

Graphic Design and New Media

Introduction

BINUS Northumbria School of Design (BNSD) is a concept result from intense collaborative efforts between BINUS UNIVERSITY INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN is currently one of 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 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. In this program, the students will learn how to integrate technical skills and theoretical knowledge in art and design to meet industry standards.

This program also offers Interactive Digital Media streaming that integrates skills of visual design, experience design and new media design. Interactive Digital Media is more focusing on producing meaningful experience for people in new digital media such as web page, smart phone, UI devices and screen based interface design. Within for years our students will be having a lot experience in learning and practicing to produce their own project that will be related to current Digital Design Industry development. Graphic Design and New Media offers two streams: Graphic Design and Interactive Digital Media.

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 equip graduates with technical skills in IT towards creative 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 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. 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. 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. 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 build a business in visual communication field.
6. Create a design project by implementing global perspective value for competing internationally.
7. Compete globally in visual communication design area with soft skill needed.
8. Utilize updated design technology needed that can improve organizational performance.

Prospective Career of the Graduates

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

Award/Degree

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

Major and Streaming

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

Title: S.Sn. (Sarjana Seni)
 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 experience by studying abroad at Northumbria University in UK on their last year of study. The students who take this program will receive both Sarjana and Bachelor of Arts degree upon completing their study. Both Graphic Design and Interactive Digital Media Stream will undertake a Graphic Design Major in Northumbria University.

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

In cooperation with Northumbria University, this program provides students with knowledge, 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 SCUs of academic credit.

Course Structure

Sem	Code	Course Name	SCU	Total
1	ENGL6171	Academic English I	3	20
	DSGN6101	Design and Materials	4	
	DSGN6649	Computer Graphic I	4	
	DSGN6645	Eastern Art Review	2	
	DSGN6728	Sketching for Design	3	
	DSGN6098	Color Theory	4	
2	ENGL6172	Academic English II	3	19
	DSGN6165	Western Art Review	2	
	DSGN6390	Fundamental Principles of Design	4	
	DSGN6647	Drawing for Design	4	
	DSGN6722	Basic Photography	4	
	CHAR6013	Character Building: <i>Pancasila</i>	2	
3	Streaming: Graphic Design			
	DSGN6720	Design Studies I	8	22
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	
	DSGN7326	Illustration Design	3	
	DSGN6723	Fundamental Principles of Typography	4	
	DSGN6724	Advanced Photography	4	
	LANG6061	Indonesian	1	
	Streaming: Interactive Digital Media			
	DSGN6719	Interactive Design Studies I	8	21
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	
	DSGN6370	Audio Visual I	2	

Sem	Code	Course Name	SCU	Total
	DSGN6723	Fundamental Principles of Typography	4	
	DSGN6724	Advanced Photography	4	
	LANG6061	Indonesian	1	
4	Streaming: Graphic Design			
	DSGN6717	Design Studies II	6	19
	DSGN6656	Design Methods	4	
	CHAR6015	Character Building: <i>Agama</i>	2	
	DSGN6370	Audio Visual I	2	
	DSGN6725	Digital Typography	3	
	DSGN6287	Visual Communication Design Review	2	
	Streaming: Interactive Digital Media			
	DSGN6721	Interactive Design Studies II	6	20
	DSGN6656	Design Methods	4	
	CHAR6015	Character Building: <i>Agama</i>	2	
	DSGN7326	Illustration Design	3	
	DSGN6549	Screen Design Development I	3	
	DSGN6287	Visual Communication Design Reviews	2	
5	Streaming: Graphic Design			
	DSGN6393	Design Studies III	6	21
	DSGN6398	Design History Dissertation Research	2	
	DSGN6294	Audio Visual II	4	
	ARTS6015	Aesthetics	2	
	DSGN6726	Typography for Publishing	4	
	DSGN6739	Visual Making Project	3	
	Streaming: Interactive Digital Media			
	DSGN6190	Screen Design Development II	4	21
	DSGN6396	Interactive Design Studies III	6	
	DSGN6398	Design History Dissertation Research	2	
	ARTS6015	Aesthetics	2	
	DSGN6294	Audio Visual II	4	
	DSGN6739	Visual making Project	3	
6	Streaming: Graphic Design			
	DSGN6729	Pre-Press and Printing	4	13
	DSGN6730	Digital Advertising	3	
	DSGN6311	Internship	6	
	Streaming: Interactive Digital Media			
	DSGN6319	Sound Production	3	13
	DSGN6727	3D Modeling for Interactive Media	4	
DSGN6311	Internship	6		
7	Enrichment Program I		16	16
	GLOB6206	Global Design Perspectives*	0	
8	Enrichment Program II		10	16
	GLOB6207	Advanced Creative Practice*	0	
	DSGN6562	Graphic Design Final Project	6	
TOTAL CREDIT 146 SCU				

