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
2. Graphic Designer
3. Commercial Photographer
4. Digital Imaging Artist
5. Illustrator
6. Videographer
7. Creative Entrepreneurs

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	SKS	Total
1	CHAR6013007	Character Building: Pancasila	2	20
	DSGN6649007	Computer Graphic I	4	
	DSGN6646007	Material and Colors in Visual Design - **(AOL)**	4	
	DSGN6647007	Drawing for Design	4	
	DSGN6658007	Typography	4	
	DSGN6165007	Western Art Review	2	
	Foreign Language Courses		0	
2	CHAR6014007	Character Building: Kewarganegaraan	2	20
	LANG6027007	Indonesian	2	
	DSGN6651007	Photography[2] - **(AOL)**	4	
	DSGN6799007	Visual Communication Design I - **(AOL & AIE)**	4	
	DSGN6650007	Computer Graphic II[1] - **(AIE)**	4	
	DSGN6645007	Eastern Art Review	2	
	COSC6011007	Foundations of Artificial Intelligence	2	
	Foreign Language Courses		0	
3	CHAR6015007	Character Building: Agama	2	21
	DSGN6162007	Visual Communication Design Reviews	2	
	DSIN6053007	Illustration Design	3	
	DSGN6668007	Photography for Commercial Project[2]	4	
	ARTS6015007	Aesthetics	2	
	DSGN6655007	Visual Communication Design II - **(AOL & AIE)**	4	
	DSGN6671007	Creative Writing for Commercials[2] - **(AOL)**	4	
	Foreign Language Courses		0	
4	MDIA6060007	Audio Visual[2&3]	4	19
	MKTG6293007	Marketing and Consumer Behavior[1,2&3] - **(AOL)**	2	
	DSIN6054007	Visual Making Project[3]	3	
	DSGN6875007	Creative Design Workshop[2&3] - **(AIE)**	4	
	ENPR6311001	Creativity and Innovation[3]	2	
	Minor Program		4	
	Free Electives		4	
	Foreign Language Courses		0	
5	ENPR6312001	Venture Creation[3]	2	20
	DSGN6656007	Design Methods[3] - **(AOL)**	4	
	DSGN6882007	Visual Communication Design III[2&3] - **(AOL)**	4	
	DSGN6878007	Design and Digital Media[3] - **(AOL)**	4	
	Minor Program		6	
	Free Electives		6	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	DSIN6044007	Pre-Thesis	2	6
	DSIN6045007	Thesis	4	
	DSGN6592007	Thesis	6	
			Total Credits 146 SCU	

1) *This course is delivered in English*
2) *Global Learning System Course*
3) *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.*

-) **AOL** - *Assurance of Learning Process System*
-) **AIE** - *Artificial Intelligence Embedded Course*

Minor or Free Electives or Mobility:
-) *For 4th Semester: Students are required to choose Minor or Free Electives or Mobility. For Free Electives, students are required to choose from the list of Free Electives in Appendix.*
-) *For 5th Semester: Students will continue to study the Minor or Free Electives or Mobility that has been choosen in semester 4. 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 6th and/or 7th 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

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 61-99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 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
Minor @ Binus Kemanggisan		
Blockchain Technology and Business	-	-
Creative Digital Storytelling	V	V
Cross Cultural Communication	V	V
Digital Banking	-	-
Digital Ecosystem	V	V
English for Business Professionals	V	V
Event Business and Entertainment	V	V
Human Capital in Digital Workplace	-	-
Interactive & Users Experience Design	V	V
Robotic Process Automation	-	-
Sustainable Development	-	-
Minor @ Binus Alam Sutera		
Digital Transformation	V	V
Minor @ Binus Bekasi		
Culinary	V	V
Korean Culture and Creativity	V	V
Minor @ Binus Malang		
Chinese for Career Pathways	V	V
English for Business Professionals	V	V
Digital Technopreneur	-	-
Minor @ Binus Bandung		
DesignPreneur	-	-
Minor @ Binus Semarang		
Content Creation	V	V
Data Analytics	-	-
Immersive Journey to Japanese Language and Culture	V	V
Metaverse in Business	V	V
Minor @ Binus Medan		
Global Business	-	-

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: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works**.**

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

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

Additional Information

None

2. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

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

Additional Information

None

3. Minor Program: Digital Ecosystem

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem,

such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course		SCU
COSC6196001	Immersive Technology	2
GAME6002001	Game Design	2
ISYS6549003	Digital Innovation	4
COMP6937001	Current Trends in Technology	2
	Total SCU	**10**

Additional Information

None

4. Minor Program: English for Business Professionals

Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

Course		SCU
ENGL6154024	English for Business Communications	4
MKTG6112024	Language Innovations in Marketing and Advertising	2
ENGL6244024	Social Media Broadcasting	4
	Total SCU	**10**

Additional Information

None

5. Minor Program: Event Business and Entertainment

Introduction

This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) event, sport event, and festival, enabling students to plan and conduct a successful event.

