

## 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

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 missions of Visual Communication Design Department are:

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 new media design portfolios that vividly demonstrates, conceptual insights, creativity, workmanship 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 (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 ethical, historical, and cultural aspects, as well as social consequences, regulations, and technology;
3. Able to analyze the efficiency of material utilization and time in the production process of each selected Visual Communication Design (VCD) alternative solution prototype without changing the essence and aesthetic design;

4. Able to produce DKV work designs with cultural values and local wisdom through understanding global design trends that are in accordance with design objectives;
5. Able to produce technology-based design prototypes and creative visual communication concepts with the novelty of integrated media as design solutions;
6. 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	SKS	Total
1	CHAR6013007	Character Building: Pancasila	2	20
	DSGN6648007	Computer Graphic I*	4	
	DSGN6646007	Material and Colors in Visual Design**	4	
	DSGN6647007	Drawing for Design**	4	
	DSGN6658007	Typography	4	
	DSGN6165007	Western Art Review*	2	
	<b>Foreign Language Courses</b>		0	
2	CHAR6014007	Character Building: Kewarganegaraan	2	20
	DSGN6735007	Visual Communication Design I**	4	
	DSGN6731007	Computer Graphic II	4	
	DSGN6732007	Photography	4	
	ENTR6509001	Entrepreneurship: Ideation	2	
	LANG6027007	Indonesian	2	
	DSGN6645007	Eastern Art Review*	2	
	<b>Foreign Language Courses</b>		0	
3	CHAR6015007	Character Building: Agama	2	18
	DSGN6287007	Visual Communication Design Reviews**	2	
	DSGN6742007	Advanced Typography*&**	4	
	DSGN6736007	Visual Communication Design II	4	
	DSGN6734007	Illustration Design***	4	
	DSGN6979007	3D Art and Interaction	2	
	<b>Foreign Language Courses</b>		0	
4	DSGN6743007	Digital Graphic Reproduction**&****	4	22
	ARTS6015007	Aesthetics****	2	
	DSGN6688007	Visual Making Project***&****	4	
	DSGN6876007	Creative Design Workshop****	4	
	MDIA6056007	New Media*,&****	4	
	<b>Minor Program</b>		4	
	<b>Free Electives</b>		4	
	<b>Foreign Language Courses</b>		0	
5	DSGN6883007	Visual Communication Design III**&****	4	20
	DSGN6656007	Design Methods****	4	
	DSGN6879007	Design and Digital Media*&****	4	
	ENTR6511001	Entrepreneurship: Market Validation****	2	
	<b>Minor Program</b>		6	
	<b>Free Electives</b>		6	
6	<b>Enrichment Program I</b>		20	20
7	<b>Enrichment Program II</b>		20	20

Sem	Code	Course Name	SKS	Total
8	DSIN6046007	Pre-Thesis	2	6
	DSIN6047007	Thesis	4	
	DSGN6591007	Thesis	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 Binus @Malang, the courses will be conducted online by the host campus.

#### Minor/ Free Electives/ Mobility:

-) For 4<sup>th</sup> Semester: Students are required to choose Minor/ Free Electives/ Mobility. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) For 5<sup>th</sup> Semester: Students are required to choose Minor/ Free Electives/ Mobility same with previous semester. 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 6<sup>th</sup> and/or 7<sup>th</sup> semester by the students who meet the requirements from the Study Program/Program

#### Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

#### 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

- Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

### Minor Scheme

Minor Program	Semester 4	Semester 5
<b>Minor @ Binus Kemanggis</b>		
Digital Ecosystem	V	V
Human Capital in Digital Workplace	-	-
Sustainable Development	V	V
Cross Cultural Communication	V	V
Interactive & Users Experience Design	V	V
Data Analytics	V	V
Robotic Process Automation	-	-
Event Business and Entertainment	V	V
Creative Digital Storytelling	V	V
Digital Banking	-	-
Blockchain Technology and Business	-	-
<b>Minor @ Binus Alam Sutera</b>		
Digital Transformation	V	V
<b>Minor @ Binus Bekasi</b>		
Virtual Services Experience	V	V
Culinary	V	V
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	-	-
<b>Minor @ Binus Bandung</b>		
DesignPreneur	-	-
<b>Minor @ Binus Semarang</b>		
Metaverse in Business	V	V
Content Creation	-	-

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: Digital Ecosystem

#### Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
<b>Total SCU</b>	<b>10</b>

## 2. Minor Program: Sustainable Development

### Fundamental Courses

Course		SCU
ISYE6154011	Sustainable Design and Manufacture	4
CPEN6217010	Digital for Sustainable Development	4
ARCH6119014	Introduction to Sustainable Development	2
Total SCU		10

