

## Visual Communication Design

### Introduction

Visual Communication Design Study Program prepares students to become professional designers who are ready to compete in the global world. Students are equipped with analytical skills, creative work production skills, communication skills and technology development skills. In this Study Program students learn the principles and development of design in stages. Students will study the basic theory and history of art and design, the application of design in case studies, design research and the process of creating works involving stakeholders.

### 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 Objective

The objectives of the program are:

1. As a source of graduates who become components of nation-building and have local and global knowledge from creative visual communication.
2. Carrying history and local values, technology, and entrepreneurship in hope to be able to work and be accepted by the creative industry, society, and the Indonesian nation through the application of visual communication design science by utilizing communication and information technology.

### Student Outcomes

After completing the study, graduate 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 design visual communication design artwork by focusing on cultural values and local indigenous as the identity of national citizen's works by combining contemporary elements.
5. Able to produce illustration design based on the market's needs and the proper illustration techniques.
6. Able to produce photography and videography works in accordance with technological developments, trend developments and market needs.
7. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

## Prospective Career of the Graduates

- |                        |                                  |                     |
|------------------------|----------------------------------|---------------------|
| 1. Art Director        | 7. Creative Consultant           | 13. Comic Artist    |
| 2. Creative Director   | 8. Intellectual Property Creator | 14. Author          |
| 3. Advertising         | 9. Digital Artist                | 15. Photographer    |
| 4. Branding Consultant | 10. Illustrator                  | 16. Videographer    |
| 5. In-House Designer   | 11. Concept Artist               | 17. Photojournalist |
| 6. Motion Pictures     | 12. Cinematography               |                     |

## Curriculum

There are four main categories in Visual Communication Design Study Program:

- Fundamental Design (Semester 1-3)**  
 Students learn the basic principles of design, color theory, photography, typography, the history of art and design as well as an introduction to the technology used in the world of design. Students will also learn the basic application of design principles to case studies in society. With this case study, students are expected to be able to apply the theory obtained in the classroom to the general public.
- Design Expertises (Semester 4-5)**  
 Students have the opportunity to choose a specific skill set in Visual Communication Design. Students can choose Illustration Stream to improve their skills in visual production, drawing and creating Intellectual Property. Students can also choose Streaming New Media to improve their graphic design skills and visual abilities. Creative Advertising Streams can be selected by students to improve their visual communication skills, advertising and visual persuasion techniques. Students can also improve their skills in the fields of motion graphics, character design, moving images by choosing Streaming Animation. Students also have the opportunity to enrich their knowledge of the non-design world through the Free SMO and Minor Programs.
- Enrichment Program (Semester 6-7)**  
 Enrichment program of Visual Communication Design aims to gain student's soft skills regarding teamwork, leadership, and professional attitudes, as well as their hard skills in implementing the knowledge they acquired from classroom. In the 6th semester, students will have a four months internship experience in the advertising industry or other creative industries. Meanwhile, in the 7th semester, students will have more opportunities (five different tracks), including: internship for industry experience, community development in social issues, entrepreneurship to build start-up business, research, and study abroad to enrich cultural experience.
- Final Project (Semester 8)**  
 In the Final Project, students have the final opportunity to sharpen their knowledge and work optimally by producing the best work according to the different abilities of each student.

## Course Structure

Sem	Code	Course Name	SCU	Total
1	DSGN6748006	Material and Colors in Visual Design <sup>(AOL)</sup>	4	20
	DSGN6749006	Drawing for Design	4	
	DSGN6750006	Computer Graphic I	4	
	DSGN6751006	Eastern Art Review	2	
	DSGN6421006	Western Art Review <sup>1</sup>	2	
	DSGN6822006	Photography <sup>2</sup> <sup>(AOL)</sup>	4	
	<b>Foreign Language Courses</b>			
2	CHAR6030006	Character Building: Pancasila <sup>(AOL)</sup>	2	20

