

Graphic Design and New Media

Introduction

BINUS Northumbria School of Design (BNSD) is a concept resulting from intense collaborative efforts between BINUS UNIVERSITY International and Northumbria University, Newcastle, U.K. It aspires to become the best design school in the region. Indonesia and ASEAN are currently among the fastest growing regions in the world; and with that fast growth, we see a need for skilled professionals who are able to solve problems through design. One of the programs offered in BNSD is Graphic Design and New Media.

The Graphic Design and New Media Program offers a variety of opportunities in creative industry areas. It is for any student who wants to enhance their creativity and knowledge in the challenging competition of professional designers and the global creative industry. It is a four-year study program, during which the foundation courses in art and design are offered in the first-year program. In the following three years, specific courses are provided to enhance students' skills in creative product development. Students will learn how to integrate technical skills and theoretical knowledge in art and design to meet industry standards.

Graphic Design and New Media offers two streams: Graphic Design and Interactive Digital Media. **Graphic Design** works within the area of visual creation, in printed media to the more current basic interactive media. Graphic Design explores the possibilities of crafting typography, imagery, and technology in cohesive and bold ways into various design applications. Ranging from identity design, branding, campaign, packaging, publications, etc., **Interactive Digital Media** streaming integrates the skills of visual design, experience design, and new media design. Interactive Digital Media is more focused on producing meaningful experiences for people in new digital media such as web pages, smart phones, UI devices, and screen-based interface designs. Within four years, our students will have had a lot of experience in learning and practicing to produce their own projects that will be related to the current digital design industry development.

Vision

To become an international graphic design and new media design program, providing creative study environment in order to keep relevant with the changing needs of global industry and society.

Mission

To prepare future creative leaders in the area of graphic design and new media design through innovation, with a combination of industrial feasibility and development of local resources.

Program Objectives

1. To provide graduates with knowledge and understanding in conceptual design development, analysis and project design production.
2. To enhance graduate capabilities in generating creative and innovative ideas and concepts for design solution.
3. To complement graduates with effective communication skill in visual, verbal and written forms.
4. To provide graduates with leadership, management, entrepreneurship and professional ethics to be able to work globally.
5. To equip graduates with technical skills in IT towards creative design solution.

Student Outcomes

Upon successful completion of this 4-year program, students are expected to be able to:

1. Create printed and digital visual communication design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by stakeholders..
2. Conduct research and idea exploration to set the objectives, communication target, and visual communication design prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, cultural, social consequences and regulations.
3. Analyze level of material utilization efficiency and time in the production process of each selected alternative solution prototype of visual communication design, without changing the essence and aesthetic design.
4. Communicate visual communication design 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. Build a business in visual communication field.
6. Create a design project by implementing global perspective value for competing internationally.
7. Compete globally in the visual communication design area with soft skills needed.
8. Utilize updated design technology needed that can improve organizational performance.

Prospective Career of the Graduates

- | | |
|---|--------------------------------|
| 1. Graphic Designer | 8. Corporate & Retail Industry |
| 2. Publication Design | 9. Government Institution |
| 3. Branding Consultant | 10. Multimedia Designer |
| 4. Illustrator | 11. Motion Designer |
| 5. Photographer | 12. UI/UX Designer |
| 6. Web Designer | 13. Game Artist |
| 7. Television and Broadcast Studio Employee | |

Award/Degree

- Sarjana Desain from BINUS UNIVERSITY with a Bachelor of Arts (Honors) from Northumbria University at New Castle, England.

