Graphic Design and New Media

Introduction

BINUS UNIVERSITY's Graphic Design and New Media (GDNM) Program is committed to shaping the next generation of creative leaders in the growing design industry. As Indonesia and the ASEAN region continue to experience rapid development, the need for designers who can think critically, communicate visually, and innovate across media has become increasingly vital.

This four-year undergraduate program begins with a strong foundation in art and design, followed by advanced coursework that enhances students' creative and technical abilities. The curriculum emphasizes both conceptual understanding and practical application, ensuring graduates are prepared to meet the evolving demands of the global creative economy.

Students may choose between two specialized streams: **Graphic Design** and **Interactive Digital Media**.

- The **Graphic Design** stream explores visual communication through identity design, branding, packaging, publications, and campaign work.

- The **Interactive Digital Media** stream focuses on crafting user-centered digital experiences, including web design, mobile interfaces, and screen-based interactive medium.

Throughout the program, students gain hands-on experience through project-based learning and studio practice. By the end of their studies, they will have developed a strong portfolio, and the interdisciplinary mindset required to succeed in a fast-changing creative landscape.

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

Providing graduates with global-mindset who have Visual Communication Design knowledge that carrying 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 utilizing with communication and information technology.

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
2. Brand Design
3. Art Director
4. Graphic Artist/Illustrator
5. Interaction Designer
6. UI/UX Designer
7. Motion Designer

Award/Degree

- Sarjana Desain from BINUS UNIVERSITY

Major and Stream

Stream	Degree				Partner
	Single	Title	Double	Title	
Graphic Design	√			S.Ds.	-
Interactive Digital Media	√			S.Ds.	-

Title: S.Ds. (Sarjana Desain)

Graphic Design

The Graphic Design stream equips students with the critical thinking and creative skills needed to develop impactful visual solutions for real-world challenges. Through a blend of foundational and advanced courses, students learn to integrate typography, imagery, and layout into effective visual communications across branding, identity, publication, packaging, and campaign design. The program emphasizes both conceptual understanding and technical execution, preparing students to meet professional industry standards. With opportunities for international academic exposure and collaborative projects, students are encouraged to broaden their perspectives and engage with global design practices. Graduates will earn a *Sarjana Desain* (*S.Ds.*) degree and enter the creative industry with a strong portfolio, strategic mindset, and the versatility to thrive in an ever-evolving design landscape.

Interactive Digital Media

The Interactive Digital Media stream prepares students to design meaningful digital experiences by combining creative thinking, visual design, and emerging technologies. This program equips students with both theoretical understanding and hands-on skills in areas such as user interface (UI) design, user experience (UX), web and mobile applications, and screen-based media. It is ideal for students who are passionate about innovation and eager to pursue careers in the fast-growing digital design landscape. With an industry-relevant curriculum and exposure to global practices, graduates will be ready to contribute to the evolving creative economy with impactful, user-centered design solutions.

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
	COSC6011007	Foundations of Artificial Intelligence	2	
	DSGN6646007	Material and Color in Visual Design (**AOL**)	4	
	DSGN6648007	Computer Graphic I (**AIE**)	4	
	DSGN6645007	Eastern Art Review	2	
	DSGN6728007	Sketching for Design	3	
	Pancasila Course*			
	CHAR6013007	Character Building: Pancasila (**AOL**)	2	
	CHAR6039001	Pancasila and Indonesian Culture	2	
2	ENTR6091005	Project Hatchery	2	20
	DSGN6165007	Western Art Review	2	
	DSGN6735007	Visual Communication Design I (**AOL & AIE**)	4	
	DSGN6647007	Drawing for Design	4	
	DSGN6732007	Photography (**AOL**)	4	
	DSGN6658007	Typography	4	
3	ENGL6172001	Academic English II	3	23
	DSGN6731007	Computer Graphic II (**AIE**)	4	
	DSGN6287007	Visual Communication Design Reviews	2	
	DSGN6724007	Advanced Photography (**AOL**)	4	
	DSIN6096007	Illustration Design	4	
	ARTS6015007	Aesthetics	2	
	Stream: Graphic Design (Single Degree)			
	DSIN6087007	Visual Communication Design II (**AIE**)	4	
	Stream: Interactive Digital Media (Single Degree)			
	DSIN6090007	Visual Communication Design II (**AIE**)	4	

