

# Graphic Design and New Media

## Introduction

Graphic Design and New Media is a collaborative effort between BINUS UNIVERSITY International Program 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 can solve problems through design.

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 stream: **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 stream 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 producing their own projects that will be related to the current digital design industry development.

## Vision

Visual Communication Design Study Program that produces world-class designers who are able to foster and empower the society, expertise in creative technology and elevating the local values.

## Mission

1. Educate prospective visual communication designers who have commitment to a professional attitude and aware with the local values.
2. Prepare students to be able to occupy strategic positions and be recognized in the industrial / professional world while still upholding professional ethics and being able to contribute to Indonesian society.
3. Fostering cooperative relationships with various parties both national and international to always maintain the proficiency of the knowledge for the students.

## Program Objectives

1. To provide graduates with a global mindset who have Visual Communication Design knowledge that carries the values of local wisdom, technology, and entrepreneurship so that they are able to work and be accepted by the creative industry, society and the nation through the application of knowledge that is utilized with communication and information technology.
2. To provide graduates with leadership, management, and professional ethics and skills to be able to work globally.
3. To provide graduates with an international experience embedded within the learning system.

## Student Outcomes

Upon successful completion of this 4-year program, students are:

1. Able to create printed and digital Visual Communication Design (VCD) works that have added values and aesthetics to overcome problems of identity, mass communication, and competition faced by stakeholders.
2. Able to conduct research and idea exploration to set the objectives, communication targets, and Visual Communication Design (VCD) prototype solutions that can overcome problems of identity, mass communication, and competition by considering the ethical, historical, and cultural aspects, as well as social consequences, regulations, and technology.
3. Able to analyze the efficiency of material utilization and time in the production process of each selected Visual Communication Design (VCD) alternative solution prototype without changing the essence and aesthetic design.
4. Able to apply the soft skills needed in visual communication design to meet with the international demand and global competition.

## 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 Stream

| Stream                                 | 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 stream 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 School of Computing and Creative Arts, 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 – (AOL)                   | 4   |       |  |
|     | DSGN6648007                              | Computer Graphic I                             | 4   |       |  |
|     | DSGN6728007                              | Sketching for Design                           | 3   |       |  |
|     | DSIN6095007                              | Color Study                                    | 2   |       |  |
|     | DSGN6645007                              | Eastern Art Review                             | 2   |       |  |
|     | COSC6011007                              | Foundations of Artificial Intelligence         | 2   |       |  |
| 2   | ENTR6091005                              | Project Hatchery                               | 2   | 20    |  |
|     | DSGN6165007                              | Western Art Review                             | 2   |       |  |
|     | DSGN6390007                              | Fundamental Principles of Design – (AOL – AIE) | 4   |       |  |
|     | DSGN6647007                              | Drawing for Design                             | 4   |       |  |
|     | CHAR6013007                              | Character Building: Pancasila                  | 2   |       |  |
|     | DSGN6722007                              | Basic Photography – (AOL)                      | 4   |       |  |
|     | LANG6027007                              | Indonesian                                     | 2   |       |  |
| 3   | DSGN6723007                              | Fundamental Principles of Typography           | 4   | 23    |  |
|     | DSGN6724007                              | Advanced Photography                           | 4   |       |  |
|     | DSGN7326007                              | Illustration Design                            | 3   |       |  |
|     | CHAR6014007                              | Character Building: Kewarganegaraan            | 2   |       |  |
|     | DSGN6945007                              | Creative Design Research Skills*               | 2   |       |  |
|     | <b>Stream: Graphic Design</b>            |  |     |       |  |
|     | DSGN6720007                              | Design Studies I – (AOL – AIE)                 | 8   |       |  |
|     | <b>Stream: Interactive Digital Media</b> |  |     |       |  |
|     | DSGN6719007                              | Interactive Design Studies I – (AOL – AIE)     | 8   |       |  |

