

Film

Introduction

The Bachelor of Film Study Program at BINUS UNIVERSITY delivers an integrated curriculum where understanding of aesthetics, social and cultural knowledge, as well as business and technical skills, go hand in hand. We believe that filmmakers should create films not only with economic and business considerations but also to engage in constant dialogues with the audience. We also believe that cinema, as a part of mainstream visual culture, has been an indispensable subject of humanities with new terrains of knowledge waiting to be explored.

In this four-year Study Program, students will learn how to integrate technical filmmaking skills with theoretical and practical knowledge to meet industry standards. Students will also learn how to analyze and write about cinema according to scholarly rigor and requirements set by film publications. The first year is dedicated to the fundamental technical filmmaking skills courses. In the following three years, classroom-based courses, seminars, fieldtrips and film screening are provided to enhance students' basic aesthetic, social and cultural knowledge, teamwork and communication skills, and film business knowledge. In the second year, the whole learning process emphasizes in observation, fieldwork, and workshop to enhance contextual thinking, theory and practice, and understanding of film production. During the second year, students will also choose one of the two study streams offered by Film Study Program: film production and film studies. The third and final year are dedicated to advance the learning of methodology through workshop, clinic, and simulation. During this time, students will undertake enrichment programs where they will receive the opportunity to immerse in real-world experience through internship, community development, research, entrepreneurship, and study abroad. These programs will support and enrich their thesis, in which students will have to research to support their film thesis or film analysis.

Vision

Film program strives to become a prominent film and media study program in Southeast Asia, that produces filmmakers and media practitioners who possess proficiency in communicating with the audiences, high aesthetic standard, and knowledge about the media industry.

Mission

The Film Study Program at Bina Nusantara University has the following mission:

Film Study Program exists To generate world class filmmakers with knowledge, skills, and attitudes required to be able to create films that emphasize the strength of visual storytelling with high aesthetic standard, that promote dialogue with/among the audience, and with economic consideration. Our mission can be elaborated as follows:

1. To generate students to become world class filmmakers with appropriate knowledge, skills and attitudes required; refers to the creation of world-class filmmakers who possess prominent leadership traits for the global community.
2. To generate students that emphasize the strength of visual storytelling with high aesthetic standards, as an attempt of Film Study Program to recognize and appreciate the most creative and value-added talents.
3. To generate students that can promote dialogue with/among the audience; supporting the implementation of professional services with emphasis on the application of knowledge to the community based on in-depth research activities.
4. To equip students to make films with economic considerations in order to improve the quality of life of Indonesian and international community.

Program Objectives

The objectives of the program are:

1. To provide student with aesthetics, social and cultural knowledge and critical thinking to analyze films that converse with their audience as well as to keep updating current global film trends;
2. To provide student with knowledge and skills on visual storytelling with high standard of aesthetics and technical proficiencies to produce films that communicate with their audience;
3. To complement students with leadership, entrepreneurship and management skills, as well as ethics required to be a socially aware and responsible professional in global film industry;
4. To prepare students to keep updated with and utilize current ICT and media technologies to be innovative, creative and passionate for continuous improvement in film industry.

Student Outcomes

After complete the study, graduate are:

1. Able to criticize film or other art works related to film based on basic film theories, historical facts, as well as social and cultural conditions;
2. Able to develop an innovative short film script by reviewing or adapting events or literature;
3. Able to demonstrate the ability to direct actors and audio-visual elements based on a creative interpretation of the film script;
4. Able to develop film production plan in accordance with the needs of the film script;
5. Able to demonstrate the ability to produce films by choosing the technology in film production process and integrating film elements and different techniques in accordance with the principles of cinematography and audio-visual;
6. Able to apply editing skills on images and sound recordings by using software that suits the needs of the script and director's referrals;
7. Able to apply the principle of film distribution and marketing in film industries;
8. Able to analyze factors that influence the development of national and international film;
9. Able to utilize the latest technology in film according to the needs of work;
10. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

A wide range of career opportunities in the film 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 both on their technical and non-technical skills as well as engaging with the industry and the scholarly activities of knowledge production.