Sem	Code	Course Name	SCU	Total	
	LANG6117006	Indonesian <sup>(AOL)</sup>	2		
	COSC6060006	Foundation of Artificial Intelligence	2		
	DSGN6816006	Visual Communication Design I <sup>(AOL) (AIE)</sup>	4		
	DSGN6817006	Computer Graphic II <sup>2</sup> <sup>(AIE)</sup>	4		
	DSGN6818006	Typography <sup>1</sup>	4		
	DSGN6431006	Visual Communication Design Review	2		
	<b>Foreign Language Courses</b>				0
3	CHAR6031006	Character Building: Kewarganegaraan <sup>(AOL)</sup>	2	16	
	ENPR6315002	Creativity and Innovation	2		
	DSGN6819006	Visual Communication Design II <sup>1 (AOL)</sup>	4		
	DSGN6820006	Design Methods <sup>(AOL)</sup>	4		
	DSGN6924006	Creative Design Workshop <sup>2</sup>	4		
	<b>Foreign Language Courses</b>				0
4	CHAR6032006	Character Building: Agama <sup>(AOL)</sup>	2	20	
	ENPR6316002	Venture Creation	2		
	<b>Stream : Illustration<sup>7</sup></b>				
	DSIN6008006	Concept Art <sup>(AOL)</sup>	4		
	DSIN6009006	Character Design <sup>(AIE)</sup>	4		
	DSGN6828006	Intellectual Property Design <sup>(AOL)</sup>	4		
	DSGN6831006	Sequential Illustration <sup>2 (AOL)</sup>	4		
	DSIN6010006	Editorial illustration <sup>1</sup>	4		
	<b>Stream : Imaging Art and Science<sup>7</sup></b>				
	DSIN6011006	History and Development of Imaging Arts <sup>1</sup>	2		
	DSIN6012006	Science of Light and Photo	4		
	DSIN6013006	Image Transfer and Post Production <sup>(AIE)</sup>	2		
	DSIN6014006	Ethics and Lawsuit in Photography <sup>(AOL)</sup>	4		
	DSIN6015006	Conceptual Photography <sup>2 (AOL)</sup>	2/2		
	DSIN6016006	Cinematics and Documentary Video <sup>(AOL)</sup>	2/2		
	<b>Stream : Creative Advertising<sup>4</sup></b>				
	MKTG6293007	Marketing and Consumer Behavior	2		
	MDIA6060007	Audio Visual <sup>(AOL)</sup>	4		
	COMM6615019	Script Writing <sup>1</sup>	2/2		
	COMM6606019	Multimedia Storytelling	4		
	COMM6614019	Visual Design & Graphics	2/2		
	COMM6616019	Media Promotion & Marketing <sup>1&amp;2</sup>	2		
<b>Stream : Animation<sup>4</sup></b>					
DSGN6682007	Fundamental Drawing Animation	4			
COMM6409019	Editing for Multimedia	2/2			
GAME6082001	Game Animation	2			
COMM6614019	Visual Design & Graphics	2/2			
ARTS6015007	Aesthetics	2			
MDIA6060007	Audio Visual	4			
<b>Stream : New Media<sup>4</sup></b>					