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

Enrichment Program I (7th Semester) & Enrichment Program II (8th Semester):

-) Student will take one of enrichment program tracks (off campus).

Enrichment Track Scheme

Track	Semester 7						Semester 8					
	I	RS	ENTR	CD	SA	Other	I	RS	ENTR	CD	SA	Other
1		v						v				

Notes:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- Other : Program's specific needs

Enrichment Research Track*

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6058	Design Idea Exploration I	8	16
RSCH6059	Visual Research	4	
RSCH6060	Academic Design Research	4	
Enrichment Program II			
RSCH6061	Design Idea Exploration II	8	10
RSCH6427	Design Rationale	2	

*For Dual Awards Program

The Table of Prerequisite for Graphic Design & New Media Program

Subject	SCU	Smt	Prerequisite	SCU	Smt		
DSGN6724	Advanced Photography	4	3	DSGN6722	Basic Photography	4	2
DSGN6562	Graphic Design Final Project	6	8	DSGN6311	Internship	6	6
Streaming: Graphic Design							
DSGN7326	Illustration Design	3	3	DSGN6647	Drawing for Design	4	2
DSGN6294	Audio Visual II	4	5	DSGN6370	Audio Visual I	2	4
DSGN6725	Digital Typography	3	4	DSGN6723	Fundamental Principles of Typography	4	3
DSGN6726	Typography for Publishing	4	5	DSGN6725	Digital Typography	3	4
DSGN6720	Design Studies I	8	3	DSGN6649	Computer Graphic I	4	1
DSGN6720	Design Studies I	8	3	DSGN6390	Fundamental Principles of Design	4	2
DSGN6717	Design Studies II	6	4	DSGN6720	Design Studies I	8	3
DSGN6393	Design Studies III	6	5	DSGN6717	Design Studies II	6	4
DSGN6311	Internship	6	6	DSGN6393	Design Studies III	6	5
Streaming: Interactive Digital Media							
DSGN7326	Illustration Design	3	4	DSGN6647	Drawing for Design	4	2
DSGN6294	Audio Visual II	4	5	DSGN6370	Audio Visual I	2	3

DSGN6719	Interactive Design Studies I	8	3	DSGN6390	Fundamental Principles of Design	4	2
DSGN6549	Screen Design Development I	3	4	DSGN6649	Computer Graphic I	4	1
DSGN6721	Interactive Design Studies II	6	4	DSGN6719	Interactive Design Studies I	8	3
DSGN6190	Screen Design Development II	4	5	DSGN6549	Screen Design Development I	3	4
DSGN6396	Interactive Design Studies III	6	5	DSGN6721	Interactive Design Studies II	6	4
DSGN6311	Internship	6	6	DSGN6396	Interactive Design Studies III	6	5

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	DSGN6101	Design and Materials	C
3.	DSGN6390	Fundamental Principles of Design	C
4.	DSGN6656	Design Methods	C
5.	DSGN6294	Audio Visual II	C
6.	DSGN6398	Design History Dissertation Research	C
Streaming: Graphic Design			
7.	DSGN6720	Design Studies I	C
8.	DSGN6717	Design Studies II	C
9.	DSGN6393	Design Studies III	C
Streaming: Interactive Digital Media			
10.	DSGN6719	Interactive Design Studies I	C
11.	DSGN6721	Interactive Design Studies II	C
12.	DSGN6396	Interactive Design Studies III	C