The Film Study Program provides real-world experience for students to conduct real projects as a practical study within industrial contexts. The Study Program develops students' ability to be involved in professional practices, ethical and organizational responsibilities. Furthermore, the enrichment program provides students with real work experience and teach them to cope with the work environment. A series of study/field trips to industries and visiting professionals will be conducted to give reasonable grounds of a broad overview of the industry. These experiences will support individual career aspiration and may provide social and professional networks. Moreover, to equip students for dealing with disruptive era and the rapid changes of film and media industry, skills and knowledge on internet services and new media are designed and regularly improved.

The graduates of Film Study Program are expected to be ready to fulfill the growing demands of the film industry such as script writing, directing, producing, cinematography, editing, and research. The graduates are also prepared to work as film researchers, programmers, curators, or film critics. BINUS UNIVERSITY provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Curriculum

Film Study Program in School of Design offers an off-campus experience that aims to expose students to professional life outside of campus. Upon graduating from Film Study Program, students are expected to have one-year experience in various areas of the film industry. This off-campus experience will be offered in the 6th and 7th semester where students can choose several tracks that suit their interest such as Industry Experience, Research, Community Development, Entrepreneurship, and Study Abroad. Students may design their off-campus tracks that are best suited for their thesis needs. During the final semester, students are required to write a thesis according to the stream they choose.

- **Film Production:**

This stream will provide students with the ability to produce a film based on their role as a film director, film producer, and screenwriter.

- **Film Studies:**

This stream will provide students with the ability to analyze film with related film theories in its social and cultural context.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: <i>Pancasila</i>	2	20	
	FILM6044	Film Literacy*	2		
	FILM6083	Visual Storytelling Elements	4		
	FILM6105	Filmmaking Fundamental**	4		
	FILM6106	Visual Language	2		
	ARTS6032	History of Arts	2		
	LANG6027	Indonesian	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	20	
	FILM6021	World Film History*	4		
	FILM6107	Visual Directing	2		
	FILM6047	Scriptwriting**	4		
	FILM6048	Production Workshop I	4		
	ENTR6509	Entrepreneurship : Ideation	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

Sem	Code	Course Name	SCU	Total	
3	CHAR6015	Character Building: <i>Agama</i>	2	22	
	FILM6108	Film Industry Seminar	2		
	FILM6109	Narrative Directing	4		
	FILM6110	Character's Journey ^{***}	4		
	FILM6111	Cinematography [*]	4		
	FILM6112	Visual Techniques ^{**}	2		
	FILM6084	Cinema & Social Studies ^{**}	4		
4	FILM6113	Principles of Documentary Cinema ^{**&***}	2	20	
	FILM6027	Film Theories [*]	4		
	FILM6026	History of Indonesian Cinema	2		
	FILM6114	Production Workshop II	4		
	Streaming : Film Production				
	FILM6115	Script to Screen	4		
	FILM6117	Cinematic Storytelling	4		
	Streaming : Film Studies				
	FILM6122	Indonesian Director Studies	2		
	FILM6082	Alternative Distribution and Film Festival	2		
	FILM6080	Southeast Asian Cinema & Popular Culture ^{**}	4		
	Minor Program				8
	Free Electives				8
5	RSCH6030	Research Methodology for Film	4	18	
	ENTR6511	Entrepreneurship: Market Validation	2		
	Streaming: Film Production				
	FILM6116	Documentary Filmmaking	2		
	FILM6121	Production Design ^{**}	2		
	FILM6078	New Media Production ^{**}	4		
	FILM6118	Script Development & Pitching ^{**}	4		
	Streaming: Film Studies				
	FILM6094	Cultural Studies & New Media ^{**}	4		
	FILM6059	Global Cinema [*]	4		
	FILM6119	Audiences & Fan Culture ^{**}	4		
	Minor Program				12
	Free Electives				12
6	Enrichment Program I		20	20	
7	Enrichment Program II		20	20	
8	FILM6030	Thesis	6	6	
TOTAL CREDIT 146 Credits					

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

Streaming/Minor/Free Electives:

-) For 4th Semester: Students are required to choose streaming or minor program or free electives.

