

## Interior Design

### Introduction

Interior Design is one of 16 Creative Economy sub sectors in Indonesia. According to Gazali, A. and Nadinastiti (2015), interior design is "... activities that solve interior function and quality problems, provide interior space related services, and prepare drawings and documents related to interior spaces to improve quality of life to meet health, safety aspects. and public convenience. ". Therefore, the interior design subsector has an important role in adding competitive advantage to Micro-Small-Medium Enterprises (MSMEs) products and industries through exploration of designs related to community and environmental interests. In this case, the role of Interior Design is related to the creative process and design decisions that ultimately can produce solutions in the form of creative work that has added value and can contribute to local and global problems and solutions that potentially increase the welfare of local society.

Starting 2008, BINUS UNIVERSITY @Greater Jakarta has opened Interior Design Department in the School of Design. Our aim is to prepare successful graduates in interior industry as well as enabling them for the global community. Our vision is to become a world-class interior design department, delivering international standard designers with strength in local indigenous and latest technology. In Interior Design Department - Binus University @Greater Jakarta, students will learn to be able to design their (simple to complex) commercial design and hospitality or furniture and interior design accessories projects, such as residential, apartment, retail, office, and hotel independently and in a teamwork environment. Interior Design students - Binus University @Greater Jakarta has the opportunity for personal development, establish relationships, networking, and collaborate within Binus University, local and global institutions, industries, community, government, and media.

In Interior Design Department - Binus University @Greater Jakarta, the creative design works are integrating and implementing a series of interrelated course subjects. By learning series of Interior Design and Furniture Design courses, such as Methodology, Green Design, Interior Drawing, Material Knowledge, Entrepreneurship, Art History and others, strengthen the design results for more valuable outcomes.

The creative design results are involving the design research and design processes that include design analysis, design development, effective design decision making, project prototyping, and project evaluation. For example, the ability to implement the substitute materials derived from waste materials as part of the interior design elements, such as wall, floor, ceiling, furniture, and interior accessories design potentially become student's competitive advantage in resulting good design results, moreover if the waste material processes involved local communities, and MSMEs. The students, then, will learn, understand and able to implement the creative design work projects that has competitive advantage values, support the sustainability of MSMEs and contribute to the welfare of local society.

In addition, students are welcome to join the Interior Design Student Association and other student activities under Binus University. The Interior Design Department - Binus University @Greater Jakarta, continuously encourage the students for their personal development through student participation in various local and international student activities, such as seminars, design excursion, workshops, and competition that potentially broaden the students' creative insights and experiences.

Interior Design's graduates of BINUS UNIVERSITY @Greater Jakarta will become professionals in a global environment. They will be prepared professionally and scientifically. Therefore, by finishing their Bachelor program, they can step directly into professional practices. Graduates will have the ability to design hospitality and

commercial design or furniture and interior design accessories. These graduates will not only be proficient in scientific and practical abilities in the Interior Design sector but also, they will have the spirit and entrepreneurship skills needed in the future.

### **Vision**

A world class Interior Design Department, delivering international standard designers with strengths in local values, IT and green design.

### **Mission**

The mission of Interior Design are to:

1. Educating students in the fundamental skills of designing, with a focus on the latest technology, eco design and local content by providing excellent study facilities and internships that prepare students for global service industries or for continuing to an advance degree in interior design or related disciplines;
2. Preparing students who have a strong sense of ethics and local values, an entrepreneurial spirit, and are ready to take on strategic positions in service industries and make a contribution to society;
3. Recognizing and rewarding the most creative and value-adding talents;
4. Improving the quality of life of Indonesians and the International community;
5. Designing creative products and conducting professional services in interior design fields with an emphasis on the application of knowledge to society.

### **Program Objective**

The objectives of the program are:

1. To provide students with innovative and creative design abilities, especially in eco design and local content, by using the latest technology and approaches;
2. To provide students with design abilities and knowledge, ranging from fundamental principles to applied skills and abilities;
3. To prepare students with necessary skills and knowledge of interior design that enables them to become an entrepreneur or a professional in a global environment.

