

## 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

Visual Communication Design Study Program that produces world-class designers who are able to foster and empower the society, expertise in creative technology and elevating the local values.

### Mission

The mission of Visual Communication Design are to:

1. Educate prospective visual communication designers who have commitment to a professional attitude and aware with the local values.
2. Prepare students to be able to occupy strategic positions and be recognized in the industrial / professional world while still upholding professional ethics and being able to contribute to Indonesian society.
3. Fostering cooperative relationships with various parties both national and international to always maintain the proficiency of the knowledge for the students.

### Program Objective

The objectives of the program are:

1. Provide graduates with a global mindset who have Visual Communication Design knowledge that carries the values of local wisdom, technology, and entrepreneurship so that they are able to work and be accepted by the creative industry, society, and the nation through the application of knowledge that is utilized with communication and information technology
2. To educate graduates who are capable of producing Creative Advertising design portfolios that vividly demonstrate workmanships, creativity, conceptual insights, and attitudes of a professional design standard.

### Student Outcomes

After completing their studies, graduates are:

1. Able to create printed and digital Visual Communication Design (VCD) works that have added values and aesthetics to overcome problems of identity, mass communication, and competition faced by stakeholders;
2. Able to conduct research and idea exploration to set the objectives, communication targets, and Visual Communication Design (VCD) prototype solutions that can overcome problems of identity, mass communication, and competition by considering the aspects of ethical, historical, cultural, social consequences, regulations and technology;

3. Able to analyze efficiency of material utilization and time in the production process of each selected alternative solution prototype of Visual Communication Design (VCD), without changing the essence and aesthetic design;
4. Able to develop visual communication works that put forward the value of local cultural wisdom in various visual communication media in accordance with the development of information technology;
5. Able to use product values and consumer's needs in order to produce relevant visual communication ideas;
6. 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 6<sup>th</sup> semester, students will have a four months internship experience in the advertising industry or other creative industries. Meanwhile, in the 7<sup>th</sup> 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	SKS	Total
1	CHAR6013007	Character Building: Pancasila	2	20
	DSGN6649007	Computer Graphic I	4	
	DSGN6646007	Material and Colors in Visual Design	4	
	DSGN6647007	Drawing for Design	4	
	DSGN6658007	Typography	4	
	DSGN6165007	Western Art Review	2	
	<b>Foreign Language Courses</b>		0	
2	CHAR6014007	Character Building: Kewarganegaraan	2	20
	LANG6027007	Indonesian	2	
	DSGN6651007	Photography**	4	
	DSGN6799007	Visual Communication Design I	4	
	DSGN6650007	Computer Graphic II*	4	
	ENTR6509001	Entrepreneurship: Ideation	2	
	DSGN6645007	Eastern Art Review	2	
	<b>Foreign Language Courses</b>		0	
3	CHAR6015007	Character Building: Agama	2	18
	DSGN6162007	Visual Communication Design Reviews	2	
	DSGN6653007	Illustration Design***	4	
	DSGN6668007	Photography for Commercial Project**	4	
	ARTS6015007	Aesthetics	2	
	DSGN6655007	Visual Communication Design II	4	
	<b>Foreign Language Courses</b>		0	
4	MDIA6060007	Audio Visual**&****	4	22
	MKTG6293007	Marketing and Consumer Behavior*,&****	2	
	DSGN6669007	Visual Making Project***&****	4	
	DSGN6875007	Creative Design Workshop**&****	4	
	DSGN6671007	Creative Writing for Commercials**&****	4	
	<b>Minor Program</b>		4	
	<b>Free Electives</b>		4	
	<b>Foreign Language Courses</b>		0	
5	ENTR6511001	Entrepreneurship: Market Validation****	2	20
	DSGN6656007	Design Methods****	4	
	DSGN6882007	Visual Communication Design III**&****	4	
	DSGN6878007	Design and Digital Media****	4	
	<b>Minor Program</b>		6	
	<b>Free Electives</b>		6	
6	<b>Enrichment Program I</b>		20	20
7	<b>Enrichment Program II</b>		20	20
8	DSIN6044007	Pre-Thesis	2	6
	DSIN6045007	Thesis	4	
	DSGN6592007	Thesis	6	
<b>Total Credits 146 SCU</b>				

\*) 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 free elective courses from Binus @Bandung or Binus @Malang, the courses will be conducted online by the host campus.

