

## 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 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 new media design portfolios that vividly demonstrates, conceptual insights, creativity, workmanship 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 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 <sup>1</sup>	4	
	DSGN6646007	Material and Colors in Visual Design <sup>2</sup> - (AOL)	4	
	DSGN6647007	Drawing for Design <sup>2</sup>	4	
	DSGN6658007	Typography	4	
	DSGN6165007	Western Art Review <sup>1</sup>	2	
	Foreign Language Courses		0	
2	CHAR6014007	Character Building: Kewarganegaraan	2	20
	COSC6011007	Foundations of Artificial Intelligence	2	
	DSGN6735007	Visual Communication Design I <sup>2</sup> - (AOL & AIE)	4	
	DSGN6731007	Computer Graphic II - (AIE)	4	
	DSGN6732007	Photography - (AOL)	4	
	LANG6027007	Indonesian	2	
	DSGN6645007	Eastern Art Review <sup>1</sup>	2	
	Foreign Language Courses		0	
3	CHAR6015007	Character Building: Agama	2	19
	ENPR6311001	Creativity and Innovation	2	
	DSGN6287007	Visual Communication Design Reviews <sup>2</sup>	2	
	DSGN6742007	Advanced Typography <sup>1&amp;2</sup> - (AOL)	4	
	DSGN6736007	Visual Communication Design II - (AOL & AIE)	4	
	DSIN6055007	Illustration Design - (AOL)	3	
	DSGN6979007	3D Art and Interaction - (AOL)	2	
	Foreign Language Courses		0	
4	DSGN6743007	Digital Graphic Reproduction <sup>2&amp;3</sup> - (AOL)	4	21
	ARTS6015007	Aesthetics <sup>3</sup>	2	
	DSIN6056007	Visual Making Project <sup>3</sup>	3	
	DSGN6876007	Creative Design Workshop <sup>3</sup> - (AIE)	4	
	MDIA6056007	New Media <sup>1,2&amp;3</sup> - (AOL)	4	
	Minor Program		4	
	Free Electives		4	
	Foreign Language Courses		0	
5	DSGN6883007	Visual Communication Design III <sup>2&amp;3</sup> - (AOL)	4	20
	DSGN6656007	Design Methods <sup>3</sup> - (AOL)	4	
	DSGN6879007	Design and Digital Media <sup>1&amp;3</sup> - (AOL)	4	
	ENPR6312001	Venture Creation <sup>3</sup>	2	
	Minor Program		6	
	Free Electives		6	

Sem	Code	Course Name	SKS	Total
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	DSIN6046007	Pre-Thesis	2	6
	DSIN6047007	Thesis	4	
	DSGN6591007	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 @Malang, the free elective 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 4<sup>th</sup> 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 5<sup>th</sup> 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 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

\*) This course is optional for students

- Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
- Students with Beelingua Placement Test score between 61-99 are required to take English for Independent Users and English for Professionals.
- Students with Beelingua Placement Test score greater than 99 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>		
Blockchain Technology and Business	-	-
Creative Digital Storytelling	V	V
Cross Cultural Communication	V	V
Digital Banking	-	-
Digital Ecosystem	V	V
English for Business Professionals	V	V
Event Business and Entertainment	V	V
Human Capital in Digital Workplace	-	-
Interactive & Users Experience Design	V	V
Robotic Process Automation	-	-
Sustainable Development	V	V
<b>Minor @ Binus Alam Sutera</b>		
Digital Transformation	V	V
<b>Minor @ Binus Bekasi</b>		
Culinary	V	V
Korean Culture and Creativity	V	V
<b>Minor @ Binus Malang</b>		
Chinese for Career Pathways	V	V
English for Business Professionals	V	V
Digital Technopreneur	-	-
<b>Minor @ Binus Bandung</b>		
DesignPreneur	-	-
<b>Minor @ Binus Semarang</b>		
Content Creation	-	-
Data Analytics	V	V
Immersive Journey to Japanese Language and Culture	V	V
Metaverse in Business	V	V
<b>Minor @ Binus Medan</b>		
Global Business	-	-

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

#### Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical

and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

### Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

### Course Distribution

#### Fundamental Courses

Course	SCU
ENGL6274024 Approaches in Multimodal Storytelling	2
DSIN6033007 Visual Storytelling	2
ENGL6275024 Storytelling for Business	2
FILM6118009 Script Development & Pitching	4
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 2. Minor Program: Cross Cultural Communication

### Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

### Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

### Course Distribution

#### Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
<b>Total SCU</b>	<b>10</b>

**Additional Information**

None

**3. Minor Program: Digital Ecosystem****Introduction**

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

**Career Options**

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

**Course Distribution****Fundamental Courses**

Course		SCU
COSC6196001	Immersive Technology	2
GAME6002001	Game Design	2
ISYS6549003	Digital Innovation	4
COMP6937001	Current Trends in Technology	2
Total SCU		10

**Additional Information**

None

**4. Minor Program: English for Business Professionals****Introduction**

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

**Career Options**

Manager, Business practitioner, Entrepreneur, Professional employee.

## Course Distribution

### Fundamental Courses

Course	SCU
ENGL6154024 English for Business Communications	4
MKTG6112024 Language Innovations in Marketing and Advertising	2
ENGL6244024 Social Media Broadcasting	4
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 5. Minor Program: Event Business and Entertainment

### Introduction

This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) event, sport event, and festival, enabling students to plan and conduct a successful event.

### Career Options

Professional event organizer, Professional Conference Organizer, Event Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

### Course Distribution

#### Fundamental Courses

Course	SCU
HTMN6151021 Event Marketing Management	2
HTMN6152021 Catering Management	4
TRSM6232022 MICE (Meeting, Incentive, Convention, Exhibition) Management	4
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 6. Minor Program: Interactive & Users Experience Design

### Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance

with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

### Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

### Course Distribution

#### Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 7. Minor Program: Sustainable Development

### Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

### Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

### Course Distribution

#### Fundamental Courses

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

**Additional Information**

None

**8. Minor Program: Digital Transformation****Introduction**

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

**Career Options**

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

**Course Distribution****Fundamental Courses**

Course		SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
Total SCU		10

**Additional Information**

None

**9. Minor Program: Culinary****Introduction**

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

**Career Options**

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

## Course Distribution

### Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
<b>Total SCU</b>	<b>10</b>

SCU for HTMN6008021, HTMN6128021 are practical

### Additional Information

None

## 10. Minor Program: Korean Culture and Creativity

### Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

### Career Options

Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

### Course Distribution

#### Fundamental Courses

Course	SCU
HTMN6163021 Korean Cuisine and Culinary Arts	4
COMM6718019 Korean Language and Media	4
FILM6134009 Hallyu Creative Content	2
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 11. Minor Program: Chinese for Career Pathways

### Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

### Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

### Course Distribution

#### Fundamental Courses

Course	SCU
CHIN6196026 Mandarin for Future Career	4
CHIN6197026 Easy Way to HSK 2 Preparation	4
CHIN6198026 Exploring Modern Chinese Culture	2
<b>Total SCU</b>	<b>10</b>

### Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

## 12. Minor Program: Data Analytics

### Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

### Career Options

Data Analyst, Marketing Analyst.

### Course Distribution

#### Fundamental Courses

Course	SCU
INFS6066052 Introduction to Data Analytics	2
INFS6067052 Data Management & Descriptive Analytics	4
ISYE6371054 Statistical for Decision Making	4
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 13. Minor Program: Immersive Journey to Japanese Language and Culture

### Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading

and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

### Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

### Course Distribution

#### Fundamental Courses

Course		SCU
JAPN6221025	Essential Japanese Grammar ( <i>Yoku Tsukaeru Bunpou</i> )	4
JAPN6222025	Survival Japanese in Various Situations ( <i>Nihon E Ikou, Yasashii Kaiwa De</i> )	4
JAPN6223025	Ideas and Images of Japan ( <i>Nihon Jijou</i> )	2
Total SCU		10

