

Visual Communication Design - Creative Advertising

Introduction

Creative Advertising S1 Program aims to provide good creative education for future creative people in the advertising industry, allowing them to work together in creative teams to produce the best contemporary visual design for advertising.

In this Program, future students will learn how visual communication design artworks are created, and also about the formulation of creative ideas needed in commercials that are based on design theories and have historical perspectives.

We will help students strengthen their design ability and idea creation by also providing classes in marketing introduction, consumer psychology, copywriting, and media. That way, students will have a good understanding of a complete and thorough commercial campaign.

Vision

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 are to:

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 program 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

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, 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 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 develop creative ideas that set fort cultural values and local indigeneity as his/ her national identity;
7. Able to use information technology to support creativity in order to explore advertising media;
8. Able to use product values and consumer's needs in order to produce relevant visual communication ideas;
9. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

After graduating from this Program, there are so many promising career paths in the creative industry that are ready to be occupied. Most graduates are now working in advertising agencies, e-commerce business, design studios, photography studios, illustration studios, production houses, event organizers, media industries, and in-house design at companies. Some of them were even able to commence their own start-up creative business.

Future career paths:

- | | |
|----------------------------|---------------------------|
| 1. Art Director | 5. Illustrator |
| 2. Graphic Designer | 6. Videographer |
| 3. Commercial Photographer | 7. Creative Entrepreneurs |
| 4. Digital Imaging Artist | |

Curriculum

There are five main categories in Creative Advertising program:

1. Fundamental Design (Semester 1-2)

Students explore the theories and design practice in terms of: design elements & principles, layout, semiotics, visual language, aesthetics, design value, the matters of size, composition, design materials, colors, as well as character building.

2. Design Execution and Computing (Semester 3-4)

Students explore the theories and design practice in terms of: computer graphic, printing techniques, Digital Imaging, illustration, photography, videography, website, and motion image.

3. Ideation, Art Direction & Design Integrated (Semester 4-5)

In this term, student's ability in problem solving is required. To what extent students gather several data, bring them into the idea development methods, and last but not least, present the idea into several media integrally. It will be supported by some courses, such as marketing and consumer behavior, ideation and art direction, advertising media, and entrepreneurship.

4. Enrichment Program (Semester 6-7)

Enrichment program of Creative Advertising aims to gain student's soft skills regarding teamwork, leadership, and professional attitudes, as well as their hard skills in implementing the knowledge they acquired from classroom. In the 6th semester, students will have a four months internship experience in the advertising industry or other creative industries. Meanwhile, in the 7th semester, students will have more opportunities (five different tracks), including: internship for industry experience, community development in social issues, entrepreneurship to build start-up business, research, and study abroad to enrich cultural experience.

5. Final Project (Semester 8)

In the last semester, students are required to solve a problem through an integrated campaign. Both design concept and strategy will be put in the academic paper. In addition, students need to implement their ideas into a complete creative display. It aims to evaluate student's abilities in data analysis, idea development, problem solving, and design execution.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013007	Character Building: <i>Pancasila</i>	2	20	
	DSGN6649007	Computer Graphic I	4		
	DSGN6646007	Material and Colors in Visual Design	4		
	DSGN6647007	Drawing for Design	4		
	DSGN6658007	Typography	4		
	English University Courses I				
	ENGL6128007	English in Focus	2		
	ENGL6130007	English for Business Presentation	2		
2	CHAR6014007	Character Building: <i>Kewarganegaraan</i>	2	20	
	DSGN6162007	Visual Communication Design Reviews	2		
	DSGN6651007	Photography**	4		
	DSGN6799007	Visual Communication Design I	4		
	DSGN6650007	Computer Graphic II*	4		
	ENTR6509001	Entrepreneurship: Ideation	2		
	English University Courses II				
	ENGL6129007	English Savvy	2		
ENGL6131007	English for Written Business Communication	2			
3	CHAR6015007	Character Building: <i>Agama</i>	2	22	
	LANG6027007	Indonesian	2		
	DSGN6645007	Eastern Art Review	2		
	DSGN6165007	Western Art Review	2		
	DSGN6653007	Illustration Design***	4		
	DSGN6668007	Photography for Commercial Project**	4		
	DSGN6655007	Visual Communication Design II	4		
	ARTS6015007	Aesthetics	2		
4	DSGN6669007	Visual Making Project***&****	4	20	
	MDIA6046007	Audio Visual (Pre Production and Production)**&****	4		
	MKTG6293007	Marketing and Consumer Behavior*,**&****	2		
	MDIA6019007	Advertising Media*,**&****	2		
	DSGN6875007	Creative Design Workshop**&****	4		
	DSGN6671007	Creative Writing for Commercials****	4		
5	ENTR6511001	Entrepreneurship: Market Validation	2	18	
	DSGN6656007	Design Methods****	4		
	DSGN6882007	Visual Communication Design III**&****	4		
	DSGN6878007	Design and Digital Media****	4		
	Free Electives****				4

Sem	Code	Course Name	SCU	Total
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	DSGN6592007	Thesis	6	6
TOTAL CREDITS 146 Credits				

*) 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 and @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.