## 3. 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

## 4. 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

## 5. Minor Program: Data Analytics

### Fundamental Courses

Course		SCU
ISYS6680003	Introduction to Data Analytics	2
ISYS6681003	Data Management & Descriptive Analytics	4
STAT6198049	Statistical for Decision Making	4
Total SCU		10

## 6. 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

## 7. 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

## 8. 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

## 9. 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

## 10. 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

## 11. Minor Program: Metaverse In Business

### Fundamental Courses

Course	SCU
ISYS6777052 Business Model	2
COMP6889051 Virtual Reality	4
COMP6890051 Augmented reality	4
<b>Total SCU</b>	<b>10</b>

### Appendix: Free Electives (4<sup>th</sup> semester and 5<sup>th</sup> Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Management	MGMT6341005	Strategic Management	4	4
2	Management	BUSS6109005	Business Development	4	4
3	Global Business Marketing	MKTG6272005	Marketing Research	2/2	4
4	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
5	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	4
6	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
7	Industrial Engineering	MKTG6128011	Market Research	2	5
8	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
9	Architecture	ARCH6129014	Urban Housing	4	5
10	Architecture	ARCH6147014	Behavior in Architecture	4	5
11	Architecture	ARCH6131014	Architectural Conservation	4	5
12	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
13	Computer Science	COMP8129001	User Experience	2/2	4
14	Computer Science	COMP7128001	Game Design	2	4
15	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
16	Marketing Communication	COMM6625019	Theory of Mass Communication	2	4
17	Marketing Communication	COMM6617019	Media Convergence	2	4
18	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
19	Marketing Communication	COMM6425019	Event Management	2	4
20	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
21	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
22	Marketing Communication	COMM6633019	Corporate Sustainability	4	5



No	Course Owner Department	Course Code	Course Name	SCU	Semester
23	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
24	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
25	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
26	Marketing Communication	COMM6637019	Brand Activation	2/2	5
27	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
28	Tourism	TRSM6142022	Event Management	4	4
29	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
30	Tourism	TRSM6218022	Adventure Tourism Management	4	4
31	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	4
32	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
33	Tourism	TRSM6221022	Sport Tourism	2	4
34	Tourism	TRSM6222022	Climate Change & Tourism	2	4
35	Tourism	BUSS6137022	Tourism E-Business	4	4
36	Tourism	MGMT6408022	Strategic Management for Tourism	2	4
37	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
38	Tourism	TRSM6218022	Adventure Tourism Management	4	5
39	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
40	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
41	Tourism	TRSM6221022	Sport Tourism	2	5
42	Tourism	TRSM6222022	Climate Change & Tourism	2	5
43	Tourism	BUSS6137022	Tourism E-Business	4	5
44	Hotel Management	HTMN6001021	Introduction to Hospitality	4	4
45	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
46	Hotel Management	HTMN6131021	Catering Management	2	5
47	Hotel Management	HTMN6132021	Gastronomy Study	2	5
48	Statistics	STAT6157049	Data Mining and Visualization	2	5
49	Information Systems	ISYS6210003	Data Visualization	2	4
50	Animation	DSGN6689007	Concept Art & Production Design	2	5
51	Animation	DSGN6690007	Animation Storytelling	2	5
52	Animation	DSGN6694007	Visual Effect (VFX)	4	4
53	Animation	DSGN6695007	Asset Creation	4	4
54	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
55	New Media	DSGN6676007	Service Design*****	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
56	New Media	DSGN6675007	Digital Design Exploration*****	4	5
57	New Media	DSGN6673007	Experimental Print Design*****	4	5
58	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
59	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
60	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
61	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
62	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
63	Business Law	LAWS6159028	Legal Aspect in Business	2	5
64	Business Law	LAWS6170028	Investment Law	2	5
65	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
66	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
67	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
68	Psychology	PSYC6145027	Urban Psychology	4	5
69	Psychology	PSYC6191027	E-Learning Psychology	4	5
70	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
71	Psychology	PSYC6123027	Educational Psychology	2	4
72	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
73	Psychology	PSYC6136027	Theories of Developmental Psychology	2	4
74	Psychology	PSYC6122027	Social Psychology	4	4
75	Primary Teacher Education	EDUC8004030	School Based Management	2	4
76	Primary Teacher Education	EDUC8004030	School Based Management	2	5
77	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
78	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
79	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	4
80	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	4
81	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	4
82	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
83	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
84	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
85	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	4
86	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	4
87	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	4
88	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	4
89	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	5
90	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
91	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
92	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
93	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
94	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
95	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
96	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
97	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	5
98	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	5
99	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
100	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5
101	Visual Communication Design Binus @Bandung	DSGN6917034	Drawing and Character Design for Animation	4	4
102	Visual Communication Design Binus @Bandung	DSGN6918034	Art and Animation Assets	4	4
103	Visual Communication Design Binus @Bandung	DSGN6919034	Production and Storytelling	4	5
104	Visual Communication Design Binus @Bandung	DSGN6922034	Digital Cel Animation and Rendering	4	5
105	Visual Communication	DSGN6923034	Motion and Character Setup	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Design Binus @Bandung				
106	Visual Communication Design Binus @Malang	DSIN6008006	Concept Art	4	4
107	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	4
108	Visual Communication Design Binus @Malang	DSGN6828006	Intellectual Property Design	4	4
109	Visual Communication Design Binus @Malang	DSGN6831006	Sequential Illustration	4	4
110	Visual Communication Design Binus @Malang	DSIN6011006	History and Development of Imaging Arts	2	5
111	Visual Communication Design Binus @Malang	DSIN6012006	Science of Light and Photo	4	5
112	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	5
113	Visual Communication Design Binus @Malang	DSIN6014006	Ethics and Lawsuit in Photography	4	5
114	Visual Communication Design Binus @Malang	DSIN6015006	Conceptual Photography	2/2	5
115	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	5
116	Visual Communication Design Binus @Malang	DSIN6008006	Concept Art	4	5
117	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
118	Visual Communication Design Binus @Malang	DSGN6828006	Intellectual Property Design	4	5
119	Visual Communication Design Binus @Malang	DSGN6831006	Sequential Illustration	4	5
120	Visual Communication Design Binus @Malang	DSIN6011006	History and Development of Imaging Arts	2	4
121	Visual Communication Design Binus @Malang	DSIN6012006	Science of Light and Photo	4	4
122	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	4
123	Visual Communication Design Binus @Malang	DSIN6014006	Ethics and Lawsuit in Photography	4	4
124	Visual Communication Design Binus @Malang	DSIN6015006	Conceptual Photography	2/2	4
125	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	4
126	Visual Communication Design Binus @Semarang	DSGN6988053	Digital Creative Thinking	4	4
127	Visual Communication Design Binus @Semarang	DSGN6989053	Interactive Design	4	4
128	Visual Communication Design Binus @Semarang	DSGN6990053	Creative Story Telling	4	4
129	Visual Communication Design Binus @Semarang	DSGN6991053	Ideation for Immersion Design	4	4
130	Visual Communication	DSGN6992053	Visualization for Immersion Design	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Design Binus @Semarang				