### **Student Outcomes**

After completing the study, graduates are:

1. Able to design interior concept based on human behavior, technical aspect, and values that related to interior design;
2. Able to design an interior concept independently both in manual and digital to fulfill user community needs for residential to public space project based on design theory, user need study, and interior design problems;
3. Able to design thematic interior element (furniture, wall, ceiling and floor) based on technical characteristic and material aesthetic;
4. Able to produce interior design planning as a proposed problem solving and fulfill community needs that accountable and qualified in function, aesthetic, construction, and meaningful;
5. Able to communicate ideas in visual language that communicative and informative;
6. Able to design an interior and its elements that prioritize local indigenous, green design and sustainability;
7. Able to produce interior design work that has good selling value as a professional or entrepreneur (designpreneur);
8. Able to build independent business in interior design;
9. Able to design interiors in accordance with the development of global trends;

10. Able to Design Commercial & Hospitality Interior by paying attention to space needs and user behavior;
11. Able to design furniture and interior accessories by paying attention to the needs of the user behaviour;
12. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

### **Prospective Career of the Graduates**

Graduates will be prepared not only as a professional interior designer, but also be able to create and open new working opportunities for other professions which are related; because of their ability to be an entrepreneur. This availability of working opportunities such as:

#### **Commercial and Hospitality Design**

- Interior design consultant
- Interior design contractor
- Real estate/property contractor
- Project Management
- Project Marketing
- Procurement
- Purchasing
- Merchandising
- Setting designer
- Commercial retailer
- Exhibition organizer
- Visual merchandise/window display designer
- Stylist for interior magazine
- Book writer
- Lighting designer

#### **Furniture and Interior Design Accessories**

- Interior design consultant
- Interior design contractor
- Furniture designer
- Manufacturer of Interior accessories
- Furniture & home accessories shop/gallery owner
- Retailer
- Stylist for magazine/production house
- Interior Decorator/Home decorator
- Home accessories designer
- Book writer
- Trader
- Supplier (furniture/accessories interior)
- Workshop owner
- Product Development
- Retail Manager
- Buyer Merchandizing

### **Curriculum**

Interior design Department - School of Design has 3+1 curriculum. On their 6<sup>th</sup> to 7<sup>th</sup> semester, there are five enrichment programs that can be chosen by students based on their passion and knowledge. These programs are internship in industry, research in interior and furniture, community development, start-up business and study abroad. With these experiences, students will gain more knowledge regarding their contribution to industry and community. The curriculum also accommodates the main objective of the program opening i.e. creating a qualified interior designer. Graduates will have entrepreneur spirit, well-equipped professional skills, excellent personality as well as the competency in ICT skills.

Currently, the Interior Design program provides two concentrations that the students can choose from according to their goals and interests:

#### **Commercial & Hospitality Design:**

This stream provides students with an ability to design commercial & hospitality space, such as: design of apartments and houses, shops, restaurants, offices, hotels, hospitals, schools, etc.

#### **Furniture and Interior Design Accessories:**

This stream provides students with an ability to design furniture and accessories for both residential and commercial such as hotels, offices, restaurants, by observing the terms of ergonomics, functionality & aesthetic.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: <i>Pancasila</i>	2	20	
	DSGN6201	Ergonomic and Anthropometry**	2		
	DSGN6186	Sense of Design	4		
	DSGN6193	Interior Drawing*	4		
	ARTS6001	Art Principles*	2		
	ARCH6083	Interior Technical Drawing	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	20	
	CIVL6120	Material Knowledge in Interior Design	2		
	DSGN6194	Interior Design I: Residential*	4		
	DSGN6195	Furniture Design I: Residential*&**	4		
	CIVL6068	Drafting and Detail Construction	4		
	ENTR6509	Entrepreneurship: Ideation	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6015	Character Building: <i>Agama</i>	2	22	
	DSGN6196	Interior Design II: Retail*	4		
	DSGN6602	Furniture Design II: Retail*&***	4		
	DSGN6198	Computer 2D Drawing*	4		
	CIVL6122	Interior Design and Sustainable Living	2		
	LANG6027	Indonesian	2		
	ARTS6033	Design History Studies	2		
	CIVL6070	Building Component Theory and Regulation**	2		
4	DSGN6611	Business in Interior Design***	2	18	
	DSGN6886	Rendering and Presentation Techniques*&**	2		
	DSGN6608	Interior Design and Culture*	2		
	<b>Streaming : Commercial and Hospitality Design</b>				
	DSGN6199	Interior Design III: Office*	6		
	DSGN6200	Computer 3D Drawing for Interior*	4		
	DSGN6615	Lighting Design for Interior	2		
	<b>Streaming : Furniture and Interior Design Accessories</b>				
	DSGN6217	Furniture Design III: Office*	6		
	DSGN6218	Computer 3D Drawing for Furniture*	4		
	DSGN6888	Interior Accessories Design	2		
	<b>Minor Program</b>				12
	<b>Free Electives</b>				12
5	DSGN6034	Interior Design and Technology	2	20	
	DSGN6609	Portfolio Development*&**	4		
	ENTR6511	Entrepreneurship: Market Validation	2		
	DSGN6885	Interior Design Methodology	4		

