

Visual Communication Design - New Media

Introduction

Students are provided with unique capabilities of information technology that can support their future career aspiration in Visual Communication Design by having proficiency in skill & knowledge in synergizing the print, digital, and interactive media. Students can apply their capabilities in a variety of visual communication cases; UX design, brand & branding, information design, design for public, photography, illustration, typography and web design into interactive new media design.

Vision

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

Mission

The missions of of Visual Communication Design Department are to:

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 complete the study, graduates are:

1. Able to create printed and digital Visual Communication Design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by stakeholders;
2. Able to conduct research and idea exploration to set the objectives, communication target, and Visual Communication Design prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, cultural, social consequence and regulations;
3. Able to analyze level of material utilization efficiency and time in the production process of each selected alternative solution prototype of Visual Communication Design, without changing the essence and aesthetic design;

4. Able to communicate Visual Communication Design prototype alternative solutions independently or groups in verbal form, graphical, written, and communicative models with analog or digital techniques by selected appropriate communication rules;
5. Able to build a business in visual communication field;
6. Able to design Visual Communication Design 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 produce visual communication problems and producing new media design solutions;
9. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

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|--|-----------------------------------|
| 1. UX Designer | 8. Illustrator |
| 2. Brand Designer | 9. Photographer |
| 3. Visual Storyteller in Publishing Design | 10. In-house Designer |
| 4. Surface Packaging Designer | 11. Government & NGO Institutions |
| 5. Game Design Visualizer | 12. Media & News Broadcast Studio |
| 6. Visual Identity Designer | 13. Corporate & Retail Industry |
| 7. Graphic Designer | |

Curriculum

New Media Program of Visual Communication Design – School of Design implements the 3+1 Enrichment Program with the fundamental mindset to ensure the future career of the students to become the future creative entrepreneur and ready to enter the creative industry. The Enrichment Program will be on the 6th and 7th semesters 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 the cultural experience. After completing the 3+1 Enrichment Program, students have refined their experiences in hard skill and have improved greatly in their soft skill. 1 year of hands-on-the field design experience in implementing the knowledge they acquired during their study, will become the student's point of departure to achieve their future career aspiration.

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 interactive new media design. At the end of the study, the students will create a holistic visual communication design project with visual design-based solution for real issues in society.

New Media Program strives for the student to have a global mindset, open-minded in collaboration, tech-savvy and passionate in Indonesia's local values as Indonesia's distinctive competitive advantage in recent connected network society.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: <i>Pancasila</i>	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: <i>Kewarganegaraan</i>	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: <i>Agama</i>	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	20	
	ARTS6015	Aesthetics	2		
	DSGN6743	Digital Graphic Reproduction**	4		
	DSGN6688	Visual Making Project***	4		
	DSGN6876	Creative Design Workshop	4		
	MDIA6056	New Media*&**	4		
5	DSGN6883	Visual Communication Design III**	4	18	
	DSGN6656	Design Methods	4		
	DSGN6879	Design and Digital Media*	4		
	ENTR6511	Entrepreneurship: Market Validation	2		
	Free Electives				4
6	Enrichment Program I		20	20	
7	Enrichment Program II		20	20	
8	DSGN6591	Thesis	6	6	
			Total Credits 146 Credits		

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

For Free Electives, students are required to choose from the list of Free Electives in Appendix.

English University Courses:

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

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

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

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.

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6494	Managing Growing Business	2	5
2	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5
3	International Business Management	BUSS7009	Export-Import Cost Management	2	5
4	Management	BUSS6069	Business Simulation	2	5
5	Management	BUSS6163	Organization Development Strategy	2	5
6	Management	MGMT6029	Knowledge Management	2	5
7	Management	MGMT6063	Strategic Management	2	5
8	Management	MGMT6145	Compensation and Performance Management	2	5
9	Management	MGMT6297	Operations Management	4	5
10	Management	MGMT6341	Strategic Management	4	5
11	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
12	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
13	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
14	Marketing Communication	COMM6543	Digital Brand Communicaton	2/2	5
15	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
16	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
17	Tourism	TRSM6196	Tourism Community Empowerment	2	5
18	Architecture	ARCH6047	Behavior in Architecture	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
19	Architecture	ARCH6061	Sustainable Architecture	2	5
20	Architecture	ARCH6129	Urban Housing	4	5
21	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
22	Business Law	LAWS6056	Legal Research Methods	2	5
23	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
24	Business Law	LAWS6172	Environmental and Natural Resources Law	2	5
25	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	5
26	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	5
27	Chinese Literature	CHIN6159	Chinese Character Writing	2	5
28	English Literature	ENGL6158	Writing for Children and Young Adults	2	5
29	International Relations	INTR6161	Political Economy of Global Media	2	5
30	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
31	Psychology	PSYC6123	Educational Psychology	2	5
32	Psychology	PSYC6127	Indigenous Psychology	4	5
33	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5
34	Computer Science	COMP6176	Human and Computer Interaction	2/2	5
35	Computer Science	COMP6232	Human and Computer Interaction	2/2	5
36	Computer Science	COMP6578	Information Visualization	2	5
37	Computer Science	COMP8129	User Experience	2/2	5
38	Animation	DSGN6689	Concept Art & Production Design	2	5
39	Film	FILM6119	Audiences & Fan Culture	4	5
40	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
41	Information Systems	ISYS6196	Business Analytics	2	5
42	Information Systems	ISYS6199	Data & Text Mining	4	5
43	Information Systems	ISYS6202	Social Informatics	4	5
44	Information Systems	ISYS8066	Business Process Management	4	5
45	Information Systems	RSCH6466	Research Methodology	4	5
46	New Media	DSGN6676	Service Design	4	5
47	New Media	DSGN6675	Digital Design Exploration	4	5
48	New Media	DSGN6673	Experimental Print Design	4	5

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	

Note:

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

Description:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
DSGN6274	Project on Industry	8	
DSGN6894	Creative Process in Graphic Design	8	
DSGN6746	EES in Graphic Design Process	4	
Enrichment Program II			20
DSGN6553	Project on Creative Industry	8	
DSGN6895	Creative Process in Creative Industry Experience	8	
DSGN6487	EES in Creative Industry Experience	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
ENTR6617	New Venture Initiation in New Media	8	
ENTR6618	Product Development Process in New Media	8	
ENTR6619	EES in New Business in New Media	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
RSCH6274	Research Experience	8	
RSCH6601	Scientific Writing in Visual Communication Design Research	8	
RSCH6436	Global EES in Visual Communication Design Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
CMDV6155	Community Outreach Project Implementation	8	
CMDV6297	Visual Communication Project Design in Community Outreach	8	
CMDV6252	Employability and Entrepreneurial Skills in Design Community	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
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	
GLOB6251	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.

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
				DSGN6883	Visual Communication Design III	4	5
				DSGN6879	Design and Digital Media	4	5

Note : Students should pass Visual Communication Design I, II, III, and Design and Digital Media 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: <i>Pancasila</i>	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.	DSGN6883	Visual Communication Design III	C
7.	DSGN6656	Design Methods	C
8.	MDIA6056	New Media*	C

*) Tutorial & Multipaper