Sem	Code	Course Name	SCU	Total		
	COMM6614019	Visual Design & Graphics	2/2			
	DSGN6743007	Digital Graphic Reproduction <sup>2</sup> (AOL)	4			
	ARTS6015007	Aesthetics	2			
	MDIA6060007	Audio Visual <sup>2</sup>	4			
	MDIA6056007	New Media <sup>1,2</sup> (AOL)	4			
	MKTG6293007	Marketing and Consumer Behavior	2			
	<b>Stream : 2D+ Animation<sup>5</sup></b>					
	DSGN6917034	Drawing and Character Design for Animation (AOL)	4			
	DSGN6918034	Art and Animation Assets (AOL)	4			
	DSGN6908033	3D and 4D Presentation in Interior Design	4			
	ENPR6166032	Launch Creative Business Startup	4			
	COMP6667032	Interaction Design	2/2			
	<b>Stream : Visual Immersion Design<sup>6</sup></b>					
	DSGN6988053	Digital Creative Thinking	4			
	DSGN6989053	Interactive Design (AOL)	4			
	DSGN6990653	Creative Story telling	4			
	DSGN6991053	Ideation for Immersion Design	4			
	DSGN6992053	Visualization for Immersion Design (AOL)	4			
	<b>Minor Program</b>				20	
	<b>Free Electives<sup>(Jkt/Mlg)</sup></b>				20	
	5	<b>Stream : Illustration<sup>7</sup></b>			20	
		DSIN6008006	Concept Art (AOL)			4
		DSIN6009006	Character Design (AIE)			4
DSGN6828006		Intellectual Property Design (AOL)	4			
DSGN6831006		Sequential Illustration <sup>2</sup> (AOL)	4			
DSIN6010006		Editorial illustration <sup>1</sup>	4			
<b>Stream : Imaging Art and Science<sup>7</sup></b>						
DSIN6011006		History and Development of Imaging Arts <sup>1</sup>	2			
DSIN6012006		Science of Light and Photo	4			
DSIN6013006		Image Transfer and Post Production (AIE)	2			
DSIN6014006		Ethics and Lawsuit in Photography (AOL)	4			
DSIN6015006		Conceptual Photography <sup>2</sup> (AOL)	2/2			
DSIN6016006		Cinematics and Documentary Video (AOL)	2/2			
<b>Minor Program</b>			6			
<b>Free Electives<sup>(Jkt/Mlg)</sup></b>			6			
6	<b>Enrichment Program I</b>		20	20		
7	<b>Enrichment Program II</b>		20	20		
8	DSIN6148006	Pre-Thesis	2	6		
	DSIN6149006	Thesis	4			
	DSGN6451006	Thesis	6			
			<b>Total Credits 146 SCU</b>			

- 1) *Delivery in English;*
- 2) *Global Learning System Course;*
- 3) *Entrepreneurship Embedded*
- 4) *Conducted for student mobility program in Jakarta*
- 5) *Conducted for student mobility program in Bandung*
- 6) *Conducted for student mobility program in Semarang*
- 7) *Conducted in Binus @Malang*

*\*Students undertaking student mobility must take minor program/free electives/multidisciplinary stream (depending on their study plan combination) of the host campus in semester 5.*

*\*\*Students can choose to take Minor Program in Malang/Jakarta/Bandung/Semarang.*

*The list of minor, and free electives are available in the Appendix.*

### **Foreign Language Courses:**

*Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.*

*Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6<sup>th</sup> and/or 7<sup>th</sup> semester by the students who meet the requirements from the Study Program/Program*

### **Appendix Foreign Language Courses**

*Students will take foreign language courses according to Beelingua Placement Test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.*

The following are the provisions of the courses that must be taken by students:

<b>Foreign Language Courses</b>		<b>SCU</b>
ENGL6268006	English for Frontrunners	0
ENGL6269006	English for Independent Users	0
ENGL6267006	English for Professionals	0
JAPN6208006	Basic Japanese Language*	0
CHIN6185006	Basic Chinese Language*	0

*\*) This course is optional for students*

1. *Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.*
2. *Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.*
3. *Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.*
4. *Students are required to pass the foreign language courses before they take enrichment.*
5. *Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua*

**Minor Scheme**

Minor Program	Semester 4	Semester 5
<b>Minor @ Binus Kemanggisan</b>		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Event Business and Entertainment	v	v
English for Business Professional	v	v
Creative Digital Storytelling	v	v
<b>Minor @ Binus Alam Sutera</b>		
Digital Transformation	v	v
<b>Minor @ Binus Bekasi</b>		
Korean Culture and Creativity	v	v
Culinary	v	v
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	v	v
English for Business Professional	v	v
Chinese for Career Pathways	v	v
Digital Creative Strategy	v	v
<b>Minor @ Binus Bandung</b>		
DesignPreneur	v	v
<b>Minor @ Binus Semarang</b>		
Metaverse in Business	v	v
Content Creation	v	v
Immersive Journey to Japanese Language and Culture		v
Data Analytics	v	v
<b>Minor @ Binus Medan</b>		
Global Creative Business and Technology	v	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