#### Minor/ Free Electives/ Mobility:

-) For 4<sup>th</sup> Semester: Students are required to choose Minor/ Free Electives/ Mobility. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) For 5<sup>th</sup> Semester: Students are required to choose Minor/ Free Electives/ Mobility same with previous semester. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

#### Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

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

#### Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253007	English for Frontrunners	0
ENGL6254007	English for Independent Users	0
ENGL6255007	English for Professionals	0
JAPN6190007	Basic Japanese Language	0
CHIN6163007	Basic Chinese Language	0

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

#### Minor Scheme

Minor Program	Semester 4	Semester 5
<b>Minor @ Binus Kemanggis</b>		
Digital Ecosystem	V	V
Human Capital in Digital Workplace	-	-
Sustainable Development	-	-
Cross Cultural Communication	V	V
Interactive & Users Experience Design	V	V
Data Analytics	-	-
Robotic Process Automation	-	-
Event Business and Entertainment	V	V

Minor Program	Semester 4	Semester 5
Creative Digital Storytelling	V	V
Digital Banking	-	-
Blockchain Technology and Business	-	-
<b>Minor @ Binus Alam Sutera</b>		
Digital Transformation	V	V
<b>Minor @ Binus Bekasi</b>		
Virtual Service Experience	V	V
Culinary	V	V
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	-	-
<b>Minor @ Binus Bandung</b>		
DesignPreneur	-	-
<b>Minor @ Binus Semarang</b>		
Metaverse in Business	V	V
Content Creation	V	V

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

### 1. Minor Program: Digital Ecosystem

#### Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
<b>Total SCU</b>	<b>10</b>

### 2. Minor Program: Cross Cultural Communication

#### Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
<b>Total SCU</b>	<b>10</b>

### 3. Minor Program: Interactive & Users Experience Design

#### Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
<b>Total SCU</b>	<b>10</b>

#### 4. Minor Program: Event Business and Entertainment

##### Fundamental Courses

Course		SCU
HTMN6151021	Event Marketing Management	2
HTMN6152021	Catering Management	4
TRSM6232022	MICE (Meeting, Incentive, Convention, Exhibition) Management	4
Total SCU		10

#### 5. Minor Program: Creative Digital Storytelling

##### Fundamental Courses

Course		SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
Total SCU		10

#### 6. Minor Program: Digital Transformation

##### Fundamental Courses

Course		SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
Total SCU		10

#### 7. Minor Program: Virtual Service Experience

##### Fundamental Courses

Course		SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
MGMT6354005	Virtual Operation and Supply Chain	4
Total SCU		10

#### 8. Minor Program: Culinary

##### Fundamental Courses

Course		SCU
HTMN6108021	Food and Beverage Management	2
HTMN6008021	Kitchen Operation	4
HTMN6128021	Pastry and Bakery Operation	4
Total SCU		10

SCU for HTMN6008021, HTMN6128021 are practical courses

## 9. Minor Program: Metaverse In Business

### Fundamental Courses

Course	SCU
ISYS6777052 Business Model	2
COMP6889051 Virtual Reality	4
COMP6890051 Augmented reality	4
<b>Total SCU</b>	<b>10</b>

## 10. Minor Program: Content Creation

### Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6392055 Digital marketing	4
DSIN6042053 Photography for Creators	2
<b>Total SCU</b>	<b>10</b>

## Appendix: Free Electives (4<sup>th</sup> Semester & 5<sup>th</sup> Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	4
2	Management	MGMT6196005	Project Management	4	4
3	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	4
4	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
5	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	4
6	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
7	Global Business Marketing	MKTG6272005	Marketing Research	2/2	4
8	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
9	Industrial Engineering	MKTG6128011	Market Research	2	5
10	Industrial Engineering	ISYE6130011	Project Management	2	5
11	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	5
12	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
13	Computer Science	COMP6823001	Multimedia Systems	2	4
14	Computer Science	ISYS6211001	Web Based Application Development	2/2	4
15	Computer Science	COMP8129001	User Experience	2/2	4
16	Computer Science	COMP7128001	Game Design	2	4
17	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
18	Computer Science	COMP6144001	Web Programming	2/1	5



No	Course Owner Department	Course Code	Course Name	SCU	Semester
19	Marketing Communication	COMM6613019	Introduction to Media Industry	2	4
20	Marketing Communication	COMM6615019	Script Writing	2/2	4
21	Marketing Communication	COMM6625019	Theory of Mass Communication	2	4
22	Marketing Communication	COMM6617019	Media Convergence	2	4
23	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
24	Marketing Communication	COMM6620019	Online Publishing	2/2	5
25	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
26	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
27	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
28	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
29	Marketing Communication	COMM6425019	Event Management	2	4
30	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
31	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
32	Marketing Communication	COMM6630019	Crisis Communication	2	5
33	Marketing Communication	COMM6631019	Public Affair	2	5
34	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
35	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
36	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
37	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
38	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
39	Marketing Communication	COMM6637019	Brand Activation	2/2	5
40	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
41	Tourism	TRSM6142022	Event Management	4	4
42	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
43	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
44	Tourism	TRSM6212022	Indonesian Culture	4	4
45	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	4
46	Tourism	TRSM6142022	Event Management	4	5
47	Tourism	TRSM6196022	Tourism Community Empowerment	2	5