Major and Streaming

Streaming	Degree				Partner
	Single	Title	Double	Title	
Graphic Design (3+1 NU)			√	S.Ds. & BA (Hons).	Northumbria
Interactive Digital Media (3+1 NU)			√	S.Ds. & BA (Hons).	Northumbria
Graphic Design (Dual Award)			√	S.Ds. & BA (Hons).	Northumbria
Interactive Digital Media (Dual Award)			√	S.Ds. & BA (Hons).	Northumbria

Title: S.Ds. (Sarjana Desain)

BA (Bachelor of Arts (Honours))

Graphic Design (3+1 NU) & Interactive Digital Media (3+1 NU)

In cooperation with Northumbria University, this program is designed to provide students with knowledge and practical skills to solve real world problems using design techniques. The students have the opportunity to broaden their horizons and experiences by studying abroad at Northumbria University in the U.K. in their last year of study. The students who take this program will receive both *Sarjana* and Bachelor of Arts degrees upon completing their study. Both the Graphic Design and Interactive Digital Media streams will undertake a Graphic Design Major at Northumbria University.

Graphic Design (Dual Awards) & Interactive Digital Media (Dual Awards)

In cooperation with Northumbria University, this program provides students with knowledge as well as practical and creative skills in graphic design and/or interactive media. Students who would like to pursue careers in the rapidly expanding design culture are ideal for this program.

Study Completion Requirements

Major in Graphic Design and New Media

To complete a major in Graphic Design and New Media at BINUS NORTHUMBRIA SCHOOL OF DESIGN, students must complete a minimum of 146 scu of academic credits

Course Structure

Sem	Code	Course Name	Scu	Total
1	ENGL6171001	Academic English I	3	20
	DSGN6101007	Design and Materials	4	
	DSGN6648007	Computer Graphic I	4	
	DSGN6645007	Eastern Art Review	2	
	DSGN6728007	Sketching for Design	3	
	DSGN6884007	Color Study	4	
2	ENGL6172001	Academic English II	3	19
	DSGN6165007	Western Art Review	2	
	DSGN6390007	Fundamental Principles of Design	4	
	DSGN6647007	Drawing for Design	4	
	DSGN6722007	Basic Photography	4	
	CHAR6014007	Character Building: Kewarganegaraan	2	
3	Streaming: Graphic Design			
	DSGN6723007	Fundamental Principles of Typography	4	23
	DSGN6724007	Advanced Photography	4	
	DSGN7326007	Illustration Design	3	
	DSGN6720007	Design Studies I	8	
	DSGN6945007	Creative Design Research Skills	2	
	DSGN6947007	Global Design Contexts	2	
	Streaming: Interactive Digital Media			
	DSGN6723007	Fundamental Principles of Typography	4	23
	DSGN6724007	Advanced Photography	4	
DSGN7326007	Illustration Design	3		

Sem	Code	Course Name	Scu	Total	
	DSGN6719007	Interactive Design Studies I	8		
	DSGN6945007	Creative Design Research Skills	2		
	DSGN6947007	Global Design Contexts	2		
4	Streaming: Graphic Design				
	CHAR6015007	Character Building: Agama	2	18	
	ENTR6091005	Project Hatchery	2		
	DSGN6873007	Design Studies II	8		
	DSGN6946007	Audio Visual	3		
	DSGN6725007	Digital Typography	3		
	Streaming: Interactive Digital Media				
	CHAR6015007	Character Building: Agama	2	18	
	ENTR6091005	Project Hatchery	2		
	DSGN6872007	Interactive Design Studies II	8		
	DSGN6946007	Audio Visual	3		
	DSGN6549007	Screen Design Development I	3		
5	Streaming: Graphic Design				
	LANG6027007	Indonesian	2	23	
	DSGN6879007	Design and Digital Media	4		
	DSGN6287007	Visual Communication Design Review	2		
	DSGN6845007	Design Studies III	7		
	DSGN6726007	Typography for Publishing	4		
	DSGN6948007	Global Design Concepts	2		
	Pancasila Courses				
	CHAR6013007	Character Building: Pancasila	2		
	CHAR6039007	Pancasila and Indonesian Culture*	2		
	Streaming: Interactive Digital Media				
	LANG6027007	Indonesian	2	23	
	DSGN6879007	Design and Digital Media	4		
	DSGN6287007	Visual Communication Design Review	2		
	DSGN6853007	Interactive Design Studies III	7		
	DSGN6190007	Screen Design Development II	4		
	DSGN6948007	Global Design Concepts	2		
	Pancasila Courses				
	CHAR6013007	Character Building: Pancasila	2		
	CHAR6039007	Pancasila and Indonesian Culture*	2		
6	DSGN6930007	Internship	8		20
	DSGN6739007	Visual Making Project	3		
	ARTS6015007	Aesthetics	2		
	DSGN6949007	Experimental Research	7		
7	DSGN6950007	Global Design Perspectives	6	11	
	DSGN6951007	Critical Reflection	3		
	DSGN6952007	Literature Design Review	2		
8	DSGN6562007	Graphic Design Final Project	6	12	
	DSGN6953007	Advanced Creative Practice	6		
TOTAL CREDIT 146 Scu					