**1. Minor Program : Digital Ecosystem**
**Fundamental Courses**

Group	Course	SCU
MKB	COSC6196001 Immersive Technology	2
	GAME6002001 Game Design	2
	ISYS6549003 Digital Innovation	4
	COMP6937001 Current Trends in Technology	2
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	COMM6501019      Narrative Development	4
	DSGN6834007      Visual Identity	4
	COMP6685001      Cyber Security for Business	2
<b>Total SCU</b>		<b>10</b>

**2. Minor Program : Human Capital in Digital Workplace**
**Fundamental Courses**

Group	Course	SCU
MKB	PSYC6174027      Psychology in The Workplace	4
	MGMT6349005      Digital Workplace Strategy	4
	ISYS6551003      Digital Workplace and Technology	4
	LAWS6157028      Legal Aspects in Digital Workplace	4
	PSYC6175027      Human Resources Development	4
<b>Total SCU</b>		<b>20</b>

**3. Minor Program : Cross Cultural Communication**
**Fundamental Courses**

Group	Course	SCU
MKB	CHIN6132026      Chinese Conversation in Daily Activities	4
	COMM6502019      Communication in Diversity	2
	BUSS6170025      Asian Business Ethics	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	CHIN6134026      Chinese Conversation in Business Communication	4
	LAWS6158028      Private International Law	2
	INTR6135029      Comparative Politics	4
<b>Total SCU</b>		<b>10</b>

**4. Minor Program : Interactive & Users Experience Design**
**Fundamental Courses**

Group	Course	SCU
MKB	ISYS6553003      User-Centered Research and Evaluation	4
	PSYC6176027      Psychology and User Experience	4
	DSIN6003007      Fundamental of Interface Design	2
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	ISYS6554003    Core Principles: Interactive Design	4
	DSGN6837007    Digital Design Production	4
	ISYS6556003    Information Architecture	2
<b>Total SCU</b>		<b>10</b>

**5. Minor Program : Data Analytics**
**Fundamental Courses**

Group	Course	SCU
MKB	INFS6066052    Introduction to Data Analytics	2
	INFS6067052    Data Management & Descriptive Analytics	4
	ISYE6371054    Statistical for Decision Making	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	COSC6183051    Application of Predictive Analytics to Business Data	4
	ISYE6372054    Prescriptive Analytics and Optimization	4
	BUSS62277055    Digitalization of Markets and Consumption	2
<b>Total SCU</b>		<b>10</b>

**6. Minor Program : Digital Transformation**
**Fundamental Courses**

Group	Course	SCU
MKB	ISYS6559003    Business Models and Technology Innovation	4
	ISYS6557003    Business Data Management	4
	MGMT6484005    Digital Strategy	2
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	ISYS6695003    Digital Marketing Analysis	4
	STAT6200049    Practical Statistics for Digital Business	4
	ISYS6560003    Success Factor for Leading Digital Transformation	2
<b>Total SCU</b>		<b>10</b>

### 7. Minor Program : Korean Culture and Creativity

#### Fundamental Courses

Group	Course	SCU
MKB	HTMN6163021 Korean Cuisine and Culinary Arts	4
	COMM6718019 Korean Language and Media	4
	FILM6134009 Hallyu Creative Content	2
<b>Total SCU</b>		<b>10</b>

#### Supporting Courses

Group	Course	SCU
MKB	FILM6135009 K-Drama and Beyond: Analysis and Appreciation	4
	COMM6719019 K-Pop Culture and Performance	4
	MKTG6339005 K-Pop and K-Drama Marketing and Promotion	2
<b>Total SCU</b>		<b>10</b>

### 8. Minor Program : Culinary

#### Fundamental Courses

Group	Course	SCU
MKB	HTMN6108021 Food and Beverage Management	2
	HTMN6008021 Kitchen Operation	4
	HTMN6128021 Pastry and Bakery Operation	4
<b>Total SCU</b>		<b>10</b>

