

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, UK. It aspires to become the best design school in the region. Indonesia and ASEAN are 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 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 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. Able to build a business in the 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 the soft skills needed.
8. Utilize the 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. Game Designer |
| 6. Web Designer | 13. UI/UX Designer |
| 7. Television and Broadcast Studio Employee | 14. Game Artist |

Award/Degree

- Sarjana Seni 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.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 experiences by studying abroad at Northumbria University in the UK 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's of academic credits.

Course Structure

Sem	Code	Course Name	Scu	Total	
1	ENGL6171	Academic English I	3	20	
	DSGN6101	Design and Materials	4		
	DSGN6648	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		
	CHAR6014	Character Building: Kewarganegaraan	2		
3	Streaming: Graphic Design				
	LANG6027	Indonesian	2	23	
	DSGN6723	Fundamental Principles of Typography	4		
	DSGN6724	Advanced Photography	4		
	DSGN6720	Design Studies I	8		
	DSGN7326	Illustration Design	3		
	Pancasila Courses				
	CHAR6013	Character Building: Pancasila	2		
	CHAR6039	Pancasila and Indonesian Culture*	2		
	Streaming: Interactive Digital Media				

Sem	Code	Course Name	Scu	Total	
	LANG6027	Indonesian	2	24	
	DSGN6723	Fundamental Principles of Typography	4		
	DSGN6724	Advanced Photography	4		
	DSGN6719	Interactive Design Studies I	8		
	DSGN6871	Audio Visual	4		
	Pancasila Courses				
	CHAR6013	Character Building: Pancasila	2		
	CHAR6039	Pancasila and Indonesian Culture*	2		
4	Streaming: Graphic Design			21	
	CHAR6015	Character Building: Agama	2		
	ENTR6091	Project Hatchery	2		
	DSGN6287	Visual Communication Design Review	2		
	DSGN6873	Design Studies II	8		
	DSGN6725	Digital Typography	3		
	DSGN6871	Audio Visual	4		
	Streaming: Interactive Digital Media			20	
	CHAR6015	Character Building: Agama	2		
	ENTR6091	Project Hatchery	2		
	DSGN6287	Visual Communication Design Review	2		
	DSGN6872	Interactive Design Studies II	8		
	DSGN6549	Screen Design Development I	3		
	DSGN7326	Illustration Design	3		
5	Streaming: Graphic Design			22	
	DSGN6398	Design History Dissertation Research	2		
	DSGN6879	Design and Digital Media	4		
	ARTS6015	Aesthetics	2		
	DSGN6739	Visual Making Project	3		
	DSGN6845	Design Studies III	7		
	DSGN6726	Typography for Publishing	4		
	Streaming: Interactive Digital Media			22	
	DSGN6398	Design History Dissertation Research	2		
	DSGN6879	Design and Digital Media	4		
	ARTS6015	Aesthetics	2		
	DSGN6739	Visual Making Project	3		
	DSGN6853	Interactive Design Studies III	7		
	DSGN6190	Screen Design Development II	4		
6	Streaming: Graphic Design				15
	DSGN6729	Pre-Press and Printing	4		
	DSGN6730	Digital Advertising	3		
	DSGN6930	Internship	8		
	Streaming: Interactive Digital Media			15	
	DSGN6319	Sound Production	3		
	DSGN6727	3D Modeling for Interactive Media	4		
DSGN6930	Internship	8			
7	Enrichment Program I		16	16	

Sem	Code	Course Name	Scu	Total
	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				

*) 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)

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			10
RSCH6058	Design Idea Exploration I	8	
RSCH6481	Visual Design Observation (EES)	2	
Enrichment Program II			10
RSCH6061	Design Idea Exploration II	8	
RSCH6427	Design Rationale	2	

*For Dual Awards Program

The Table of Prerequisite for Graphic Design & New Media Program

Course	Scu	Sem	Course Prerequisite	Scu	Sem
DSGN6724	4	3	DSGN6722	4	2
DSGN6562	6	8	DSGN6930	8	6
Streaming: Graphic Design (Dual Award and 3+1 Northumbria)					
DSGN7326	3	3	DSGN6647	4	2
DSGN6879	4	5	DSGN6871	4	4
DSGN6725	3	4	DSGN6723	4	3

DSGN6726	Typography for Publishing	4	5	DSGN6725	Digital Typography	3	4
DSGN6720	Design Studies I	8	3	DSGN6648	Computer Graphic I	4	1
DSGN6720	Design Studies I	8	3	DSGN6390	Fundamental Principles of Design	4	2
DSGN6873	Design Studies II	8	4	DSGN6720	Design Studies I	8	3
DSGN6845	Design Studies III	7	5	DSGN6873	Design Studies II	8	4
DSGN6930	Internship	8	6	DSGN6845	Design Studies III	7	5
Streaming: Interactive Digital Media (Dual Award and 3+1 Northumbria)							
DSGN7326	Illustration Design	3	4	DSGN6647	Drawing for Design	4	2
DSGN6879	Design and Digital Media	4	5	DSGN6871	Audio Visual	4	3
DSGN6719	Interactive Design Studies I	8	3	DSGN6390	Fundamental Principles of Design	4	2
DSGN6549	Screen Design Development I	3	4	DSGN6648	Computer Graphic I	4	1
DSGN6872	Interactive Design Studies II	8	4	DSGN6719	Interactive Design Studies I	8	3
DSGN6190	Screen Design Development II	4	5	DSGN6549	Screen Design Development I	3	4
DSGN6853	Interactive Design Studies III	7	5	DSGN6872	Interactive Design Studies II	8	4
DSGN6930	Internship	8	6	DSGN6853	Interactive Design Studies III	7	5

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

No	Code	Course Name	Minimum Passing Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	DSGN6101	Design and Material	C
3.	DSGN6390	Fundamental Principles of Design	C
4.	DSGN6398	Design History Dissertation Research	C
5.	DSGN6724	Advanced Photography	C
Streaming: Graphic Design (Dual Award + 3+1 Northumbria)			
6.	DSGN6720	Design Studies I	C
7.	DSGN6873	Design Studies II	C
8.	DSGN6845	Design Studies III	C
Streaming: Interactive Digital Media (Dual Award + 3+1 Northumbria)			
6.	DSGN6719	Interactive Design Studies I	C
7.	DSGN6872	Interactive Design Studies II	C
8.	DSGN6853	Interactive Design Studies III	C