

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 Visual Communication Design Department are:

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, its 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

- | | |
|--------------------------------------------|-----------------------------------|
| 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	CHAR6013007	Character Building: <i>Pancasila</i>	2	20	
	DSGN6648007	Computer Graphic I*	4		
	DSGN6646007	Material and Colors in Visual Design**	4		
	DSGN6647007	Drawing for Design**	4		
	DSGN6658007	Typography	4		
	English University Courses I				
	ENGL6128007	English in Focus	2		
	ENGL6130007	English for Business Presentation	2		
2	CHAR6014007	Character Building: <i>Kewarganegaraan</i>	2	20	
	DSGN6735007	Visual Communication Design I**	4		
	DSGN6742007	Advanced Typography*&**	4		
	DSGN6731007	Computer Graphic II	4		
	ENTR6509001	Entrepreneurship: Ideation	2		
	LANG6027007	Indonesian	2		
	English University Courses II				
	ENGL6129007	English Savvy	2		
ENGL6131007	English for Written Business Communication	2			
3	CHAR6015007	Character Building: <i>Agama</i>	2	22	
	DSGN6165007	Western Art Review*	2		
	DSGN6645007	Eastern Art Review*	2		
	DSGN6732007	Photography	4		
	DSGN6736007	Visual Communication Design II	4		
	DSGN6734007	Illustration Design***	4		
	DSGN6744007	3D Art and Interaction	4		
4	DSGN6287007	Visual Communication Design Reviews**&****	2	20	
	ARTS6015007	Aesthetics****	2		
	DSGN6743007	Digital Graphic Reproduction**&****	4		
	DSGN6688007	Visual Making Project***&****	4		
	DSGN6876007	Creative Design Workshop****	4		
	MDIA6056007	New Media*,&****	4		
5	DSGN6883007	Visual Communication Design III**&****	4	18	
	DSGN6656007	Design Methods****	4		
	DSGN6879007	Design and Digital Media*&****	4		
	ENTR6511001	Entrepreneurship: Market Validation****	2		
	Free Electives				4
6	Enrichment Program I		20	20	
7	Enrichment Program II		20	20	
8	DSGN6591007	Thesis	6	6	
			Total Credits 146 SCU		

*) 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 @Malang, the free elective courses will be conducted online by the host campus

Free Electives:

-) 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	ENTR6494005	Managing Growing Business	2	5
2	Business Management	MGMT6365005	Current Issue in Service Business and Technology**	2	5
3	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
4	International Business Management	BUSS7009005	Export-Import Cost Management	2	5
5	Management	BUSS6069005	Business Simulation	2	5
6	Management	BUSS6163005	Organization Development Strategy	2	5
7	Management	MGMT6029005	Knowledge Management	2	5
8	Management	MGMT6063005	Strategic Management	2	5
9	Management	MGMT6145005	Compensation and Performance Management	2	5
10	Management	MGMT6297005	Operations Management*	4	5
11	Management	MGMT6341005	Strategic Management	4	5
12	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
13	Global Business Marketing	MKTG6294005	Branding & Omnichannel Retailing	4	5
14	Marketing Communication	COMM6523019	Corporate Event Management	2/2	5
15	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
16	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
17	Marketing Communication	COMM6543019	Digital Brand Communicaton	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
18	Tourism	TRSM6141022	Tourism Destination and Planning Management**	4	5
19	Tourism	TRSM6208022	Tourism Innovation and Product Development**	4	5
20	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
21	Architecture	ARCH6047014	Behavior in Architecture	2	5
22	Architecture	ARCH6061014	Sustainable Architecture*&**	2	5
23	Civil Engineering	CIVL6009013	Urban Drainage	2	5
24	Computer Engineering	CPEN6232010	Cloud Technology Practice*	2	5
25	Animation	DSGN6689007	Concept Art & Production Design	2	5
26	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
27	Information Systems	ISYS6196003	Business Analytics	2	5
28	Information Systems	ISYS6199003	Data & Text Mining	4	5
29	Information Systems	ISYS6202003	Social Informatics	4	5
30	Information Systems	ISYS8066003	Business Process Management	4	5
31	Information Systems	RSCH6466003	Research Methodology	4	5
32	International Relations	INTR6161029	Political Economy of Global Media	2	5
33	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
34	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
35	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
36	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
37	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
38	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
39	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
40	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
41	Business Law	LAWS6056028	Legal Research Methods	2	5
42	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
43	Business Law	LAWS6172028	Environmental and Natural Resources Law*	2	5
44	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
45	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
46	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
47	English Literature	ENGL6158024	Writing for Children and Young Adults	2	5
48	Psychology	PSYC6127027	Indigenous Psychology*	4	5
49	New Media	DSGN6676007	Service Design*****	4	5
50	New Media	DSGN6675007	Digital Design Exploration*****	4	5
51	New Media	DSGN6673007	Experimental Print Design*****	4	5
52	Visual Communication Design Binus @Malang	DSGN6828006	Intellectual Property Design**	4	5
53	Visual Communication Design Binus @Malang	DSGN6831006	Sequential Illustration**	4	5
54	Visual Communication Design Binus @Bandung	DSGN6922034	Digital Cel Animation and Rendering	4	5
55	Visual Communication Design Binus @Bandung	DSGN6923034	Motion and Character Setup	4	5