No	Course Owner Department	Course Code	Course Name	SCU	Semester
48	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
49	Tourism	TRSM6212022	Indonesian Culture	4	5
50	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
51	Mobile Application & Technology	MOBI6068001	Web Design	2	5
52	Information Systems	ISYS6016003	Social Media Fundamental	2	4
53	Information Systems	ISYS6285003	Digital and New Media	2	4
54	Business Information Technology	ISYS6577003	Machine Learning & Foundations	2	4
55	Business Information Technology	ISYS6606003	Smart Application	2	4
56	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
57	Animation	DSGN6689007	Concept Art & Production Design	2	5
58	Animation	DSGN6690007	Animation Storytelling	2	5
59	Animation	DSGN6692007	Character Animation	4	4
60	Animation	DSGN6693007	Motion Graphic	4	4
61	Animation	DSGN6694007	Visual Effect (VFX)	4	4
62	Animation	DSGN6695007	Asset Creation	4	4
63	Creative Advertising	MDIA6062007	Audio Visual & Experience Technology*****	4	5
64	Creative Advertising	MDIA6061007	Creative Media & Technology*****	2	4
65	Creative Advertising	DSGN6674007	Digital Advertising*****	4	5
66	New Media	DSGN6672007	Creative Visual for Campaign*****	4	4
67	Film	FILM6026009	History of Indonesian Cinema	2	4
68	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
69	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
70	Film	FILM6059009	Global Cinema	4	5
71	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
72	Interior Design	DSGN6612008	Design Trend	2	5
73	Interior Design	DSGN6888008	Interior Accessories Design	2	4
74	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
75	International Relations	INTR6162029	Multiculturalism and Digital Society	2	4
76	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
77	English Literature	ENGL6244024	Social Media Broadcasting	4	4
78	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
79	English Literature	ENGL6244024	Social Media Broadcasting	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
80	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
81	Psychology	PSYC6145027	Urban Psychology	4	5
82	Psychology	PSYC6191027	E-Learning Psychology	4	5
83	Psychology	PSYC6138027	Lifespan Development	4	5
84	Psychology	PSYC6123027	Educational Psychology	2	4
85	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
86	Psychology	PSYC6136027	Theories of Developmental Psychology	2	4
87	Psychology	PSYC6122027	Social Psychology	4	4
88	Primary Teacher Education	EDUC6074030	Art & Craft	4	4
89	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
90	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
91	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
92	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
93	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	4
94	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	4
95	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	4
96	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
97	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
98	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
99	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
100	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5
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	5
104	Visual Communication Design Binus @Bandung	DSGN6922034	Digital Cel Animation and Rendering	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
105	Visual Communication Design Binus @Bandung	DSGN6923034	Motion and Character Setup	4	5
106	Visual Communication Design Binus @Malang	DSIN6008006	Concept Art	4	4
107	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	4
108	Visual Communication Design Binus @Malang	DSGN6828006	Intellectual Property Design	4	4
109	Visual Communication Design Binus @Malang	DSGN6831006	Sequential Illustration	4	4
110	Visual Communication Design Binus @Malang	DSIN6011006	History and Development of Imaging Arts	2	5
111	Visual Communication Design Binus @Malang	DSIN6012006	Science of Light and Photo	4	5
112	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	5
113	Visual Communication Design Binus @Malang	DSIN6014006	Ethics and Lawsuit in Photography	4	5
114	Visual Communication Design Binus @Malang	DSIN6015006	Conceptual Photography	2/2	5
115	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	5
116	Visual Communication Design Binus @Malang	DSIN6008006	Concept Art	4	5
117	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	5
118	Visual Communication	DSGN6828006	Intellectual Property Design	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Design Binus @Malang				
119	Visual Communication Design Binus @Malang	DSGN6831006	Sequential Illustration	4	5
120	Visual Communication Design Binus @Malang	DSIN6011006	History and Development of Imaging Arts	2	4
121	Visual Communication Design Binus @Malang	DSIN6012006	Science of Light and Photo	4	4
122	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	4
123	Visual Communication Design Binus @Malang	DSIN6014006	Ethics and Lawsuit in Photography	4	4
124	Visual Communication Design Binus @Malang	DSIN6015006	Conceptual Photography	2/2	4
125	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	4
126	Visual Communication Design Binus @Semarang	DSGN6988053	Digital Creative Thinking	4	4
127	Visual Communication Design Binus @Semarang	DSGN6989053	Interactive Design	4	4
128	Visual Communication Design Binus @Semarang	DSGN6990053	Creative Story Telling	4	4
129	Visual Communication Design Binus @Semarang	DSGN6991053	Ideation for Immersion Design	4	4
130	Visual Communication Design Binus @Semarang	DSGN6992053	Visualization for Immersion Design	4	4

\*\*\*\*\* Courses available only for students who take Creative Advertising program Binus @Jakarta.

