

# 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 enhance graduate capabilities in generating creative and innovative ideas and concepts for design solution

## Student Outcomes

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

1. Identify and explain fundamental principles/theories, techniques, and history of visual design
2. Apply design knowledge and build visual prototype as a problem-solving
3. Analyze and criticize aesthetic, technical and conceptual aspects and quality of visual design
4. Integrate visual elements into design applications
5. Apply effective it knowledge to support design production

6. Utilize appropriate it applications in the development of design project
7. Display effective visual language to solve design problem.
8. Display effective written and verbal communication skills with a range of audience
9. Apply professional, ethical and social responsibilities in design production
10. Apply basic leadership, entrepreneurship, and project management skills in design development
11. Apply current techniques, skills and tools in visual design in order to produce creative and innovative design solutions
12. Apply creative thinking in producing innovative design solution

### 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 Awards )			√	S.Sn. & BA (Hons).	Northumbria
Interactive Digital Media ( Dual Awards )			√	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 Award) & Interactive Digital Media (Dual Award)**

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	
	DSGN7324	Computer Graphic I	3	
	DSGN6166	Eastern Art Review	3	
	DSGN6099	Drawing I	3	
	DSGN6098	Color Theory	4	
2	ENGL6172	Academic English II	3	20
	DSGN6165	Western Art Review	2	
	DSGN6390	Fundamental Principles of Design	4	
	DSGN6100	Drawing II	3	
	DSGN6104	Typography I	3	
	DSGN7132	Photography I	3	
	CHAR6013	Character Building: Pancasila	2	
3	<b>Streaming: Graphic Design</b>			
	DSGN6391	Design Studies I	9	21
	CHAR6014	Character Building: Kewarganegaraan	2	
	DSGN7326	Illustration Design	3	
	DSGN6548	Typography II	3	
	DSGN7133	Photography II	3	
	LANG6061	Indonesian	1	
	<b>Streaming: Interactive Digital Media</b>			
	DSGN6394	Interactive Design Studies I	9	21
	CHAR6014	Character Building: Kewarganegaraan	2	
	DSGN7326	Illustration Design	3	
	DSGN6549	Screen Design Development I	3	
	DSGN7133	Photography II	3	
LANG6061	Indonesian	1		

Sem	Code	Course Name	SCU	Total
4	<b>Streaming: Graphic Design</b>			
	DSGN6392	Design Studies II	9	23
	CHAR6015	Character Building: Agama	2	
	DSGN6312	Multimedia I	4	
	DSGN6293	Audio Visual I	2	
	DSGN6323	Typography III	4	
	DSGN6287	Visual Communication Design Reviews	2	
	<b>Streaming: Interactive Digital Media</b>			
	DSGN6395	Interactive Design Studies II	9	22
	CHAR6015	Character Building: Agama	2	
	DSGN6230	Animation Studio I	3	
	DSGN6293	Audio Visual I	2	
	DSGN6190	Screen Design Development II	4	
	DSGN6287	Visual Communication Design Reviews	2	
5	<b>Streaming: Graphic Design</b>			
	DSGN6397	2D Animation Study	4	15
	DSGN6393	Design Studies III	6	
	DSGN6398	Design History Dissertation Research	2	
	DSGN6550	Audio Visual II	3	
	<b>Streaming: Interactive Digital Media</b>			
	DSGN6292	Animation Studio II	4	18
	DSGN6396	Interactive Design Studies III	6	
	DSGN6398	Design History Dissertation Research	2	
	DSGN6399	Kinetic Typography	3	
DSGN6550	Audio Visual II	3		
6	<b>Streaming: Graphic Design</b>			
	DSGN6315	Pre-Press and Printing	3	15
	DSGN6400	Digital Advertising	4	
	ARTS6015	Aesthetics	2	
	DSGN6311	Internship	6	
	<b>Streaming: Interactive Digital Media</b>			
	DSGN6319	Sound Production	3	13
	DSGN6401	Experimental Design	2	
ARTS6015	Aesthetics	2		
DSGN6311	Internship	6		
7	<b>Enrichment Program I</b>		16	16
	GLOB6206	Global Design Perspectives*	0	
8	<b>Enrichment Program II</b>		10	16
	GLOB6207	Advanced Creative Practice*	0	
	DSGN6562	Graphic Design Final Project	6	
<b>TOTAL CREDIT 146 SCU</b>				

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

**Enrichment Program I (7<sup>th</sup> Semester) & Enrichment Program II (8<sup>th</sup> 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
<b>Enrichment Program I</b>			
RSCH6058	Design Idea Exploration I	8	16
RSCH6059	Visual Research	4	
RSCH6060	Academic Design Research I	4	
<b>Enrichment Program II</b>			
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		
DSGN6100	Drawing II	3	2	DSGN6099	Drawing I	3	1
DSGN7133	Photography II	3	3	DSGN7132	Photography I	3	2
DSGN7326	Illustration Design	3	3	DSGN6100	Drawing II	3	2
DSGN6550	Audio Visual II	3	5	DSGN6293	Audio Visual I	2	4
DSGN6562	Graphic Design Final Project	6	8	DSGN6311	Internship	6	6
<b>Graphic Design</b>							
DSGN6548	Typography II	3	3	DSGN6104	Typography I	3	2
DSGN6391	Design Studies I	9	3	DSGN7324	Computer Graphic I	3	1
DSGN6391	Design Studies I	9	3	DSGN6390	Fundamental Principles of Design	4	2
DSGN6392	Design Studies II	9	4	DSGN6391	Design Studies I	9	3
DSGN6397	2D Animation Study	4	5	DSGN6391	Design Studies I	9	3
DSGN6393	Design Studies III	6	5	DSGN6392	Design Studies II	9	4
DSGN6311	Internship	6	6	DSGN6393	Design Studies III	6	5
<b>Interactive Digital Media</b>							
DSGN6394	Interactive Design Studies I	9	3	DSGN6390	Fundamental Principles of Design	4	2
DSGN6549	Screen Design Development I	3	3	DSGN7324	Computer Graphic I	3	1
DSGN6395	Interactive Design Studies II	9	4	DSGN6394	Interactive Design Studies I	9	3
DSGN6190	Screen Design Development II	4	4	DSGN6549	Screen Design Development I	3	3
DSGN6396	Interactive Design Studies III	6	5	DSGN6395	Interactive Design Studies II	9	4
DSGN6292	Animation Studio II	4	5	DSGN6230	Animation Studio I	3	4
DSGN6401	Experimental Design	2	6	DSGN6396	Interactive Design Studies III	6	5
DSGN6311	Internship	6	6	DSGN6396	Interactive Design Studies III	6	5