| Sem                         | Code   | Course Name                                 | Scu | Total |  |
|-----------------------------|--|---|-----|-------|--|
| 4                           | CHAR6015007  | Character Building: Agama                   | 2   | 21    |  |
|                             | ENGL6172001  | Academic English II                         | 3   |       |  |
|                             | DSGN6946007  | Audio Visual – (AOL)                        | 3   |       |  |
|                             | DSGN6947007  | Global Design Contexts*                     | 2   |       |  |
|                             | <b>Stream: Graphic Design</b>  |   |     |       |  |
|                             | DSGN6873007  | Design Studies II – (AOL – AIE)             | 8   |       |  |
|                             | DSGN6725007  | Digital Typography                          | 3   |       |  |
|                             | <b>Stream: Interactive Digital Media</b>   |   |     |       |  |
|                             | DSGN6872007  | Interactive Design Studies II – (AOL – AIE) | 8   |       |  |
|                             | DSGN6549007  | Screen Design Development I                 | 3   |       |  |
| 5                           | DSGN6879007  | Design and Digital Media                    | 4   | 19    |  |
|                             | DSGN6287007  | Visual Communication Design Reviews         | 2   |       |  |
|                             | DSGN6948007  | Global Design Concepts*                     | 2   |       |  |
|                             | <b>Stream: Graphic Design</b>  |   |     |       |  |
|                             | DSGN6845007  | Design Studies III – (AIE)                  | 7   |       |  |
|                             | DSGN6726007  | Typography for Publishing                   | 4   |       |  |
|                             | <b>Stream: Interactive Digital Media</b>   |   |     |       |  |
|                             | DSGN6853007  | Interactive Design Studies III – (AIE)      | 7   |       |  |
| 6                           | DSGN6930007  | Internship                                  | 8   | 20    |  |
|                             | DSGN6739007  | Visual Making Project – (AOL)               | 3   |       |  |
|                             | ARTS6015007  | Aesthetics                                  | 2   |       |  |
|                             | DSGN6949007  | Experimental Research                       | 7   |       |  |
| 7                           | <b>Stream: Graphic Design (3+1), Interactive Digital Media (3+1)</b>               |   |     | 11    |  |
|                             |  | Global Elective Courses                     | 9   |       |  |
|                             | <b>Stream: Graphic Design (Dual Award), Interactive Digital Media (Dual Award)</b> |   |     |       |  |
|                             | DSGN6950007  | Global Design Perspectives                  | 6   |       |  |
|                             | DSGN6951007  | Critical Reflection                         | 3   |       |  |
| 8                           | <b>Stream: Graphic Design (3+1), Interactive Digital Media (3+1)</b>               |   |     | 14    |  |
|                             |  | Global Elective Courses                     | 8   |       |  |
|                             | DSGN6562007  | Graphic Design Final Project                | 6   |       |  |
|                             | <b>Stream: Graphic Design (Dual Award), Interactive Digital Media (Dual Award)</b> |   |     |       |  |
|                             | DSGN6562007  | Graphic Design Final Project                | 6   | 12    |  |
|                             | DSGN6953007  | Advanced Creative Practice                  | 6   |       |  |
| <b>TOTAL CREDIT 146 Scu</b> |  |   |     |       |  |

\*) For **Character Building: 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)

-) **AOL** – Assurance of Learning Process System

-) **AIE** – Artificial Intelligence Embedded Course

**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   |
| DSGN6947007  | Global Design Contexts         | 2   | 4   | DSGN6945007         | Creative Design Research Skills      | 2   | 3   |
| DSGN6948007  | Global Design Concepts         | 2   | 5   | DSGN6947007         | Global Design Contexts               | 2   | 4   |
| DSGN6950007  | Global Design Perspectives     | 6   | 7   | DSGN6948007         | Global Design Concepts               | 2   | 5   |
| <b>Stream: Graphic Design (Dual Award and 3+1 Northumbria)</b>                     |                                |     |     |                     |                                      |     |     |
| 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   |
| <b>Stream: Interactive Digital Media (Dual Award and 3+1 Northumbria)</b>          |                                |     |     |                     |                                      |     |     |
| 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   |
| <b>Stream: Graphic Design (Dual Award); Interactive Digital Media (Dual Award)</b> |                                |     |     |                     |                                      |     |     |
| DSGN6951007  | Critical Reflection            | 3   | 7   | DSGN6948007         | Global Design Concepts               | 2   | 5   |
| DSGN6953007  | Advanced Creative Practice     | 6   | 8   | DSGN6950007         | Global Design Perspectives           | 6   | 7   |
|  |                                |     |     | DSGN6951007         | Critical Reflection                  | 3   | 7   |

**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.  | DSGN6739007 | Visual Making Project            | 3   | C                     |
| <b>Stream: Graphic Design (Dual Award + 3+1 Northumbria)</b>            |             |                                  |     |                       |
| 6.  | DSGN6720007 | Design Studies I                 | 8   | C                     |
| 7.  | DSGN6873007 | Design Studies II                | 8   | C                     |
| 8.  | DSGN6845007 | Design Studies III               | 7   | C                     |
| <b>Stream: Interactive Digital Media (Dual Award + 3+1 Northumbria)</b> |             |                                  |     |                       |
| 6.  | DSGN6719007 | Interactive Design Studies I     | 8   | C                     |
| 7.  | DSGN6872007 | Interactive Design Studies II    | 8   | C                     |
| 8.  | DSGN6853007 | Interactive Design Studies III   | 7   | C                     |