#### Additional Information

None

## 14. Minor Program: Metaverse in Business

### Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

### Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

## Course Distribution

### Fundamental Courses

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

### Additional Information

None

### 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	Tourism	TRSM6142022	Event Management	4	4
2	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
3	Tourism	TRSM6218022	Adventure Tourism Management	4	4
4	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	4
5	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
6	Tourism	TRSM6221022	Sport Tourism	2	4
7	Tourism	TRSM6222022	Climate Change & Tourism	2	4
8	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	4
9	Tourism	MGMT6408022	Strategic Management for Tourism	2	4
10	Tourism	TRSM6142022	Event Management	4	5
11	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
12	Tourism	TRSM6218022	Adventure Tourism Management	4	5
13	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
14	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
15	Tourism	TRSM6221022	Sport Tourism	2	5
16	Tourism	TRSM6222022	Climate Change & Tourism	2	5
17	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
18	Statistics	STAT6157049	Data Mining and Visualization	2	5
19	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
20	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
21	Psychology	PSYC6145027	Urban Psychology	4	5
22	Psychology	PSYC6191027	E-Learning Psychology	4	5
23	Psychology	PSYC6123027	Educational Psychology	2	4
24	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
25	Psychology	PSYC6122027	Social Psychology	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
26	New Media	DSGN6676007	Service Design*	4	5
27	New Media	DSGN6675007	Digital Design Exploration*	4	5
28	New Media	DSGN6673007	Experimental Print Design*	4	5
29	New Media	DSGN6733007	Professional Designer Class	4	4
30	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
31	Marketing Communication	COMM6425019	Event Management	2	4
32	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
33	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
34	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
35	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
36	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
37	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
38	Marketing Communication	COMM6637019	Brand Activation	2/2	5
39	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
40	Management	MGMT6465005	Advanced Topic in Business Development Management	2	4
41	International Relations	INTR6162029	Multiculturalism and Digital Society	2	4
42	Interior Design	DSGN6888008	Interior Accessories Design	2	4
43	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
44	Global Business Marketing	MKTG6631005	Marketing Research	3/1	4
45	Global Business Marketing	MKTG6631005	Marketing Research	3/1	5
46	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	4
47	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
48	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
49	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
50	Computer Science	COMP7128001	Game Design	2	4
51	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
52	Business Law	LAWS6017028	Intellectual Property Rights	4	5
53	Business Law	LAWS6159028	Legal Aspect in Business	2	5
54	Business Law	LAWS6170028	Investment Law	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
55	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
56	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
57	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
58	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
59	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
60	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	5
61	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
62	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
63	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
64	Architecture	ARCH6129014	Urban Housing	4	5
65	Architecture	ARCH6147014	Behavior in Architecture	4	5
66	Animation	DSGN6689007	Concept Art & Production Design	2	5
67	Animation	DSGN6690007	Animation Storytelling	2	5
68	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
69	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
70	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
71	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
72	Visual Communication Design Binus @Bandung	DSGN6917034	Drawing and Character Design for Animation	4	4
73	Visual Communication Design Binus @Bandung	DSGN6918034	Art and Animation Assets	4	4
74	Visual Communication Design Binus @Bandung	DSGN6919034	Production and Storytelling	4	5
75	Visual Communication Design Binus @Bandung	DSGN6922034	Digital Cel Animation and Rendering	4	5
76	Visual Communication	DSGN6923034	Motion and Character Setup	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Design Binus @Bandung				
77	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	4
78	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	5
79	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	5
80	Visual Communication Design Binus @Malang	DSIN6009006	Character Design	4	5
81	Visual Communication Design Binus @Malang	DSIN6013006	Image Transfer and Post Production	2	4
82	Visual Communication Design Binus @Malang	DSIN6016006	Cinematics and Documentary Video	2/2	4
83	Visual Communication Design Binus @Semarang	DSGN6988053	Digital Creative Thinking	4	4
84	Visual Communication Design Binus @Semarang	DSGN6989053	Interactive Design	4	4
85	Visual Communication Design Binus @Semarang	DSGN6990053	Creative Story Telling	4	4
86	Visual Communication Design Binus @Semarang	DSGN6991053	Ideation for Immersion Design	4	4
87	Visual Communication Design Binus @Semarang	DSGN6992053	Visualization for Immersion Design	4	4

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

**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.

**Enrichment Track Scheme**

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

**Note:**

IN	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	etc	: Study Program Special Purposes
CD	: Community Impact Internship		

**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 Company Internship, Research Fellowship, Community Impact Internship, and Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Entrepreneurship** track on Enrichment Program II, should **retake with another track**.

**Company 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	

### 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	

### Research Fellowship 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	

### Community Impact Internship 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	

### 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	

Code	Course Name	SCU	Total
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.

### Specific Independent Study Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
Elective courses list for 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	

Code	Course Name	SCU	Total
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 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 Specific Independent Study outside BINUS University. 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	Course Prerequisite	SCU	Sem
DSIN6046007 DSIN6047007 DSGN6591007	2 4 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.	ENPR6312001	Venture Creation	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