*SCU for HTMN6008021, HTMN6128021 are practical*

#### Supporting Courses

Group	Course	SCU
MKB	HTMN6155021 Indonesian Cuisine	4
	HTMN6125021 Restaurant Operation	4
	HTMN6154021 Culinary Tourism	2
<b>Total SCU</b>		<b>10</b>

*SCU for HTMN6155021, HTMN6125021 are practical*

### 9. Minor Program : Digital Technopreneur

#### Fundamental Courses

Group	Course	SCU
MKB	ENTR6528002 The Entrepreneurial Innovator	4
	ENPR6370002 Market Intelligence	4
	COMP6687004 User Experience Design	4
	COSC6164004 Web Programming for Business	4
	COSC6165004 Data Analytics for Business	4
<b>Total SCU</b>		<b>20</b>

**10. Minor Program : Designpreneur**
**Fundamental Courses**

Group	Course	SCU
MKB	ENTR6525032 Fundamental of Designpreneur	4
	COMP6688031 UI/UX Development	4
	DSGN6797034 Surface Packaging Design	4
	ENTR6526032 Hospitality and Service Design	4
	DSGN6843033 Project Design	4
<b>Total SCU</b>		<b>20</b>

**11. Minor Program : Metaverse In Business**
**Fundamental Courses**

Group	Course	SCU
MKB	ISYS6777052 Business Model	2
	COMP6889051 Virtual Reality	4
	COMP6890051 Augmented reality	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	ISYS6778052 Data Analytics	2
	DSGN6981053 Design Thinking	4
	DSGN6980053 Interface Design	4
<b>Total SCU</b>		<b>10</b>

**12. Minor Program : Event Business and Entertainment**
**Fundamental Courses**

Group	Course	SCU
MKB	HTMN6151021 Event Marketing Management	2
	HTMN6152021 Catering Management	4
	TRSM6232022 MICE (Meeting, Incentive, Convention, Exhibition) Management	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	TRSM6233022 Event Sponsorship and Funding	2
	TRSM6234022 Sport and Entertainment Event Management	4
	TRSM6235022 Festival & Cultural Event	4
<b>Total SCU</b>		<b>10</b>

**13. Minor Program : Creative Digital Storytelling**
**Fundamental Courses**

Group	Course	SCU
MKB	ENGL6274024 Approaches in Multimodal Storytelling	2
	DSIN6033007 Visual Storytelling	2
	ENGL6275024 Storytelling for Business	2
	FILM6118009 Script Development & Pitching	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	ENGL6276024 Cultures, Language, and Arts Production	4
	JAPN6212025 Anime and Manga as Storytelling	2
	ENGL6277024 Music as Medium for Storytelling	4
<b>Total SCU</b>		<b>10</b>

**14. Minor Program : English for Business Professional**
**Fundamental Courses**

Group	Course	SCU
MKB	ENGL6154024 English for Business Communications	4
	MKTG6112024 Language Innovations in Marketing and Advertising	2
	ENGL6244024 Social Media Broadcasting	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	ENGL6258024 English for Global Leadership	2
	ENGL6169024 English for Professionals	2
	COMM6506024 Current Issues in Business Communications	2
	ENGL6245024 Business Rhetoric	4
<b>Total SCU</b>		<b>10</b>

**15. Minor Program : Chinese for Career Pathways**
**Fundamental Courses**

Group	Course	SCU
MKB	CHIN6196026 Mandarin for Future Career	4
	CHIN6197026 Easy Way to HSK 2 Preparation	4
	CHIN6198026 Exploring Modern Chinese Culture	2
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	CHIN6199026 Chinese Digital Technology	2
	CHIN6200026 Traveling to China	2
	CHIN6202026 Global Strategic Marketing: Chinese Perspective	4
	CHIN6201026 Special Topics in Chinese Business	2
<b>Total SCU</b>		<b>10</b>

