2	5
37	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
38	Marketing Communication	COMM6543019	Digital Brand Communicaton	2/2	5
39	Tourism	TRSM6142022	Event Management*&**	4	4
40	Tourism	TRSM6208022	Tourism Innovation and Product Development**	4	5
41	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
42	Architecture	ARCH6054014	Interior Design Principles**	2	4
43	Architecture	ARCH6059014	Building Material Knowledge*	2	4
44	Architecture	ARCH6047014	Behavior in Architecture	2	5
45	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
46	Computer Engineering	CPEN6232010	Cloud Technology Practice*	2	5
47	Food Tech	FOOD6073015	Current Issues in Food Technology**	2	4
48	Industrial Engineering	ISYE6067011	Global Supply Chain*	2	5
49	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
50	Computer Science	COMP6696001	Research Methodology in Computer Science	2	4
51	Computer Science	COMP6823001	Multimedia Systems**	2	4
52	Computer Science	ISYS6211001	Web Based Application Development	2/2	4
53	Computer Science	COMP6144001	Web Programming*&**	2/1	5
54	Computer Science	COMP8129001	User Experience	2/2	4
55	Computer Science	MOBI6059001	Mobile Programming	2	5
56	Game Application and Technology	GAME6082001	Game Animation*&**	2	4
57	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
58	Animation	DSGN6692007	Character Animation	4	4
59	Animation	DSGN6693007	Motion Graphic*	4	4
60	Animation	DSGN6694007	Visual Effect (VFX)*	4	4
61	Animation	DSGN6695007	Asset Creation	4	4
62	Animation	DSGN6689007	Concept Art & Production Design	2	5
63	Animation	DSGN6690007	Animation Storytelling	2	5
64	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
65	Creative Advertising	MDIA6046007	Audio Visual (Pre Production and Production)	4	4
66	Film	FILM6026009	History of Indonesian Cinema	2	4
67	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
68	Film	FILM6080009	Southeast Asian Cinema & Popular Culture**	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
69	Film	FILM6059009	Global Cinema*	4	5
70	New Media	DSGN6743007	Digital Graphic Reproduction	4	4
71	Interior Design	DSGN6608008	Interior Design and culture*	2	4
72	Interior Design	DSGN6611008	Business in Interior Design***	2	4
73	Interior Design	DSGN6886008	Rendering and Presentation Techniques*&**	2	4
74	Business Information Technology	ISYS6577003	Machine Learning & Foundations	2	4
75	Business Information Technology	ISYS6606003	Smart Application	2	4
76	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
77	Information Systems	BUSS6043003	Introduction to E-Business*	4	4
78	Information Systems	ISYS6016003	Social Media Fundamental	2	4
79	Information Systems	ISYS6285003	Digital and New Media	2	4
80	Information Systems	ISYS6202003	Social Informatics	4	5
81	Data Science	DTSC6007001	Deep Learning	2	4
82	Cyber Security	COMP6646001	Computer Forensic*&**	2	5
83	Mobile Application & Technology	MOBI6068001	Web Design*&**	2	5
84	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
85	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
86	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
87	Business Law	LAWS6017028	Intellectual Property Rights*&**	4	4
88	Business Law	LAWS6110028	Cyber Law*	2	4
89	Business Law	LAWS6159028	Legal Aspect in Business	2	4
90	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	4
91	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
92	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
93	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
94	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
95	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
96	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
97	English Literature	ENGL6169024	English for Professionals	2	4
98	English Literature	ENGL6244024	Social Media Broadcasting	4	5
99	Primary Teacher Education	EDUC6018030	Micro Teaching	4	4
100	Primary Teacher Education	EDUC6040030	Child Games	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
101	Visual Communication Design Binus @Bandung	DSGN6917034	Drawing and Character design for Animation	4	4
102	Visual Communication Design Binus @Bandung	DSGN6918034	Art and Animation Assets	4	4
103	Visual Communication Design Binus @Bandung	DSGN6919034	Production and Storytelling	4	4

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	IS	etc	IN	RS	EN	CD	SA	IS	etc
1	V							V						
2		V						V						
3			V					V						
4				V				V						
5					V			V						
6						V		V						
7							V	V						
8	V								V					
9	V									V				
10	V										V			
11	V											V		
12	V												V	
13	V													V

Note:

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

Description:
Student will take one of enrichment program tracks

Students who failed in Enrichment Program I can retake with the same track or change into another track. As for Enrichment Program II, student who failed with Certified Internship, Certified Research, Certified Community Development, and Certified Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Certified Entrepreneurship** track on Enrichment Program II, should **retake with another track.**