Career Options

Professional event organizer, Professional Conference Organizer, Even Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

Course Distribution

Fundamental Courses

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

Additional Information

None

6. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

Course Distribution

Fundamental Courses

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

Additional Information

None

7. Minor Program: Digital Transformation

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

Course Distribution

Fundamental Courses

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

Additional Information

None

8. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

Course Distribution

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

Additional Information

None

9. Minor Program: Korean Culture and Creativity

Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

Career Options

Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

Course Distribution

Fundamental Courses

Course		SCU
HTMN6163021	Korean Cuisine and Culinary Arts	4
COMM6718019	Korean Language and Media	4
FILM6134009	Hallyu Creative Content	2
	Total SCU	10

Additional Information

None

10. Minor Program: Chinese for Career Pathways

Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

Course Distribution

Fundamental Courses

Course		SCU
CHIN6196026	Mandarin for Future Career	4
CHIN6197026	Easy Way to HSK 2 Preparation	4
CHIN6198026	Exploring Modern Chinese Culture	2
	Total SCU	10

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

11. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6336055	Content Marketing Analytics	4
DSIN6042053	Photography for Creators	2
	Total SCU	**10**

Additional Information

None

12. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

Course Distribution

Fundamental Courses

	Course	SCU
JAPN6221025	Essential Japanese Grammar (*Yoku Tsukaeru Bunpou*)	4
JAPN6222025	Survival Japanese in Various Situations (*Nihon E Ikou, Yasashii Kaiwa De*)	4
JAPN6223025	Ideas and Images of Japan (*Nihon Jijou*)	2
	Total SCU	**10**

