

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		
	ENTR6510001	Entrepreneurship: Prototyping ³	2		
	Minor Program				4
	Free Electives				4
	Foreign Language Courses				0
5	ENTR6511001	Entrepreneurship: Market Validation 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 chosen 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 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
Minor @ Binus Kemanggisian		
Blockchain Technology and Business	-	-
Creative Digital Storytelling	V	V
Cross Cultural Communication	V	V
Data Analytics	-	-
Digital Banking	-	-
Digital Ecosystem	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
Virtual Service Experience	V	V
Minor @ Binus Malang		
Digital Technopreneur	-	-
Minor @ Binus Bandung		
DesignPreneur	-	-
Minor @ Binus Semarang		
Content Creation	V	V
Metaverse in Business	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: 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

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
Total SCU	10

3. 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
Total SCU	10

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: 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
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: 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

8. 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

9. Minor Program: Content Creation

Fundamental Courses

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

10. Minor Program: Metaverse In Business

Fundamental Courses

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

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

Students will receive information about Free Electives during the registration period.

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	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							

Note:

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

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			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
Enrichment Program I/II			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
Enrichment Program I/II			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, 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.

Further Study Track

Students will receive information about Further Study Track during the registration period.

The Table of Prerequisite for Creative Advertising Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
DSIN6044007 DSIN6045007 DSGN6592007	Pre-Thesis	2	8	DSGN6799007	Visual Communication Design I	4	2
	Thesis	4		DSGN6655007	Visual Communication Design II	4	3
	Thesis	6		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