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSGN6479007	Production and Post Production in Industry	8	20
DSGN6897007	Production and Post Production Experience in Visual Communication Design Industry	8	
DSGN6740007	EES in Production and Post Production Experience	4	
Enrichment Program II			
DSGN6345007	Pre Production and Production in Industry	8	20
DSGN6898007	Pre Production and Production Experiencein Visual Communication Design Industry	8	
DSGN6347007	EES in Pre Production and Production Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6899007	Animation Business Model	8	20
ENTR6900007	Animation Business Development	8	
ENTR6901007	EES in New Animation Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6273007	Research Experience	8	20
RSCH6550007	Scientific Writing in Visual Communication Design Research	8	
RSCH6283007	Global EES in Visual Communication Design Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6153007	Community Outreach Project Implementation	8	20
CMDV6330007	Visual Communication Project Design in Community Outreach	8	
CMDV6172007	Employability and Entrepreneurial Skills in Design Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
Elective courses list for study abroad*			
GLOB6005007	Elective Course for Study Abroad 1	4	20
GLOB6006007	Elective Course for Study Abroad 2	4	
GLOB6007007	Elective Course for Study Abroad 3	4	
GLOB6008007	Elective Course for Study Abroad 4	4	
GLOB6009007	Elective Course for Study Abroad 5	2	

Code	Course Name	SCU	Total
GLOB6010007	Elective Course for Study Abroad 6	2	
GLOB6011007	Elective Course for Study Abroad 7	2	
GLOB6012007	Elective Course for Study Abroad 8	2	
GLOB6013007	Elective Course for Study Abroad 9	2	
GLOB6014007	Elective Course for Study Abroad 10	2	
GLOB6015007	Elective Course for Study Abroad 11	2	
GLOB6016007	Elective Course for Study Abroad 12	2	
GLOB6251007	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

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
Elective courses list for Certified Specific Independent Study*			
MICR6033007	Course Certification I	3	
MICR6034007	Technical Skill Enrichment I	4	
MICR6035007	Industrial Project I	9	
MICR6036007	Soft Skill Enrichment I	4	
MICR6001007	Elective Course for Specific Independent Study 1	8	
MICR6002007	Elective Course for Specific Independent Study 2	8	
MICR6003007	Elective Course for Specific Independent Study 3	6	
MICR6004007	Elective Course for Specific Independent Study 4	6	
MICR6005007	Elective Course for Specific Independent Study 5	6	
MICR6006007	Elective Course for Specific Independent Study 6	5	
MICR6007007	Elective Course for Specific Independent Study 7	5	
MICR6008007	Elective Course for Specific Independent Study 8	5	
MICR6009007	Elective Course for Specific Independent Study 9	5	20
MICR6010007	Elective Course for Specific Independent Study 10	4	
MICR6011007	Elective Course for Specific Independent Study 11	4	
MICR6012007	Elective Course for Specific Independent Study 12	4	
MICR6013007	Elective Course for Specific Independent Study 13	4	
MICR6014007	Elective Course for Specific Independent Study 14	4	
MICR6015007	Elective Course for Specific Independent Study 15	3	
MICR6016007	Elective Course for Specific Independent Study 16	3	
MICR6017007	Elective Course for Specific Independent Study 17	3	
MICR6018007	Elective Course for Specific Independent Study 18	3	
MICR6019007	Elective Course for Specific Independent Study 19	3	
MICR6020007	Elective Course for Specific Independent Study 20	3	
MICR6021007	Elective Course for Specific Independent Study 21	2	
MICR6022007	Elective Course for Specific Independent Study 22	2	
MICR6023007	Elective Course for Specific Independent Study 23	2	
MICR6024007	Elective Course for Specific Independent Study 24	2	

Code	Course Name	SCU	Total
MICR6025007	Elective Course for Specific Independent Study 25	2	
MICR6026007	Elective Course for Specific Independent Study 26	2	
MICR6027007	Elective Course for Specific Independent Study 27	2	
MICR6028007	Elective Course for Specific Independent Study 28	2	
MICR6029007	Elective Course for Specific Independent Study 29	1	
MICR6030007	Elective Course for Specific Independent Study 30	1	
MICR6031007	Elective Course for Specific Independent Study 31	1	
MICR6032007	Elective Course for Specific Independent Study 32	1	

) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. 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	Course Prerequisite		SCU	Sem
DSGN6960007 DSGN6961007 DSGN6593007	Pre-Thesis Thesis Thesis	2 4 6	8	DSGN6798007	Visual Communication Design I	4	2
				DSGN6664007	Visual Communication Design II	4	4
				DSGN6881007	Visual Communication Design III	4	5
				DSGN6877007	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.	CHAR6013007	Character Building: *Pancasila*	B
2.	ENTR6511001	Entrepreneurship: Market Validation	C
3.	DSGN6646007	Material and Colors Visual Design	C
4.	DSGN6798007	Visual Communication Design I*	C
5.	DSGN6664007	Visual Communication Design II*	C
6.	DSGN6881007	Visual Communication Design III	C
7.	DSGN6656007	Design Methods	C
8.	DSGN6741007	Animation Technology*	C

*) Tutorial & Multipaper