Sem	Code	Course Name	SCU	Total	
5	<b>Streaming : Commercial and Hospitality Design</b>				
	DSGN6204	Interior Design IV: Commercial and Hospitality Project	6		
	DSGN6612	Design Trend	2		
	<b>Streaming: Furniture and Interior Design Accessories</b>				
	DSGN6220	Furniture Design IV: Commercial and Hospitality Project	6		
	DSGN6614	Signage and Way finding Design for Interior	2		
	<b>Minor Program</b>				8
	<b>Free Electives</b>				8
6	<b>Enrichment Program I</b>		20	20	
7	<b>Enrichment Program II</b>		20	20	
8	DSGN6890	Pre-Thesis	2	6	
	DSGN6891	Thesis	4		
<b>Total Credits 146 Credits</b>					

\*) This course is delivered in English

\*\*) Global Learning System Course

\*\*\*) Entrepreneurship Embedded

#### Streaming/Minor/Free Electives:

- ) For 4<sup>th</sup> Semester: Students are required to choose streaming or minor program or free electives.
- ) For 5<sup>th</sup> Semester: Students are required to choose streaming or minor program or free electives same with semester 4.

#### English University Courses:

- ) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
- ) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
- ) Students must pass English Savvy with a minimum Grade of C.

#### Minor Scheme

Minor Program	Semester 4	Semester 5
<b>Minor @ Binus Kemanggisian</b>		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
<b>Minor @ Binus Alam Sutera</b>		
Digital Business	v	v
<b>Minor @ Binus Bekasi</b>		
Virtual Services	v	v
Culinary	v	v
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	-	-
<b>Minor @ Binus Bandung</b>		
DesignPreneur	-	-

### 1. Minor Program: Digital Ecosystem

Course		SCU
COMP6683	Introduction to Artificial Intelligence	2/2
COMM6501	Narative Development	4
ISYS6549	Digital Innovation	4
COMP6684	Current Trends in Technology	4
DSGN6834	Visual Identity	4
<b>Total SCU</b>		<b>20</b>

### 2. Minor Program: Human Capital in Digital Workplace

Course		SCU
PSYC6174	Psychology in The Workplace	4
MGMT6349	Digital Workplace Strategy	4
ISYS6551	Digital Workplace and Technology	4
LAWS6157	Legal Aspects in Digital Workplace	4
PSYC6175	Human Resources Development	4
<b>Total SCU</b>		<b>20</b>

### 3. Minor Program: Sustainable Development

Course		SCU
ARCH6119	Introduction to Sustainable Development	2
DSGN6835	Engineering Material	4
ISYE6154	Sustainable Design and Manufacture	4
ISYE6155	Occupational, Health, Safety, and Administration in Engineering	2
CPEN6217	Digital for Sustainable Development	4
CIVL6118	Engineering Economic	4
<b>Total SCU</b>		<b>20</b>

### 4. Minor Program: Cross Cultural Communication

Course		SCU
CHIN6133	Chinese Conversation in Daily Works	2
CHIN6132	Chinese Conversation in Daily Activities	4
CHIN6134	Chinese Conversation in Business Communication	4
COMM6502	Communication in Diversity	2
INTR6135	Comparative Politics	4
BUSS6170	Asian Business Ethics	4
<b>Total SCU</b>		<b>20</b>

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

Course		SCU
PSYC6176	Psychology and User Experience	4
ISYS6553	User-Centered Research and Evaluation	4
DSGN6836	Fundamental of Interface Design	4
ISYS6554	Core Principles: Interactive Design	4
DSGN6837	Digital Design Production	4
<b>Total SCU</b>		<b>20</b>

### 6. Minor Program: Digital Business

Course		SCU
ISYS6559	Business Models and Technology Innovation	4
ISYS6557	Business Data Management	4
ISYS6558	Strategic Digital Business Analysis	4
STAT6149	Practical Statistics for Data and Business Analysis	4
MGMT6352	Digital Strategy	4
<b>Total SCU</b>		<b>20</b>

### 7. Minor Program: Virtual Services

Course		SCU
ISYS6561	Fundamental of Virtual Services	2
ACCT6350	Virtual Financial Services	4
ISYS6562	Virtual Market Place	4
MGMT6354	Virtual Operation and Supply Chain	4
HTMN6082	Virtual Hospitality Management	4
ISYS6563	Seminar on Virtual Services	2
<b>Total SCU</b>		<b>20</b>

