Visual Communication Design - New Media

Introduction

Students are provided with unique capabilities of information technology that can support the scientific development of Visual Communication Design into Digital Design, Interactive and Print Media. Students can apply their knowledge in many case studies such as branding, information design, design for public, photography, illustration, typography and web design into dynamic interactive through digital and print media.

Vision

A world-class Visual Communication Design Department, delivering world class designers with distinctive local values and information technology capabilities.

Mission

The mission of Visual Communication Design Department is to contribute to the global community through the provision of world-class education by:

1. Educating visual communicators who highly exemplify the creative spirit and a commitment to professional attitudes in the fields of new media, animation and creative advertising;
2. Preparing students for strategic positions in service industries with a strong sense of ethics and entrepreneurship and who can make a contribution to society;
3. Improving the quality of life of Indonesians and the international community through good design;
4. Recognizing and rewarding the most creative and value-adding talents;
5. Designing creative products and conducting professional services in visual communication design with an emphasis on application of knowledge to the society.

Program Objective

The objectives of the program are:

1. To provide students with the principal know-how of creative visual communication, it's historical and cultural significance, and its core technology. Together these areas of study will establish in each student a solid ground for well-informed practice or further study;
2. To educate graduates who are capable of producing new media portfolios that vividly demonstrates workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

Student Outcomes

After completing the study, graduates are:

1. Able to create visual and printed visual communication design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by stakeholders;
2. Able to conduct research and idea exploration to set the objectives, communication target, and DKV prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, cultural, social consequence and regulatory aspects;
3. Able to analyze level of material utilization efficiency and time in the production process of each selected alternative solution prototype of DKV, without changing the essence and aesthetic design;
4. Able to communicate DKV prototype alternative solutions independently or groups in verbal form, graphical, written, and communicative models with analog or digital techniques by selected appropriate communication rules;

5. Able to build a business in visual communication field;
6. Able to design DKV works by promoting cultural values and local ingenious as the children's nation identity;
7. Able to utilize Information and Communication Technology project's need so that can improve organizational performance;
8. Able to analyze visual communication problems and producing new media design solutions.

Prospective Career of the Graduates

1. Brand Designer
2. Web Design and Development
3. Game Design Visualisation
4. Publication Design
5. Illustrator
6. Graphic Design Studio
7. Corporate & Retail Industry
8. Government Institutions
9. In-house Designer
10. Photographer
11. Television and Broadcast Studio

Curriculum

New Media Program of Visual Communication Design – School of Design implements internship since 2003, now with the 3+1 Enrichment Program Binus University New Media has more to offer to the students. The Enrichment Program will be on 6th and 7th semester with 5 different tracks; internship for industry experience, community development in social issues, entrepreneurship to build start-up business, research and study abroad to enrich cultural experience. After completing the 3+1 Enrichment Program, students gain experience in hard skill and improve greatly in their soft skill. Students will have on-the field creative and entrepreneurial experience implementing the knowledge they acquired from the classroom.

Students start the study in the early stages trained as a visual hard skill and visual language vocabulary. The study program will continue with using the hard skill and visual language in different cases in print and digital media design. In the end of the study, the students will create a holistic visual communication design project with design-based solution for real issues in society. New Media always encourages students to have their own unique creative product based on Visual Communication Design competencies.

New Media Program strive for the student to have global mindset, open-minded in collaboration, strong entrepreneurial spirit, technological familiarity, and holding strongly in Indonesia local values as Indonesia unique competitive advantage in nowadays connected network society.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013	Character Building: Pancasila	2	20
	DSGN6648	Computer Graphic I*	4	
	DSGN6646	Material and Colors in Visual Design**	4	
	DSGN6647	Drawing for Design**	4	
	DSGN6658	Typography	4	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6014	Character Building: Kewarganegaraan	2	20
	DSGN6735	Visual Communication Design I**	4	
	DSGN6742	Advanced Typography*&**	4	
	DSGN6731	Computer Graphic II	4	
	ENTR6509	Entrepreneurship: Ideation	2	
	LANG6027	Indonesian	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6015	Character Building: Agama	2	22
	DSGN6165	Western Art Review*	2	
	DSGN6645	Eastern Art Review*	2	
	DSGN6732	Photography	4	
	DSGN6736	Visual Communication Design II	4	
	DSGN6734	Illustration Design***	4	
	DSGN6744	3D Art and Interaction	4	
4	DSGN6287	Visual Communication Design Reviews**	2	22
	ARTS6015	Aesthetics	2	
	DSGN6743	Digital Graphic Reproduction**	4	
	DSGN6688	Visual Making Project***	4	
	DSGN6745	Surface Packaging Design	4	
	MDIA7012	New Media I*&**	6	
5	DSGN7289	Visual Communication Design III**	6	24
	DSGN6733	Professional Designer Class	4	
	DSGN6656	Design Methods	4	
	MDIA6049	New Media II*	4	
	ENTR6511	Entrepreneurship: Market Validation	2	
	Elective Course**			
	DSGN6676	Service Design	4	
	DSGN6675	Digital Design Exploration	4	
	DSGN6673	Experimental Print Design	4	
6	**Enrichment Program I**		16	16
7	**Enrichment Program II**		16	16
8	DSGN6591	Thesis	6	6
				Total Credits 146 SCU

**) This course is delivered in English*

***) Global Learning System Course*

****) Entrepreneurship Embedded*

*****) Elective Course: Student will choose 1 course (4 SCU) on 5th Semester*

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English University Courses:

-) *For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

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.*

-) *Students must pass English Savvy with a minimum Grade of C.*

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	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	

Notes:

IN : Internship
RS : Research
EN : Entrepreneurship
CD : Community Development
SA : Study Abroad
etc : Study Program Special Purpose

Notes:
Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			16
DSGN6274	Project on Industry	8	
DSGN6332	Creative Process in Graphic Design	4	
DSGN6746	EES in Graphic Design Process	4	
Enrichment Program II			16
DSGN6553	Project on Creative Industry	8	
DSGN6486	Creative Process in Creative Industry Experience	4	
DSGN6487	EES in Creative Industry Experience	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			16
ENTR6324	Business Start Up	8	
ENTR6336	Business Model & Validation for Design and Creative Business	2	
ENTR6337	Launching New Creative Business Venture	2	
ENTR6495	EES in New Visual Communication Design Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			16
RSCH6274	Research Experience	8	
RSCH6250	Scientific Writing in Visual Communication Design Research	4	
RSCH6436	Global EES in Visual Communication Design Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			16
CMDV6155	Community Outreach Project Implementation	8	
CMDV6171	Visual Communication Project Design in Community Outreach	4	
CMDV6252	Employability and Entrepreneurial Skills in Design Community	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			16
Elective courses list for study abroad*			
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

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The Table of Prerequisite for New Media Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
DSGN6591	Thesis	6	8	DSGN6735	Visual Communication Design I	4	2
				DSGN6736	Visual Communication Design II	4	3
				DSGN7289	Visual Communication Design III	6	5
				MDIA6049	New Media II	4	5

Students should pass Visual Communication Design I, II, III, and New Media II with minimum grade C.

Student should pass all of these quality controlled courses as listed below:

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: *Pancasila*	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	DSGN6646	Material and Colors in Visual Design	C
4.	DSGN6735	Visual Communication Design I*	C
5.	DSGN6736	Visual Communication Design II*	C
6.	DSGN7289	Visual Communication Design III	C
7.	DSGN6656	Design Methods	C
8.	MDIA6049	New Media II*	C

*) Tutorial & Multipaper

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