-) For 5th Semester: Students are required to choose streaming or minor program or free electives same with semester 4.

English University Courses:

-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
-) Students must pass English Savvy with a minimum Grade of C.

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ Binus Kemanggisian		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Minor @ Binus Alam Sutera		
Digital Business	v	v
Minor @ Binus Bekasi		
Virtual Services	v	v
Culinary	v	v
Minor @ Binus Malang		
Digital Technopreneur	-	-
Minor @ Binus Bandung		
DesignPreneur	-	-

1. Minor Program: Digital Ecosystem

Course	SCU
COMP6683 Introduction to Artificial Intelligence	2/2
COMM6501 Narative Development	4
ISYS6549 Digital Innovation	4
COMP6684 Current Trends in Technology	4
DSGN6834 Visual Identity	4
Total SCU	20

2. Minor Program: Human Capital in Digital Workplace

Course	SCU
PSYC6174 Psychology in The Workplace	4
MGMT6349 Digital Workplace Strategy	4
ISYS6551 Digital Workplace and Technology	4
LAWS6157 Legal Aspects in Digital Workplace	4
PSYC6175 Human Resources Development	4
Total SCU	20

3. Minor Program: Sustainable Development

Course	SCU
ARCH6119 Introduction to Sustainable Development	2
DSGN6835 Engineering Material	4
ISYE6154 Sustainable Design and Manufacture	4
ISYE6155 Occupational, Health, Safety, and Administration in Engineering	2
CPEN6217 Digital for Sustainable Development	4
CIVL6118 Engineering Economic	4
Total SCU	20

4. Minor Program: Cross Cultural Communication

Course	SCU
CHIN6133 Chinese Conversation in Daily Works	2
CHIN6132 Chinese Conversation in Daily Activities	4
CHIN6134 Chinese Conversation in Business Communication	4
COMM6502 Communication in Diversity	2
INTR6135 Comparative Politics	4
BUSS6170 Asian Business Ethics	4
Total SCU	20

5. Minor Program: Interactive & Users Experience Design

Course	SCU
PSYC6176 Psychology and User Experience	4
ISYS6553 User-Centered Research and Evaluation	4
DSGN6836 Fundamental of Interface Design	4
ISYS6554 Core Principles: Interactive Design	4
DSGN6837 Digital Design Production	4
Total SCU	20

6. Minor Program: Digital Business

Course	SCU
ISYS6559 Business Models and Technology Innovation	4
ISYS6557 Business Data Management	4
ISYS6558 Strategic Digital Business Analysis	4
STAT6149 Practical Statistics for Data and Business Analysis	4
MGMT6352 Digital Strategy	4
Total SCU	20

7. Minor Program: Virtual Services

Course	SCU
ISYS6561 Fundamental of Virtual Services	2
ACCT6350 Virtual Financial Services	4
ISYS6562 Virtual Market Place	4
MGMT6354 Virtual Operation and Supply Chain	4
HTMN6082 Virtual Hospitality Management	4
ISYS6563 Seminar on Virtual Services	2
Total SCU	20

8. Minor Program: Culinary

Course		SCU
HTMN6078	Advanced in Pastry and Bakery	4
HTMN6050	Culinary Business Event	2/2
HTMN6048	Western and French Cuisine	2/4
HTMN6046	Authentic Indonesian Cuisine	2/4
Total SCU		20