### 8. Minor Program: Culinary

Course		SCU
HTMN6078	Advanced in Pastry and Bakery	4
HTMN6050	Culinary Business Event	2/2
HTMN6048	Western and French Cuisine	2/4
HTMN6046	Authentic Indonesian Cuisine	2/4
<b>Total SCU</b>		<b>20</b>

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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580	Digital Business Transformation	2	4
2	Business Creation	ENTR6582	Business Strategy	2	4
3	Business Creation	ENTR6494	Managing Growing Business	2	5
4	International Business Management	BUSS6162	Market Entry Strategy	2	4
5	Management	BUSS6088	Current Issue in Business and Technology	2	4
6	Management	BUSS6109	Business Development	4	4
7	Management	BUSS6171	Business Sustainability	4	4
8	Management	BUSS6173	Managing Innovation and Knowledge	4	4
9	Management	MGMT6196	Project Management	4	4
10	Management	BUSS6069	Business Simulation	2	5
11	Management	BUSS6163	Organization Development Strategy	2	5
12	Management	ISYS8175	E-Business Strategy and Implementation	4	5
13	Management	MGMT6063	Strategic Management	2	5
14	Marketing Communication	COMM6435	Global Consumer Behavior	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
15	Marketing Communication	COMM6533	Creative Program Design	2/2	4
16	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
17	Tourism	TRSM6142	Event Management	4	4
18	Tourism	TRSM6204	Heritage Tourism	4	4
19	Tourism	TRSM6196	Tourism Community Empowerment	2	5
20	Architecture	ARCH6054	Interior Design Principles	2	4
21	Architecture	ARCH6061	Sustainable Architecture	2	5
22	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
23	Architecture	ARCH6130	Architecture & Social Culture	4	5
24	Architecture	ARCH6132	Leadership Organization Behavior	4	5
25	Industrial Engineering	ISYE6113	Leadership & Organizational Behavior	2	4
26	Primary Teacher Education	EDUC6032	Art & Craft	2	5
27	Psychology	PSYC6145	Urban Psychology	4	4
28	Animation	DSGN6689	Concept Art & Production Design	2	5
29	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
30	Creative Advertising	DSGN6732	Photography	4	5
31	Information Systems	ISYS8066	Business Process Management	4	5

**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	etc	IN	RS	EN	CD	SA	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					

**Note:**

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

**Description:**

Student will take one of enrichment program tracks



### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
DSGN6209	Industrial Experience	8	
DSGN6887	Design Ideation in Industry	8	
DSGN6758	Self Management in Industry	4	20
<b>Enrichment Program II</b>			
DSGN6213	Professional Experience	8	
DSGN6896	Design Applied in Industry	8	
DSGN6216	Team Work Activity in Industry	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			20
ENTR6685	Interior Design Business Initiation	8	
ENTR6686	Interior Design Development Process	8	
ENTR6687	EES in New Interior Design Business	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			20
RSCH6272	Research Experience	8	
RSCH6549	Scientific Writing in Design	8	
RSCH6282	Global EES	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			20
CMDV6152	Community Outreach Project Implementation	8	
CMDV6329	Community Outreach Project Design	8	
CMDV6119	Employability and Entrepreneurial Skills in Design Community	4	

### Enrichment Study Abroad Track

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			20
<b>Enrichment Program I/II</b>			
GLOB6005	Elective Course for Study Abroad 1	4	
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	

Code	Course Name	SCU	Total
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	
GLOB6251	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.

### The Table of Prerequisite for Interior Design Program

Course		SCU	Sem.	Prerequisite Course	SCU	Sem.	
DSGN6891	Thesis	4	8	DSGN6194	Interior Design I: Residential	4	2
				DSGN6196	Interior Design II: Retail	4	3
				DSGN6199	Interior Design III: Office	6	4
				DSGN6204	Interior Design IV: Commercial and Hospitality Project	6	5

Note : Students should pass Interior Design I, II, III, and IV 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: <i>Pancasila</i>	B
2	ENTR6511	Entrepreneurship: Market Validation	C
3	DSGN6186	Sense of Design*	C
4	ARCH6083	Interior Technical Drawing	C
5	DSGN6885	Interior Design Methodology*	C
6	DSGN6194	Interior Design I: Residential	C
7	DSGN6196	Interior Design II: Retail	C
<b>Streaming: Commercial and Hospitality Design</b>			
8	DSGN6199	Interior Design III: Office*	C
<b>Streaming: Furniture and Interior Design Accessories</b>			
8	DSGN6217	Furniture Design III: Office*	C

\*) Tutorial & Multipaper