Sem	Code	Course Name	Scu	Total
4	CHAR6015007	Character Building: Agama	2	22
	CHAR6014007	Character Building: Kewarganegaraan	2	
	LANG6027007	Indonesian	2	
	DSGN6656007	Design Methods (**AOL**)	4	
	DSGN6871007	Audio Visual (**AOL**)	4	
	Stream: Graphic Design (Single Degree)			
	DSIN6088007	Visual Communication Design III	4	
	DSIN6097007	Digital Typography	4	
	Stream: Interactive Digital Media (Single Degree)			
	DSIN6091007	Visual Communication Design III	4	
	DSGN6316007	Screen Design Development I	4	
5	DSGN6879007	Design and Digital Media	4	19
	DSIN6144007	Visual Archive	2	
	ELEC6001007	Elective 1	2	
	ELEC6011007	Elective 2	3	
	Stream: Graphic Design (Single Degree)			
	DSIN6086007	Creative Design Workshop	4	
	DSGN6726007	Typography for Publishing	4	
	Stream: Interactive Digital Media (Single Degree)			
	DSIN6089007	Creative Design Workshop	4	
	DSGN6190007	Screen Design Development II	4	
6	Enrichment Program I		20	20
7	Enrichment Program II		16	16
8	DSGN6562007	Graphic Design Final Project	6	6

*) For **Character Building: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students.

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

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

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) *Students will take one of the enrichment program tracks (off campus).*

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	IS	I	RS	ENTR	CD	SA	IS
1	v						v					
2	v							v				
3	v										v	
4		v					v					
5		v									V	
6				v			v					
7				V				v				

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	IS	I	RS	ENTR	CD	SA	IS
8					v						V	

Note:

I   : Certified Internship
RS   : Certified Research
ENTR   : Certified Entrepreneurship
CD   : Certified Community Development
SA   : Certified Study Abroad
IS   : Certified Specific Independent Study

Note:
Students can choose one of the existing tracks.

Enrichment Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSIN6098007	Industry Experience	8	20
DSIN6099007	Design Applied Skills	8	
DSIN6078007	Reflective Practice	4	
Code	**Course Name**	**SCU**	**Total**
Enrichment Program II			
DSIN6145007	Professional Design Experience	8	16
DSIN6146007	Design in Practice	4	
DSIN6147007	Reflective Learning & Development	4	

Enrichment Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6758007	Design Idea Exploration	8	20
RSCH6759007	Academic Design Research	8	
RSCH6059007	Visual Research	4	
Code	**Course Name**	**SCU**	**Total**
Enrichment Program II			
RSCH6993007	Creative Concept Development	8	16
RSCH6994007	Creative Design Research	4	
RSCH6995007	Visual Exploration	4	

Enrichment Certified Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6085019	Elective Course for Study Abroad 1	4	
GLOB6086019	Elective Course for Study Abroad 2	4	
GLOB6087019	Elective Course for Study Abroad 3	4	
GLOB6088019	Elective Course for Study Abroad 4	4	
GLOB6089019	Elective Course for Study Abroad 5	4	
GLOB6043019	Elective Course for Study Abroad 1	2	
GLOB6044019	Elective Course for Study Abroad 2	2	
GLOB6117019	Elective Course for Study Abroad 3	2	
GLOB6046019	Elective Course for Study Abroad 4	2	
GLOB6047019	Elective Course for Study Abroad 5	2	
GLOB6048019	Elective Course for Study Abroad 6	2	
GLOB6049019	Elective Course for Study Abroad 7	2	
GLOB6050019	Elective Course for Study Abroad 8	2	
GLOB6051019	Elective Course for Study Abroad 9	2	
GLOB6052019	Elective Course for Study Abroad 10	2	
GLOB6241019	Elective Course for Study Abroad 1	3	
GLOB6242019	Elective Course for Study Abroad 2	3	
GLOB6243019	Elective Course for Study Abroad 3	3	20
GLOB6075019	Elective Course for Study Abroad 4	3	
GLOB6076019	Elective Course for Study Abroad 5	3	
GLOB6260019	Elective Course for Study Abroad 6	3	
GLOB6261019	Elective Course for Study Abroad 7	3	
GLOB6511019	Elective Course for Study Abroad 1	5	
GLOB6672019	Elective Course for Study Abroad 2	5	
GLOB6673019	Elective Course for Study Abroad 3	5	
GLOB6674019	Elective Course for Study Abroad 4	5	
GLOB6675019	Elective Course for Study Abroad 1	6	
GLOB6676019	Elective Course for Study Abroad 2	6	
GLOB6677019	Elective Course for Study Abroad 3	6	
GLOB6678019	Elective Course for Study Abroad 4	6	
GLOB6679019	Elective Course for Study Abroad 1	7	
GLOB6680019	Elective Course for Study Abroad 2	7	
GLOB6681019	Elective Course for Study Abroad 3	7	
GLOB6682019	Elective Course for Study Abroad 1	8	
GLOB6683019	Elective Course for Study Abroad 2	8	
GLOB6684019	Elective Course for Study Abroad 3	8	
Enrichment Program II			
GLOB6382019	Elective Course for Study Abroad 6	4	
GLOB6383019	Elective Course for Study Abroad 7	4	16
GLOB6384019	Elective Course for Study Abroad 8	4	
GLOB6385019	Elective Course for Study Abroad 9	4	