Appendix: Free Electives (4th Semester & 5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580	Digital Business Transformation	2	4
2	Business Creation	ENTR6582	Business Strategy	2	4
3	Business Creation	ENTR6494	Managing Growing Business	2	5
4	International Business Management	BUSS6162	Market Entry Strategy	2	4
5	International Business Management	MGMT6370	E-Business for International Business	2	5
6	Management	BUSS6088	Current Issue in Business and Technology	2	4
7	Management	BUSS6109	Business Development	4	4
8	Management	BUSS6171	Business Sustainability	4	4
9	Management	ISYS6079	E-Business System	4	4
10	Management	MGMT6196	Project Management	4	4
11	Management	BUSS6069	Business Simulation	2	5
12	Management	BUSS6194	Business Negotiation Strategy	2	5
13	Management	ISYS8175	E-Business Strategy and Implementation	4	5
14	Management	MGMT6063	Strategic Management	2	5
15	Management	MGMT6341	Strategic Management	4	5
16	Management	MGMT6412	Customer Relationship Management	2	5
17	Marketing Communication	COMM6435	Global Consumer Behavior	2	4
18	Marketing Communication	COMM6510	Reportage & Interview Technique	2/2	4
19	Marketing Communication	COMM6533	Creative Program Design	2/2	4
20	Marketing Communication	COMM6540	Communication & Public Affairs	2	4
21	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
22	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
23	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
24	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
25	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
26	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
27	Marketing Communication	COMM6543	Digital Brand Communicaton	2/2	5
28	Tourism	TRSM6142	Event Management	4	4
29	Tourism	TRSM6204	Heritage Tourism	4	4
30	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
31	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
32	Architecture	ARCH6054	Interior Design Principles	2	4
33	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
34	Architecture	ARCH6130	Architecture & Social Culture	4	5
35	Architecture	ARCH6132	Leadership Organization Behavior	4	5
36	Computer Engineering	CPEN6126	Cross Platform Application Development	4	5
37	Business Law	LAWS6017	Intellectual Property Rights	4	4
38	Business Law	LAWS6110	Cyber Law	2	4
39	Business Law	LAWS6159	Legal Aspect in Business	2	4
40	Business Law	LAWS6168	Banking-Financial Law & Islamic Business Law	4	4
41	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
42	Business Law	LAWS6176	Tax Law	2	5
43	Chinese Literature	CHIN6159	Chinese Character Writing	2	5
44	English Literature	ENGL6169	English for Professionals	2	4
45	English Literature	SOCS6021	Social and Digital Media Writing	2	4
46	English Literature	ENGL6158	Writing for Children and Young Adults	2	5
47	English Literature	ENGL6244	Social Media Broadcasting	4	5
48	International Relations	INTR6143	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
49	International Relations	INTR6148	Multinational Corporations Global Strategy and Social Responsibility	2/2	4
50	International Relations	INTR8043	International Media and State Role	4	4
51	International Relations	INTR6161	Political Economy of Global Media	2	5
52	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
53	International Relations	INTR6169	International Migration: Governance and Rights	2	5
54	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
55	Primary Teacher Education	EDUC6032	Art & Craft	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
56	Psychology	PSYC6124	Psychology of Early Childhood Education	4	4
57	Psychology	PSYC6125	Psychology of Special Needs Education	4	4
58	Psychology	PSYC6130	Human Performance Technology	4	4
59	Psychology	PSYC6145	Urban Psychology	4	4
60	Psychology	PSYC6123	Educational Psychology	2	5
61	Psychology	PSYC6127	Indigenous Psychology	4	5
62	Cyber Security	COMP6582	Computer Security	2	4
63	Cyber Security	COMP6646	Computer Forensic	2	5
64	Game Application & Technology	GAME6082	Game Animation	2	4
65	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5
66	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
67	Statistics	STAT6158	Data Management and Organization	2	5
68	Computer Science	ISYS6211	Web Based Application Development	2/2	4
69	Computer Science	COMP6578	Information Visualization	2	5
70	Computer Science	COMP8129	User Experience	2/2	5
71	Computer Science	ISYS6197	Business Application Development	2/2	5
72	Animation	DSGN6692	Character Animation	4	4
73	Animation	DSGN6693	Motion Graphic	4	4
74	Animation	DSGN6694	Visual Effect (VFX)	4	4
75	Animation	DSGN6695	Asset Creation	4	4
76	Animation	DSGN6689	Concept Art & Production Design	2	5
77	Animation	DSGN6690	Animation Storytelling	2	5
78	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
79	Creative Advertising	MDIA6046	Audio Visual (Pre Production and Production)	4	4
80	Creative Advertising	DSGN6661	Photography	4	4
81	Creative Advertising	DSGN6732	Photography	4	4
82	Creative Advertising	DSGN6651	Photography	4	4
83	Creative Advertising	DSGN6661	Photography	4	5
84	Creative Advertising	DSGN6732	Photography	4	5
85	Creative Advertising	DSGN6651	Photography	4	5
86	Film	FILM6080	Southeast Asian Cinema & Popular Culture	4	4
87	Film	FILM6119	Audiences & Fan Culture	4	5
88	New Media	DSGN6743	Digital Graphic Reproduction	4	4
89	Interior Design	DSGN6608	Interior Design and culture	2	4
90	Interior Design	DSGN6611	Business in Interior Design	2	4
91	Interior Design	DSGN6886	Rendering and Presentation Techniques	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
92	Business Information Technology	ISYS6606	Smart Application	2	4
93	Information Systems	BUSS6043	Introduction to E-Business	4	4
94	Information Systems	ISYS6016	Social Media Fundamental	2	4
95	Information Systems	ISYS6203	Mobile Application Development	2/2	4
96	Information Systems	ISYS6210	Data Visualization	2	4
97	Information Systems	ISYS6285	Digital and New Media	2	4
98	Information Systems	ISYS6196	Business Analytics	2	5