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	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	
14						V		V							
15							V	V							

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

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**.

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
DSGN6488007	Internship in Visual Communication Design Industry	8	
DSGN6892007	Technical Experience in Visual Communication Design Industry	8	
DSGN6738007	EES in Visual Communication Design Industry	4	
<b>Enrichment Program II</b>			20
DSGN6491007	Internship in Creative Industry	8	
DSGN6893007	Technical Experience in Creative Industry	8	
DSGN6493007	EES in Creative Industry	4	

**Certified Entrepreneurship Track**

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

**Certified Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			20
RSCH6652007	Research Experience	8	
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
<b>Enrichment Program I/II</b>			20
CMDV6154007	Community Outreach Project Implementation	8	
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*			20
Enrichment Program I/II			
GLOB6005007	Elective Course for Study Abroad 1	4	
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	
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			
CSIS6001007	Course Certification	3	
CSIS6002007	Technical Skill Enrichment	4	
CSIS6003007	Industrial Project	9	
CSIS6004007	Soft Skill Enrichment	4	
CSIS6005007	Elective Course for Specific Independent Study 1	8	
CSIS6006007	Elective Course for Specific Independent Study 2	8	
CSIS6007007	Elective Course for Specific Independent Study 3	6	
CSIS6008007	Elective Course for Specific Independent Study 4	6	
CSIS6009007	Elective Course for Specific Independent Study 5	6	
CSIS6010007	Elective Course for Specific Independent Study 6	5	
CSIS6011007	Elective Course for Specific Independent Study 7	5	
CSIS6012007	Elective Course for Specific Independent Study 8	5	
CSIS6013007	Elective Course for Specific Independent Study 9	5	
CSIS6014007	Elective Course for Specific Independent Study 10	4	
CSIS6015007	Elective Course for Specific Independent Study 11	4	
CSIS6016007	Elective Course for Specific Independent Study 12	4	
CSIS6017007	Elective Course for Specific Independent Study 13	4	
CSIS6018007	Elective Course for Specific Independent Study 14	4	
CSIS6019007	Elective Course for Specific Independent Study 15	3	
CSIS6020007	Elective Course for Specific Independent Study 16	3	
CSIS6021007	Elective Course for Specific Independent Study 17	3	
CSIS6022007	Elective Course for Specific Independent Study 18	3	
CSIS6023007	Elective Course for Specific Independent Study 19	3	
CSIS6024007	Elective Course for Specific Independent Study 20	3	
CSIS6025007	Elective Course for Specific Independent Study 21	2	
CSIS6026007	Elective Course for Specific Independent Study 22	2	
CSIS6027007	Elective Course for Specific Independent Study 23	2	
CSIS6028007	Elective Course for Specific Independent Study 24	2	
CSIS6029007	Elective Course for Specific Independent Study 25	2	
CSIS6030007	Elective Course for Specific Independent Study 26	2	
CSIS6031007	Elective Course for Specific Independent Study 27	2	
CSIS6032007	Elective Course for Specific Independent Study 28	2	
CSIS6033007	Elective Course for Specific Independent Study 29	1	
CSIS6034007	Elective Course for Specific Independent Study 30	1	
CSIS6035007	Elective Course for Specific Independent Study 31	1	
CSIS6036007	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, elective 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.



### Further Study Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b> (For students who take the Master of Management Study Program (Stream Business Management) through the Enrichment Further Study track, the courses that have been taken in semester 1 can be equivalent to the following courses:)			20
MKTG6299007	Business Negotiation	4	
MKTG6300007	Marketing Strategy	4	
RSCH6695007	Basic Research Methodology	4	
STAT6187007	Applied Statistics	4	
MGMT6496007	Human Resources Management Strategy	4	
<b>Enrichment Program II</b> (For students who take the Master of Management Study Program (Stream Creative Marketing) through the Enrichment Further Study track, the courses that have been taken in semester 1 can be equivalent to the following courses:)			20
MKTG6299007	Business Negotiation	4	
MKTG6300007	Marketing Strategy	4	
RSCH6695007	Basic Research Methodology	4	
ACCT6496007	Basic Accounting and Financial Management	4	
MGMT6496007	Human Resources Management Strategy	4	

### The Table of Prerequisite for Creative Advertising Program

Course	SCU	Sem	Course Prerequisite	SCU	Sem
DSIN6044007 DSIN6045007 DSGN6592007	2 4 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.	DSGN6656007	Design Methods	C
7.	DSGN6882007	Visual Communication Design III	C
8.	MKTG6293007	Marketing and Consumer Behavior*	C

\*) Tutorial & Multipaper