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

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[1]	4	
	DSGN6646007	Material and Colors in Visual Design[2] - **(AOL)**	4	
	DSGN6647007	Drawing for Design[2]	4	
	DSGN6658007	Typography	4	
	DSGN6165007	Western Art Review[1]	2	
	Foreign Language Courses		0	
2	CHAR6014007	Character Building: Kewarganegaraan	2	20
	COSC6011007	Foundations of Artificial Intelligence	2	
	DSGN6735007	Visual Communication Design I[2] - **(AOL & AIE)**	4	
	DSGN6731007	Computer Graphic II - **(AIE)**	4	
	DSGN6732007	Photography - **(AOL)**	4	
	LANG6027007	Indonesian	2	
	DSGN6645007	Eastern Art Review[1]	2	
	Foreign Language Courses		0	
3	CHAR6015007	Character Building: Agama	2	19
	ENTR6510001	Entrepreneurship: Prototyping	2	
	DSGN6287007	Visual Communication Design Reviews[2]	2	
	DSGN6742007	Advanced Typography[1&2] - **(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[2&3] - **(AOL)**	4	21
	ARTS6015007	Aesthetics[3]	2	
	DSIN6056007	Visual Making Project[3]	3	
	DSGN6876007	Creative Design Workshop[3] - **(AIE)**	4	
	MDIA6056007	New Media[1,2&3] - **(AOL)**	4	
	Minor Program		4	
	Free Electives		4	
	Foreign Language Courses		0	
5	DSGN6883007	Visual Communication Design III[2&3] - **(AOL)**	4	20
	DSGN6656007	Design Methods[3] - **(AOL)**	4	
	DSGN6879007	Design and Digital Media[1&3] - **(AOL)**	4	
	ENTR6511001	Entrepreneurship: Market Validation[3]	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 4th 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 5th Semester: Students will continue to study the Minor or Free Electives or Mobility that has been choosen 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 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program*

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 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

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.

2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.

3. 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.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ Binus Kemanggisan		
Blockchain Technology and Business	-	-
Creative Digital Storytelling	V	V
Cross Cultural Communication	V	V
Data Analytics	V	V
Digital Banking	-	-
Digital Ecosystem	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
Minor @ Binus Alam Sutera		
Digital Transformation	V	V
Minor @ Binus Bekasi		
Culinary	V	V
Virtual Services Experience	V	V
Minor @ Binus Malang		
Digital Technopreneur	-	-
Minor @ Binus Bandung		
DesignPreneur	-	-
Minor @ Binus Semarang		
Content Creation	-	-
Metaverse in Business	V	V

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

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

2. 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

3. 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

4. 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
	Total SCU	10

5. 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**

6. 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**

7. 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**

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: 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

10. 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**

11. Minor Program: Metaverse In Business

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
	Total SCU	**10**

Appendix: Free Electives (4th semester and 5th Semester)

Students will receive information about Free Electives during the registration period.

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			
DSGN6274007	Project on Industry	8	20
DSGN6894007	Creative Process in Graphic Design	8	
DSGN6746007	EES in Graphic Design Process	4	
Enrichment Program II			
DSGN6553007	Project on Creative Industry	8	20
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			
ENTR6617007	New Venture Initiation in New Media	8	20
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			
RSCH6274007	Research Experience	8	20
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			
CMDV6155007	Community Outreach Project Implementation	8	20
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			
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	20
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			
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	20
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	

Code	Course Name	SCU	Total
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	
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

Students will receive information about Further Study Track during the registration period.

The Table of Prerequisite for New Media Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
DSIN6046007 DSIN6047007 DSGN6591007	Pre-Thesis Thesis Thesis	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: *Pancasila*	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