Graphic Design & New Media – Binus Northumbria School of Design

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 Description

BINUS Northumbria School of Design (BNSD is a concept result from intense collaborative efforts between BINUS 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.

The objectives of the Graphic Design and New Media program are:

A. To provide graduates with knowledge and understanding in conceptual design development, analysis and project design production

B. To equip graduates with technical skills in IT towards creative design solution

C. To complement graduates with effective communication skill in visual, verbal and written forms

D. To provide graduates with leadership, management, entrepreneurship and professional ethics to be able to work globally

E. To enhance graduate capabilities in generating creative and innovative ideas and concepts for design solution

Award/Degree

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

Graduate Competencies

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

Study Completion Requirements

To complete a major in Graphic Designand New Media students must complete a minimum of 146 SCUs, most of which are mandatory courses. The course also offer a stream in Interactive Digital Media. In addition, the students are allowed to take 8 SCUs of elective courses of their choice in their second year (semester 3 and 4).

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as drawing lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activity.

However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. For practical drawing and design courses, the mid-semester and final semester projects require students to give a presentation describing their produced work. The feedback of the given assessment tasks is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work and the written report must be submitted in Year 4 (semester 8).

Employability and Career Support

A wide range of career opportunities in art and design industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry.

The Graphic Design and New Media Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Program Structure

Graphic Design and New Media Mandatory Courses

Course Code	Course Name	SCU
ARTS6013	History of Indonesian Art and Culture	2
DSGN6101	Design and Materials	4
DSGN6098	Color Theory	4
DSGN6099	Drawing I	3
DSGN7324	Computer Graphic I	3
ENGL6171	Academic English I	3
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
DSGN6165	Western Art Review	2
DSGN6100	Drawing II	3
DSGN7132	Photography I	3
DSGN6104	Typography I	3
DSGN7325	Computer Graphic II	3
DSGN7107	Visual Communication Design I	4
ENGL6172	Academic English II	3
CHAR6014	Character Building: Kewarganegaraan	2
DSGN7133	Photography II	3
DSGN6322	Typography II	4
DSGN6265	Visual Communication Design II	6
DSGN6312	Multimedia I	4
DSGN7326	Illustration Design	3
CHAR6015	Character Building: Agama	2

Course Code	Course Name	SCU
DSGN6309	History of Graphic Design	2
DSGN6313	Multimedia II	4
DSGN6323	Typography III	4
DSGN6321	Systems Thinking and Design Methodology	2
DSGN6293	Audio Visual I	2
DSGN7289	Visual Communication Design III	6
CHAR6010	CB: Professional Development	2
DSGN7116	Visual Communication Design IV	6
ARTS6015	Aesthetics	2
DSGN6294	Audio Visual II	4
DSGN6298	Digital Animation I	4
ENTR6043	Art & Design Entrepreneurial Study	2
DSGN6320	Stop Motion Animation (Elective)	2
ARTS6014	Sequential Art (Elective)	2
DSGN6303	Visual Communication Design V	6
DSGN6315	Pre-press and Printing	3
DSGN6299	Digital Animation II	4
DSGN6290	Advertising	3
DSGN6314	Portfolio	2
DSGN6318	Sculpture Modeling (Elective)	4
DSGN6311	Internship	6
DSGN6302	Final Project & Report	8
		146

Additional Courses for the Interactive Digital Media Stream

Course Code	Course Name	SCU
DSGN6316	Screen Design Development I	4
DSGN6291	Animation Studio I	4
DSGN6295	Design for Motion I	2
DSGN6317	Screen Design Development II	4
DSGN6300	Digital Media Production Study	4
DSGN6292	Animation Studio II	4
DSGN6296	Design for Motion II	4
DSGN6319	Sound Production	3
DSGN6301	Experimental Design	4