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

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
Streaming : Film Production												
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	
Streaming : Film Studies												
6	v						v					
7		v					v					
8			v				v					
9				v			v					
10					v		v					
Minor Program/Free Electives												
11	v						v					
12	v							v				
13	v								v			
14	v									v		
15	v										v	

Note:

IN : Internship

RS : Research

EN : Entrepreneurship

CD : Community Development

SA : Study Abroad

etc : Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total	
Enrichment Program I				
Streaming : Film Production				
FILM6085	Film Production Internship	8	20	
FILM6120	Film Industry Foundation	8		
FILM6087	Filmmaking Skills Application	4		
Streaming : Film Studies				
FILM6064	Industrial Experience for Film	8		
FILM6123	Development of Film Industry	8		
FILM6089	Film Industry Practice	4		
Minor Program/Free Electives				
FILM6125	Industrial Experience for Film	8		
FILM6129	Film Industry Foundation	8		
FILM6126	EES in Film Industry	4		
Enrichment Program II				
Streaming : Film Production				
FILM6064	Industrial Experience for Film	8	20	
FILM6123	Development of Film Industry	8		
FILM6089	Film Industry Practice	4		
Streaming : Film Studies				
FILM6062	Film Criticism & Analysis	8		
FILM6124	Film Analysis in Social Aesthetic Context	8		
FILM6091	Film Review in Mass Media	4		
Minor Program/Free Electives				
FILM6127	Professional Experience for Film	8		
FILM6130	Development of Film Industry	8		
FILM6128	EES in Professional Practices	4		

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6611	New Venture Initiation in Film	8	20
ENTR6612	Product Development Process in Film	8	
ENTR6613	EES in Film Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6272	Research Experience	8	20
RSCH6515	Scientific Writing in Film	8	
RSCH6516	Global EES in Film Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
CMDV6152	Community Outreach Project Implementation	8	
CMDV6295	Community Outreach Project Design	8	
CMDV6296	Employability and Entrepreneurial Skills in Film Community	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6251	Elective Course for Study Abroad 29	4	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	FILM6044	Film Literacy*	C
4.	FILM6084	Cinema & Social Studies	C
5.	FILM6109	Narrative Directing*	C
6.	FILM6108	Film Industry Seminar*	C
Streaming : Film Production			
7.	FILM6078	New Media Production	C
8.	FILM6115	Script to Screen	C
Streaming : Film Studies			
7.	FILM6122	Indonesian Director Studies	C
8.	FILM6094	Cultural Studies & New Media	C

*) Tutorial & Multipaper