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

### Enrichment Track Scheme

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
<b>Enrichment Program I</b>			20
DSGN6274007	Project on Industry	8	
DSGN6894007	Creative Process in Graphic Design	8	
DSGN6746007	EES in Graphic Design Process	4	
<b>Enrichment Program II</b>			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
<b>Enrichment Program I/II</b>			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
<b>Enrichment Program I/II</b>			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
<b>Enrichment Program I/II</b>			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	



Code	Course Name	SCU	Total
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*			
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	



Code	Course Name	SCU	Total
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 credits.

### Further Study Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b> (For students who take the Master of Management Study Program (Stream Business Management) through the Enrichment Further Study track, the courses that have been taken in semester 1 can be equivalent to the following courses:)			20
MKTG6299007	Business Negotiation	4	
MKTG6300007	Marketing Strategy	4	
RSCH6695007	Basic Research Methodology	4	
STAT6187007	Applied Statistics	4	
MGMT6496007	Human Resources Management Strategy	4	
<b>Enrichment Program II</b> (For students who take the Master of Management Study Program (Stream Creative Marketing) through the Enrichment Further Study track, the courses that have been taken in semester 1 can be equivalent to the following courses:)			20
MKTG6299007	Business Negotiation	4	
MKTG6300007	Marketing Strategy	4	
RSCH6695007	Basic Research Methodology	4	
ACCT6496007	Basic Accounting and Financial Management	4	
MGMT6496007	Human Resources Management Strategy	4	

### The Table of Prerequisite for New Media Program

Course	SCU	Sem	Course Prerequisite	SCU	Sem
DSIN6046007 DSIN6047007 DSGN6591007	2 4 6	8	DSGN6735007	4	2
			DSGN6736007	4	3
			DSGN6883007	4	5
			DSGN6879007	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.	DSGN6879007	Design and Digital Media*	C

\*) Tutorial & Multipaper