**16. Minor Program : Content Creation**
**Fundamental Courses**

Group	Course	SCU
MKB	FILM6105009 Filmmaking Fundamental	4
	MKTG6392055 Digital Marketing	4
	DSIN6042053 Photography for Creators	2
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	DSGN6990053 Creative Storytelling	4
	DSIN6043053 Strategic Influence	2
	DSIN6041053 Introduction to Visual Communication Design	4
<b>Total SCU</b>		<b>10</b>

**17. Minor Program : Immersive Journey to Japanese Language and Culture**
**Fundamental Courses**

Group	Course	SCU
MKB	JAPN6221025 Essential Japanese Grammar (Yoku Tsukaeru Bunpou)	4
	JAPN6222025 Survival Japanese in Various Situations (Nihon E Ikou, Yasashii Kaiwa De)	4
	JAPN6223025 Ideas and Images of Japan (Nihon Jijou)	2
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Group	Course	SCU
MKB	JAPN6224025 Japanese Reading Comprehension (Tanoshiku Yomou)	4
	JAPN6225025 Understanding Native Japanese Speakers (Tanoshiku Kikou)	2
	JAPN6226025 Japanese N5 Level Certification Preparation (Nihongo Charenji N5)	4
<b>Total SCU</b>		<b>10</b>

**18. Minor Program : Global Creative Business and Technology**
**Fundamental Courses**

Group	Course	SCU
MKB	DSIN6142066 Global Interactive Design	4
	BUSS6275061 E-Commerce and Digital Entrepreneurship	4
	COSC6159060 Emerging Technologies in Global Business	4
	ISYS6997064 Blockchain for Digital Economy	4
	TRDE6001065 Global Regulatory Environment	4
<b>Total SCU</b>		<b>20</b>

**19. Minor Program : Digital Creative Strategy**
**Fundamental Courses**

Group	Course	SCU
MKB	DSIN6150023 Creative Project Management	4
	COMM6770012 Media Strategy & Planning	4
	COMM6771018 Business Communication	2
	DSIN6152006 Visual Language	4
	DSIN6151023 Creative Business Development	4
	COMM6772012 Digital Literacy	2
<b>Total SCU</b>		<b>20</b>