**) Global Learning System Course

*****) Courses available only for students who take New Media program Binus @Jakarta

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	

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			20
DSGN6274007	Project on Industry	8	
DSGN6894007	Creative Process in Graphic Design	8	
DSGN6746007	EES in Graphic Design Process	4	
Enrichment Program II			20
DSGN6553007	Project on Creative Industry	8	
DSGN6895007	Creative Process in Creative Industry Experience	8	
DSGN6487007	EES in Creative Industry Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
ENTR6617007	New Venture Initiation in New Media	8	
ENTR6618007	Product Development Process in New Media	8	
ENTR6619007	EES in New Business in New Media	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
RSCH6274007	Research Experience	8	
RSCH6601007	Scientific Writing in Visual Communication Design Research	8	
RSCH6436007	Global EES in Visual Communication Design Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
CMDV6155007	Community Outreach Project Implementation	8	
CMDV6297007	Visual Communication Project Design in Community Outreach	8	
CMDV6252007	Employability and Entrepreneurial Skills in Design Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
Elective courses list for study abroad*			
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
Enrichment Program I/II			20
Elective courses list for Certified Specific Independent Study*			
MICR6033007	Course Certification I	3	
MICR6034007	Technical Skill Enrichment I	4	
MICR6035007	Industrial Project I	9	
MICR6036007	Soft Skill Enrichment I	4	
MICR6001007	Elective Course for Specific Independent Study 1	8	
MICR6002007	Elective Course for Specific Independent Study 2	8	
MICR6003007	Elective Course for Specific Independent Study 3	6	
MICR6004007	Elective Course for Specific Independent Study 4	6	
MICR6005007	Elective Course for Specific Independent Study 5	6	
MICR6006007	Elective Course for Specific Independent Study 6	5	
MICR6007007	Elective Course for Specific Independent Study 7	5	
MICR6008007	Elective Course for Specific Independent Study 8	5	
MICR6009007	Elective Course for Specific Independent Study 9	5	
MICR6010007	Elective Course for Specific Independent Study 10	4	
MICR6011007	Elective Course for Specific Independent Study 11	4	
MICR6012007	Elective Course for Specific Independent Study 12	4	
MICR6013007	Elective Course for Specific Independent Study 13	4	

Code	Course Name	SCU	Total
MICR6014007	Elective Course for Specific Independent Study 14	4	
MICR6015007	Elective Course for Specific Independent Study 15	3	
MICR6016007	Elective Course for Specific Independent Study 16	3	
MICR6017007	Elective Course for Specific Independent Study 17	3	
MICR6018007	Elective Course for Specific Independent Study 18	3	
MICR6019007	Elective Course for Specific Independent Study 19	3	
MICR6020007	Elective Course for Specific Independent Study 20	3	
MICR6021007	Elective Course for Specific Independent Study 21	2	
MICR6022007	Elective Course for Specific Independent Study 22	2	
MICR6023007	Elective Course for Specific Independent Study 23	2	
MICR6024007	Elective Course for Specific Independent Study 24	2	
MICR6025007	Elective Course for Specific Independent Study 25	2	
MICR6026007	Elective Course for Specific Independent Study 26	2	
MICR6027007	Elective Course for Specific Independent Study 27	2	
MICR6028007	Elective Course for Specific Independent Study 28	2	
MICR6029007	Elective Course for Specific Independent Study 29	1	
MICR6030007	Elective Course for Specific Independent Study 30	1	
MICR6031007	Elective Course for Specific Independent Study 31	1	
MICR6032007	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 credits.*

Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II (Master of Management: Business Management Program)			20
RSCH6695007	Basic Research Methodology	4	
MKTG6299007	Business Negotiation	4	
MKTG6300007	Marketing Strategy	4	
MGMT6420007	Human Resources Management Strategy	4	
STAT6187007	Applied Statistics	4	
Enrichment Program II (Master of Management: Creative Marketing Program)			20
RSCH6695007	Basic Research Methodology	4	
MKTG6299007	Business Negotiation	4	
MKTG6300007	Marketing Strategy	4	
MGMT6420007	Human Resources Management Strategy	4	
ACCT6496007	Basic Accounting and Financial Management	4	

The Table of Prerequisite for New Media Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
DSGN6591007	Thesis	6	8	DSGN6735007	Visual Communication Design I	4	2
				DSGN6736007	Visual Communication Design II	4	3
				DSGN6883007	Visual Communication Design III	4	5
				DSGN6879007	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.	CHAR6013007	Character Building: <i>Pancasila</i>	B
2.	ENTR6511001	Entrepreneurship: Market Validation	C
3.	DSGN6646007	Material and Colors in Visual Design	C
4.	DSGN6735007	Visual Communication Design I*	C
5.	DSGN6736007	Visual Communication Design II*	C
6.	DSGN6883007	Visual Communication Design III	C
7.	DSGN6656007	Design Methods	C
8.	MDIA6056007	New Media*	C

*) Tutorial & Multipaper