*) For **CB: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian**

Culture course is offered for foreign students.

***)* Student applied in Dual Awards Program is mandatory to take this course (Conducted by Northumbria Lecturers)

The Table of Prerequisite for Graphic Design & New Media Program

Course		Scu	Sem	Course Prerequisite		Scu	Sem
DSGN6724007	Advanced Photography	4	3	DSGN6722007	Basic Photography	4	2
DSGN6562007	Graphic Design Final Project	6	8	DSGN6930007	Internship	8	6
DSGN7326007	Illustration Design	3	3	DSGN6647007	Drawing for Design	4	2
DSGN6879007	Design and Digital Media	4	5	DSGN6946007	Audio Visual	3	4
Streaming: Graphic Design (Dual Award and 3+1 Northumbria)							
DSGN6725007	Digital Typography	3	4	DSGN6723007	Fundamental Principles of Typography	4	3
DSGN6726007	Typography for Publishing	4	5	DSGN6725007	Digital Typography	3	4
DSGN6720007	Design Studies I	8	3	DSGN6648007	Computer Graphic I	4	1
DSGN6720007	Design Studies I	8	3	DSGN6390007	Fundamental Principles of Design	4	2
DSGN6873007	Design Studies II	8	4	DSGN6720007	Design Studies I	8	3
DSGN6845007	Design Studies III	7	5	DSGN6873007	Design Studies II	8	4
DSGN6930007	Internship	8	6	DSGN6845007	Design Studies III	7	5
Streaming: Interactive Digital Media (Dual Award and 3+1 Northumbria)							
DSGN6719007	Interactive Design Studies I	8	3	DSGN6390007	Fundamental Principles of Design	4	2
DSGN6549007	Screen Design Development I	3	4	DSGN6648007	Computer Graphic I	4	1
DSGN6872007	Interactive Design Studies II	8	4	DSGN6719007	Interactive Design Studies I	8	3
DSGN6190007	Screen Design Development II	4	5	DSGN6549007	Screen Design Development I	3	4
DSGN6853007	Interactive Design Studies III	7	5	DSGN6872007	Interactive Design Studies II	8	4
DSGN6930007	Internship	8	6	DSGN6853007	Interactive Design Studies III	7	5

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

No	Code	Course Name	SCU	Minimum Passing Grade
1.	CHAR6013007	Character Building: Pancasila	2	B
2.	DSGN6101007	Design and Materials	4	C
3.	DSGN6390007	Fundamental Principles of Design	4	C
4.	DSGN6946007	Audio Visual	3	C
5.	DSGN6724007	Advanced Photography	4	C
Streaming: Graphic Design (Dual Award + 3+1 Northumbria)				

6.	DSGN6720007	Design Studies I	8	C
7	DSGN6873007	Design Studies II	8	C
8.	DSGN6845007	Design Studies III	7	C
Streaming: Interactive Digital Media (Dual Award + 3+1 Northumbria)				
6.	DSGN6719007	Interactive Design Studies I	8	C
7	DSGN6872007	Interactive Design Studies II	8	C
8.	DSGN6853007	Interactive Design Studies III	7	C