Code	Course Name	SCU	Total
GLOB6386019	Elective Course for Study Abroad 10	4	
GLOB6053019	Elective Course for Study Abroad 11	2	
GLOB6054019	Elective Course for Study Abroad 12	2	
GLOB6387019	Elective Course for Study Abroad 13	2	
GLOB6388019	Elective Course for Study Abroad 14	2	
GLOB6389019	Elective Course for Study Abroad 15	2	
GLOB6390019	Elective Course for Study Abroad 16	2	
GLOB6391019	Elective Course for Study Abroad 17	2	
GLOB6392019	Elective Course for Study Abroad 18	2	
GLOB6393019	Elective Course for Study Abroad 19	2	
GLOB6394019	Elective Course for Study Abroad 20	2	
GLOB6395019	Elective Course for Study Abroad 8	3	
GLOB6396019	Elective Course for Study Abroad 9	3	
GLOB6397019	Elective Course for Study Abroad 10	3	
GLOB6398019	Elective Course for Study Abroad 11	3	
GLOB6399019	Elective Course for Study Abroad 12	3	
GLOB6400019	Elective Course for Study Abroad13	3	
GLOB6401019	Elective Course for Study Abroad 14	3	
GLOB6785019	Elective Course for Study Abroad 5	5	
GLOB6786019	Elective Course for Study Abroad 6	5	
GLOB6787019	Elective Course for Study Abroad 7	5	
GLOB6788019	Elective Course for Study Abroad 8	5	
GLOB6789019	Elective Course for Study Abroad 5	6	
GLOB6790019	Elective Course for Study Abroad 6	6	
GLOB6791019	Elective Course for Study Abroad 7	6	
GLOB6792019	Elective Course for Study Abroad 8	6	
GLOB6793019	Elective Course for Study Abroad 4	7	
GLOB6794019	Elective Course for Study Abroad 5	7	
GLOB6795019	Elective Course for Study Abroad 6	7	
GLOB6796019	Elective Course for Study Abroad 4	8	
GLOB6797019	Elective Course for Study Abroad 5	8	
GLOB6798019	Elective Course for Study Abroad 6	8	

*) *The elective courses for study abroad will be transferred to Binus University International's SCU systems based on credit transfer policies.*

The Table of Prerequisite for Graphic Design & New Media Program

Course		Scu	Sem	Course Prerequisite		Scu	Sem
DSGN6647007	Drawing for Design	4	2	DSGN6728007	Sketching for Design	3	1
DSIN6096007	Illustration Design	4	3	DSGN6647007	Drawing for Design	4	2
DSGN6724007	Advanced Photography	4	3	DSGN6732007	Photography	4	2
DSGN6879007	Design and Digital Media	4	5	DSGN6871007	Audio Visual	4	4
DSGN6562007	Graphic Design Final Project	6	8		All Semester Enrichment		6/7
Stream: Graphic Design (Single Degree)							
DSIN6087007	Visual Communication Design II	4	3	DSGN6648007	Computer Graphic I	4	1
DSIN6087007	Visual Communication Design II	4	3	DSGN6735007	Visual Communication Design I	4	2
DSIN6088007	Visual Communication Design III	4	4	DSIN6087007	Visual Communication Design II	4	3
DSIN6086007	Creative Design Workshop	4	5	DSIN6088007	Visual Communication Design III	4	4
DSIN6097007	Digital Typography	4	4	DSGN6658007	Typography	4	2
DSGN6726007	Typography for Publishing	4	5	DSIN6097007	Digital Typography	4	4
Stream: Interactive Digital Media (Single Degree)							
DSIN6090007	Visual Communication Design II	4	3	DSGN6648007	Computer Graphic I	4	2
DSIN6090007	Visual Communication Design II	4	3	DSGN6735007	Visual Communication Design I	4	4
DSIN6091007	Visual Communication Design III	4	4	DSIN6090007	Visual Communication Design II	4	1
DSIN6089007	Creative Design Workshop	4	5	DSIN6091007	Visual Communication Design III	4	2
DSGN6316007	Screen Design Development I	4	4	DSGN6648007	Computer Graphic I	4	3
DSGN6190007	Screen Design Development II	4	5	DSGN6316007	Screen Design Development I	4	4

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.	DSGN6646007	Material and Color in Visual Design	4	C
3.	DSGN6735007	Visual Communication Design I	4	C
4.	DSIN6087007	Visual Communication Design II	4	C
5.	DSGN6724007	Advanced Photography	4	C
6.	DSIN6088007	Visual Communication Design III	4	C
7.	DSGN6871007	Audio Visual	4	C
Stream: Graphic Design (Single Degree)				
7.	DSIN6087007	Visual Communication Design II	4	C
8.	DSIN6088007	Visual Communication Design III	4	C
Stream: Interactive Digital Media (Single Degree)				
7.	DSGN6719007	Interactive Design Studies I	8	C
8.	DSGN6872007	Interactive Design Studies II	8	C