**Appendix: Free Electives**

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Communication	COMM6276012	Intercultural Communication	4	4
2	Public Relations	COMM6480018	Consumer and Audience Analytics	4	4
3	Communication	COMM6575012	Current Issues in Communication	4	4
4	Public Relations	COMM6671018	Global Branding Strategy	4	4
5	Public Relations	COMM6673018	Event Management	2/2	4
6	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
7	Computer Science	COSC6001004	User Experience	2	4
8	English Literature	ENGL6244024	Social Media Broadcasting	4	4
9	Entrepreneurship Business Creation	ENPR6175002	Business Process Management for Innovation	4	4
10	Entrepreneurship Business Creation	ENPR6176002	Negotiation and Competitive Decision Making	2	4
11	Entrepreneurship Business Creation	ENTR6664002	Consumer Insights: Behavioural Fundamentals	4	4
12	Entrepreneurship Business Creation	ENTR6668002	Innovation in Omni Channel	2	4
13	Entrepreneurship Business Creation	ENTR6669002	Innovation and Knowledge Management	4	4
14	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	4
15	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
16	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
17	Management	MKTG6270005	Retail and Omni Channel	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
18	Management	MKTG6321005	Marketing Data Analytics	4	4
19	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
20	Tourism Destination	TRSM6142022	Event Management	4	4
21	Tourism Destination	TRSM6159022	Anthropology of Travel and Tourism	2	4
22	Tourism Destination	TRSM6196022	Tourism Community Empowerment	2	4
23	Tourism Destination	TRSM6212022	Indonesian Culture	4	4
24	Tourism Destination	TRSM6220022	Rural Tourism Entrepreneurship	4	4
25	Interior Design	ARTS6035023	Design History Studies	2	5
26	Interior Design	CIVL6127023	Material Knowledge in Interior Design	2	5
27	Communication	COMM6313012	Public Speaking	4	5
28	Communication	COMM6410019	Digital Broadcasting Production	2/2	5
29	Communication	COMM6510019	Reportage & Interview Technique	2/2	5
30	Communication	COMM6533019	Creative Program Design	2/2	5
31	Communication	COMM6541019	Digital Corporate Communication	2/2	5
32	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
33	Communication	COMM6620019	Online Publishing	2/2	5
34	Communication	COMM6622019	Audio Journalism	2/2	5
35	Communication	COMM6624019	Digital Creative Content	2/2	5
36	Communication	COMM6630019	Crisis Communication	2	5
37	Communication	COMM6631019	Public Affairs	2	5
38	Communication	COMM6632019	Writing for Corporate Communication	2/2	5
39	Communication	COMM6633019	Corporate Sustainability	4	5
40	Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
41	Communication	COMM6635019	Integrated Marketing Communication	2	5
42	Communication	COMM6637019	Brand Activation	2/2	5
43	Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
44	Public Relations	COMM6650018	Image and Reputation Management	4	5
45	Public Relations	COMM6651018	Professional Communication in Business Setting	4	5
46	Public Relations	COMM6671018	Global Branding Strategy	4	5
47	Public Relations	COMM6673018	Event Management	2/2	5
48	Communication	COMM6677012	Society and Digital Culture	2	5
49	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
50	Interior Design	DSGN6497023	Interior Drawing	4	5
51	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
52	Visual Communication Design	DSGN6689007	Concept Art & Production Design	2	5
53	Visual Communication Design	DSGN6690007	Animation Storytelling	2	5
54	Visual Communication Design	DSGN6743007	Digital Graphic Reproduction	4	5
55	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
56	English Literature	ENGL6244024	Social Media Broadcasting	4	5
57	Entrepreneurship Business Creation	ENPR6177002	Financing Innovative Ventures	4	5
58	Entrepreneurship Business Creation	ENPR6178002	Customer Engagement Strategy	4	5
59	Entrepreneurship	ENPR6179002	Franchise Business	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Business Creation				
60	Entrepreneurship Business Creation	ENPR6180002	Disruptive Strategy & Innovation	4	5
61	Film	FILM6059009	Global Cinema	4	5
62	Industrial Engineering	ISYE6130011	Project Management	2	5
63	Information Systems	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
64	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
65	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
66	Management	MKTG6270005	Retail and Omni Channel	2	5
67	Management	MKTG6321005	Marketing Data Analytics	4	5
68	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
69	Psychology	PSYC6138027	Lifespan Development	4	5
70	Psychology	PSYC6145027	Urban Psychology	4	5
71	Psychology	PSYC6191027	E-Learning Psychology	4	5
72	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
73	Tourism Destination	TRSM6142022	Event Management	4	5
74	Tourism Destination	TRSM6159022	Anthropology of Travel and Tourism	2	5
75	Tourism Destination	TRSM6196022	Tourism Community Empowerment	2	5
76	Tourism Destination	TRSM6212022	Indonesian Culture	4	5
77	Tourism Destination	TRSM6220022	Rural Tourism Entrepreneurship	4	5

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> 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						
	I	RS	EN	CD	SA	IS	*etc	I	RS	EN	CD	SA	IS	*etc
1	V							V						
2	V								V					
3	V									V				
4	V										V			
5	V											V		
6	V												V	
7		V						V						
8			V					V						
9				V				V						
10					V			V						
11						V		V						

**Note:**

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	etc	: Study Program Special Purposes
CD	: Certified Community Development		

**Description:**

Student will take one of enrichment program tracks

Students who failed in Enrichment Program I can retake with the same track or change into another track. As for Enrichment Program II, student who failed with Certified Internship, Certified Research, Certified Community Development, and Certified Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Certified Entrepreneurship** track on Enrichment Program II, should **retake with another track**.