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6494005	Managing Growing Business	2	5
2	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5
3	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
4	International Business Management	MGMT6370005	E-Business for International Business	2	5
5	Management	BUSS6069005	Business Simulation	2	5
6	Management	BUSS6194005	Business Negotiation Strategy	2	5
7	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
8	Management	MGMT6029005	Knowledge Management	2	5
9	Management	MGMT6063005	Strategic Management	2	5
10	Management	MGMT6341005	Strategic Management	4	5
11	Management	MGMT6412005	Customer Relationship Management	2	5
12	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
13	Marketing Communication	COMM6523019	Corporate Event Management	2/2	5
14	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
15	Marketing Communication	COMM6539019	Media Convergence in Creative Broadcasting	2	5
16	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
17	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
18	Marketing Communication	COMM6543019	Digital Brand Communication	2/2	5
19	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5
20	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
21	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
22	Architecture	ARCH6047014	Behavior in Architecture	2	5
23	Architecture	ARCH6061014	Sustainable Architecture	2	5
24	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
25	Architecture	ARCH6129014	Urban Housing	4	5
26	Architecture	ARCH6130014	Architecture & Social Culture	4	5
27	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
28	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
29	English Literature	ENGL6158024	Writing for Children and Young Adults	2	5
30	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
31	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
32	Primary Teacher Education	EDUC6032030	Art & Craft	2	5
33	Primary Teacher Education	EDUC6033030	Physical Education	2	5
34	Primary Teacher Education	EDUC6037030	Teaching English for Young Learners	2	5
35	Primary Teacher Education	EDUC6061030	ICT for Distance Learning	2	5
36	Primary Teacher Education	EDUC8004030	School Based Management	2	5
37	Psychology	PSYC6123027	Educational Psychology	2	5
38	Psychology	PSYC6127027	Indigenous Psychology	4	5
39	Mobile Application & Technology	MOBI6057001	Wearable Technology	2	5
40	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
41	Computer Science	COMP6176001	Human and Computer Interaction	2/2	5
42	Computer Science	COMP6232001	Human and Computer Interaction	2/2	5
43	Computer Science	COMP6578001	Information Visualization	2	5
44	Computer Science	COMP6144001	Web Programming	2/1	5
45	Computer Science	COMP8129001	User Experience	2/2	5
46	Computer Science	ISYS6197001	Business Application Development	2/2	5
47	Animation	DSGN6689007	Concept Art & Production Design	2	5
48	Animation	DSGN6690007	Animation Storytelling	2	5
49	Film	FILM6119009	Audiences & Fan Culture	4	5
50	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
51	Creative Advertising	DSGN6674007	Digital Advertising	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
52	Creative Advertising	MDIA6048007	Audio Visual (Post Production)	4	5
53	Creative Advertising	DSGN6672007	Creative Visual for Campaign	4	5
54	Visual Communication Design Binus @Malang	DSGN6828006	Intellectual Property Design**	4	5
55	Visual Communication Design Binus @Malang	DSGN6831006	Sequential Illustration**	4	5
56	Visual Communication Design Binus @Bandung	DSGN6922034	Digital Cel Animation and Rendering	4	5
57	Visual Communication Design Binus @Bandung	DSGN6923034	Motion and Character Setup	4	5

***) Global Learning System Course

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

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			
DSGN6488007	Internship in Visual Communication Design Industry	8	20
DSGN6892007	Technical Experience in Visual Communication Design Industry	8	
DSGN6738007	EES in Visual Communication Design Industry	4	
Enrichment Program II			
DSGN6491007	Internship in Creative Industry	8	20
DSGN6893007	Technical Experience in Creative Industry	8	
DSGN6493007	EES in Creative Industry	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6600007	Creative Product Launching	8	20
ENTR6601007	Creative Business Development	8	
ENTR6602007	EES in New Creative Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6652007	Research Experience	8	20
RSCH6653007	Scientific Writing in Visual Communication Design Research	8	
RSCH6654007	Global EES in Visual Communication Design Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6154007	Community Outreach Project Implementation	8	20
CMDV6293007	Visual Communication Project Design in Community Outreach	8	
CMDV6173007	Employability and Entrepreneurial Skills in Design Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
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	

Code	Course Name	SCU	Total
GLOB6009007	Elective Course for Study Abroad 5	2	
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
Elective courses list for Certified Specific Independent Study*			20
Enrichment Program I/II			
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	
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	

Code	Course Name	SCU	Total
MICR6024007	Elective Course for Specific Independent Study 24	2	
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 credit.

The Table of Prerequisite for Creative Advertising Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
DSGN6592007	Thesis	6	8	DSGN6799007	Visual Communication Design I	4	2
				DSGN6655007	Visual Communication Design II	4	3
				DSGN6882007	Visual Communication Design III	4	5
				DSGN6875007	Creative Design Workshop	4	4

Note : Students should pass Visual Communication Design I, II, III, and Creative Design Workshop 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: <i>Pancasila</i>	B
2.	ENTR6511001	Entrepreneurship: Market Validation	C
3.	DSGN6646007	Material and Colors Visual Design	C
4.	DSGN6799007	Visual Communication Design I*	C
5.	DSGN6655007	Visual Communication Design II*	C
6.	DSGN6882007	Visual Communication Design III	C
7.	DSGN6656007	Design Methods	C
8.	MKTG6293007	Marketing and Consumer Behavior*	C

*) Tutorial & Multipaper