Additional Information

None

13. Minor Program: Metaverse in Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

Fundamental Courses

	Course	SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
	Total SCU	**10**

Additional Information

None

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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Tourism	TRSM6142022	Event Management	4	4
2	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
3	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
4	Tourism	TRSM6212022	Indonesian Culture	4	4
5	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	4
6	Tourism	TRSM6142022	Event Management	4	5
7	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
8	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
9	Tourism	TRSM6212022	Indonesian Culture	4	5
10	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
11	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
12	Psychology	PSYC6145027	Urban Psychology	4	5
13	Psychology	PSYC6191027	E-Learning Psychology	4	5
14	Psychology	PSYC6138027	Lifespan Development	4	5
15	Psychology	PSYC6123027	Educational Psychology	2	4
16	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
17	Psychology	PSYC6122027	Social Psychology	4	4
18	Primary Teacher Education	EDUC6113030	Children's Literature	2	4
19	Primary Teacher Education	EDUC6110030	Integrated Social Studies, Ethno Art and Craft	2/2	4
20	Primary Teacher Education	EDUC6097030	Inclusive Education	2	4
21	Primary Teacher Education	EDUC6113030	Children's Literature	2	5
22	Primary Teacher Education	EDUC6110030	Integrated Social Studies, Ethno Art and Craft	2/2	5
23	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
24	New Media	DSGN6733007	Professional Designer Class	4	4
25	Marketing Communication	COMM6613019	Introduction to Media Industry	2	4
26	Marketing Communication	COMM6615019	Script Writing	2/2	4
27	Marketing Communication	COMM6617019	Media Convergence	2	4
28	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
29	Marketing Communication	COMM6620019	Online Publishing	2/2	5
30	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
31	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
32	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
33	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
34	Marketing Communication	COMM6425019	Event Management	2	4
35	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
36	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
37	Marketing Communication	COMM6630019	Crisis Communication	2	5
38	Marketing Communication	COMM6631019	Public Affair	2	5
39	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
40	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
41	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
42	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
43	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
44	Marketing Communication	COMM6637019	Brand Activation	2/2	5
45	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
46	International Relations	INTR6162029	Multiculturalism and Digital Society	2	4
47	International Relations	INTR6137029	Indonesia in Perspectives	2	5
48	International Relations	INTR6180029	Introduction to International Media	2	5
49	Interior Design	DSGN6888008	Interior Accessories Design	2	4
50	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
51	Information Systems	ISYS6596003	User Experience Research and Design	4/2	5
52	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	4
53	Industrial Engineering	ISYE6130011	Project Management	2	5
54	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	4
55	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
56	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	4
57	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
58	Global Business Marketing	MKTG6631005	Marketing Research	3/1	4
59	Global Business Marketing	MKTG6631005	Marketing Research	3/1	5
60	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
61	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
62	Film	FILM6059009	Global Cinema	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
63	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
64	English Literature	ENGL6169024	English for Professionals	2	4
65	English Literature	ENGL6244024	Social Media Broadcasting	4	4
66	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
67	English Literature	ENGL6169024	English for Professionals	2	5
68	English Literature	ENGL6244024	Social Media Broadcasting	4	5
69	Creative Advertising	MDIA6062007	Audio Visual & Experience Technology*	4	5
70	Creative Advertising	MDIA6063007	Creative Media & Technology*	4	4
71	Creative Advertising	DSGN6674007	Digital Advertising*	4	5
72	Creative Advertising	DSGN6672007	Creative Visual For Campaign*	4	4
73	Creative Advertising	DSIN6128007	Creative Portfolio and Self Branding*	2	5
74	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
75	Computer Science	COMP8129001	User Experience	2/2	4
76	Computer Science	COMP7128001	Game Design	2	4
77	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
78	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
79	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
80	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
81	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
82	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	5
83	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
84	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
85	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
86	Business Information Technology	ISYS6606003	Smart Application	2	4
87	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
88	Business Creation	ENPR6104005	Digital Marketing and Analytics	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
89	Business Creation	ENPR6142005	Digital Business Transformation	4	5
90	Business Creation	ENPR6106005	Product Design & Branding	2	5
91	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
92	Animation	DSGN6689007	Concept Art & Production Design	2	5
93	Animation	DSGN6690007	Animation Storytelling	2	5
94	Fashion	FASH6186040	Contemporary Fashion	2	5
95	Fashion	FASH6180040	Fashion Trend Forecasting	2	5
96	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
97	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
98	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
99	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
100	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
101	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
102	Visual Communication Design Binus @Bandung	DSGN6917034	Drawing and Character Design for Animation	4	4
103	Visual Communication Design Binus @Bandung	DSGN6918034	Art and Animation Assets	4	4
104	Visual Communication Design Binus @Bandung	DSGN6919034	Production and Storytelling	4	5
105	Visual Communication Design Binus @Bandung	DSGN6922034	Digital Cel Animation and Rendering	4	5
106	Visual Communication Design Binus @Bandung	DSGN6923034	Motion and Character Setup	4	5
107	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	4
108	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	5
109	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
110	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	5
111	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	4
112	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	4
113	Visual Communication Design Binus @Semarang	DSGN6988053	Digital Creative Thinking	4	4
114	Visual Communication Design Binus @Semarang	DSGN6989053	Interactive Design	4	4
115	Visual Communication Design Binus @Semarang	DSGN6990053	Creative Story Telling	4	4
116	Visual Communication Design Binus @Semarang	DSGN6991053	Ideation for Immersion Design	4	4
117	Visual Communication Design Binus @Semarang	DSGN6992053	Visualization for Immersion Design	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													
8	V													V
9		V						V						
10			V					V						
11				V				V						
12					V			V						

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

Note:

IN : Company Internship   SA : Study Abroad
RS : Research Fellowship   IS : Specific Independent Study
EN : Entrepreneurship   etc : Study Program Special Purposes
CD : Community Impact Internship

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 Company Internship, Research Fellowship, Community Impact Internship, and Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Entrepreneurship** track on Enrichment Program II, should **retake with another track.**

Company 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	

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	

Research Fellowship 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	

Community Impact Internship 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	

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	
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	20
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.

Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			
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	20
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	

Code	Course Name	SCU	Total
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 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 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
DSIN6044007 DSIN6045007 DSGN6592007	Pre-Thesis Thesis Thesis	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: *Pancasila*	B
2.	ENPR6312001	Venture Creation	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