

Visual Communication Design - New Media

Introduction

Students are provided with unique capabilities of information technology that can support the scientific development of Visual Communication Design into Print Media, Digital Design, and Interactive Media. Students can apply their knowledge in many case studies such as branding, information design, design for public, photography, illustration, typography and web design into print and dynamic interactive media.

Vision

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

Mission

The mission of Visual Communication Design Department is to contribute to the global community through the provision of world-class education by:

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 completing the study, graduates are:

1. Able to create visual and printed 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 DKV prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, cultural, social consequence and regulatory aspects;
3. Able to analyze level of material utilization efficiency and time in the production process of each selected alternative solution prototype of DKV, without changing the essence and aesthetic design;
4. Able to communicate DKV 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 design DKV works by promoting cultural values and local indigenous as the children's nation identity;
6. Able to plan a business model by applying visual communication design expertise;
7. Able to utilize Information and Communication Technology project's need so that can improve organizational performance;
8. Able to analyze visual communication problems and producing new media design solutions.

Prospective Career of the Graduates

1. Brand Designer
2. Game Design Visualisation
3. Publication Design
4. Web Design and Development
5. Illustrator
6. Graphic Design Studio
7. Photographer
8. Television and Broadcast Studio
9. Corporate & Retail Industry
10. Government Institutions
11. In-house Designer

Curriculum

New Media Program of Visual Communication Design – School of Design implements internship since 2003, now with the 3+1 Enrichment Program Binus University New Media has more to offer to the students. The Enrichment Program will be on 6th and 7th semester 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 cultural experience. After completing the 3+1 Enrichment Program, students gain experience in hardskill and improve greatly in their softskill. Students have on-the field experience implementing the knowledge they acquired from classroom.

Students start the study in the early stages trained as a visual hardskill and visual language vocabulary. The study program will continue with using the hardskill and visual language in different cases in print and digital media design. In the end of the study, the students will create a holistic visual communication design project with design-based solution for real issues in society.

New Media Program strive for the student to have global mindset, open-minded in collaboration, technological familiarity and holding strongly in Indonesia local values as Indonesia unique competitive advantage in nowadays connected network society.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6165	Western Art Review*	2		
	DSGN6098	Color Theory	4		
	DSGN6101	Design and Materials	4		
	DSGN6166	Eastern Art Review*&***	3		
	DSGN6099	Drawing I	3		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	21	
	DSGN6104	Typography I	3		
	DSGN6100	Drawing II	3		
	DSGN7324	Computer Graphic I**	3		
	DSGN7107	Visual Communication Design I	4		
	DSGN7132	Photography I	3		
	LANG6061	Indonesian	1		
	English University Courses II				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6015	Character Building: Agama	2	21	
	DSGN6287	Visual Communication Design Reviews	2		
	DSGN7133	Photography II	3		
	DSGN7085	Typography II**	3		
	ENTR6003	Entrepreneurship I	2		
	DSGN6265	Visual Communication Design II	6		
	DSGN7325	Computer Graphic II	3		
4	ARTS6015	Aesthetics	2	24	
	MDIA7012	New Media I*	6		
	DSGN7326	Illustration Design	3		
	DSGN7267	Graphic Reproduction Methods I**&****	3		
	DSGN8106	Typography III**	4		
	DSGN7288	Surface Packaging Design**	6		
5	DSGN6263	Design Methods	3	23	
	ENTR6004	Entrepreneurship II	2		
	DSGN7269	Graphic Reproduction Methods II***	3		
	MDIA7013	New Media II*&***	6		
	DSGN7126	Guest Lecturer	3		
	DSGN7289	Visual Communication Design III**	6		
6	Enrichment Program I		15	15	
7	Enrichment Program II		16	16	
8	DSGN6591	Thesis	6	6	
			TOTAL CREDIT 146 SCU		

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

English University Courses:

-) For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
-) For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

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.

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v						v					
2		v					v					
3			v				v					
4				v			v					
5					v		v					

Notes:

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

Notes:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSGN6274	Project on Industry	8	15
DSGN6332	Creative Process in Graphic Design	4	
DSGN6485	EES in Graphic Design Process	3	
Enrichment Program II			
DSGN6553	Project on Creative Industry	8	16
DSGN6486	Creative Process in Creative Industry Experience	4	
DSGN6487	EES in Creative Industry Experience	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6324	Business Start Up	8	15
ENTR6336	Business Model & Validation for Design and Creative Business	2	
ENTR6337	Launching New Creative Business Venture	2	
ENTR6375	EES in New Visual Communication Design Business	3	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6274	Research Experience	8	15
RSCH6250	Scientific Writing in Visual Communication Design Research	4	
RSCH6294	Global EES in Visual Communication Design Research	3	

Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6155	Community Outreach Project Implementation	8	15
CMDV6171	Visual Communication Project Design in Community Outreach	4	
CMDV6199	Employability and Entrepreneurial Skills in Design Community	3	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
GLOB6005	Elective Course for Study Abroad 1	4	15
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits.

The Table of Prerequisite for New Media Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
DSGN6591	Thesis	6	8	DSGN7107	Visual Communication Design I	4	2
				DSGN6265	Visual Communication Design II	6	3
				DSGN7289	Visual Communication Design III	6	5
				DSGN7288	Surface Packaging Design	6	4

Students should pass *Visual Communication Design I, II, III, and Surface Packaging Design* with minimum grade C.

Student should pass all of these quality controlled courses as listed below:

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	DSGN6101	Design and Materials*	C
4.	DSGN6099	Drawing I	C
5.	DSGN7107	Visual Communication Design I*	C
6.	DSGN6263	Design Methods	C
7.	MDIA7013	New Media II*	C
8.	DSGN7289	Visual Communication Design III	C

*) Tutorial & Multipaper