**Certified Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
DSGN6452006	Project on NGO	8	20
DSGN6928006	Creative Process in Graphic Design I	8	
DSGN6454006	EES in industry I	4	
<b>Enrichment Program II</b>			
DSGN6455006	Project on Industry	8	20
DSGN6929006	Creative Process in Graphic Design II	8	
DSGN6457006	EES in industry II	4	

**Certified Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			
RSCH6308006	Research Experience	8	20
RSCH6589006	Scientific Writing in Visual Communication Design Research	8	
RSCH6310006	Global EES	4	

**Certified Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			
ENTR6966006	New Business Initiation	8	20
ENTR6967006	Product Development Process	8	
ENTR6401006	EES in New Business	4	

**Certified Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			
CMDV6215006	Community Outreach Project Implementation	8	20

Code	Course Name	SCU	Total
CMDV6362006	Visual Communication Project Design in Community Outreach	8	
CMDV6217006	Employability and Entrepreneurial Skills	4	

### Certified Study Abroad Track

Code	Course Name	SCU	Total
<b>Enrichment Program I/II</b>			20
GLOB6093006	Elective Course for Study Abroad 1	4	
GLOB6094006	Elective Course for Study Abroad 2	4	
GLOB6095006	Elective Course for Study Abroad 3	4	
GLOB6096006	Elective Course for Study Abroad 4	4	
GLOB6105006	Elective Course for Study Abroad 13	4	
GLOB6097006	Elective Course for Study Abroad 5	2	
GLOB6098006	Elective Course for Study Abroad 6	2	
GLOB6099006	Elective Course for Study Abroad 7	2	
GLOB6100006	Elective Course for Study Abroad 8	2	
GLOB6101006	Elective Course for Study Abroad 9	2	
GLOB6102006	Elective Course for Study Abroad 10	2	
GLOB6103006	Elective Course for Study Abroad 11	2	
GLOB6104006	Elective Course for Study Abroad 12	2	
GLOB6109006	Elective Course for Study Abroad 17	2	
GLOB6110006	Elective Course for Study Abroad 18	2	

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

### Certified Specific Independent Study Track

Code	Course Name	SCU	Total
<b>Elective courses list for Specific Independent Study*</b>			20
<b>Enrichment Program I/II</b>			
MICR6145006	Course Certification I	3	
MICR6146006	Technical Skill Enrichment I	4	
MICR6147006	Industrial Project I	9	
MICR6148006	Soft Skill Enrichment I	4	
MICR6149006	Elective Course for Specific Independent Study 1	8	
MICR6150006	Elective Course for Specific Independent Study 2	8	
MICR6151006	Elective Course for Specific Independent Study 3	6	
MICR6152006	Elective Course for Specific Independent Study 4	6	
MICR6153006	Elective Course for Specific Independent Study 5	6	
MICR6154006	Elective Course for Specific Independent Study 6	5	
MICR6155006	Elective Course for Specific Independent Study 7	5	
MICR6156006	Elective Course for Specific Independent Study 8	5	
MICR6157006	Elective Course for Specific Independent Study 9	5	

Code	Course Name	SCU	Total
MICR6158006	Elective Course for Specific Independent Study 10	4	
MICR6159006	Elective Course for Specific Independent Study 11	4	
MICR6160006	Elective Course for Specific Independent Study 12	4	
MICR6161006	Elective Course for Specific Independent Study 13	4	
MICR6162006	Elective Course for Specific Independent Study 14	4	
MICR6163006	Elective Course for Specific Independent Study 15	3	
MICR6164006	Elective Course for Specific Independent Study 16	3	
MICR6165006	Elective Course for Specific Independent Study 17	3	
MICR6166006	Elective Course for Specific Independent Study 18	3	
MICR6167006	Elective Course for Specific Independent Study 19	3	
MICR6168006	Elective Course for Specific Independent Study 20	3	
MICR6169006	Elective Course for Specific Independent Study 21	2	
MICR6170006	Elective Course for Specific Independent Study 22	2	
MICR6171006	Elective Course for Specific Independent Study 23	2	
MICR6172006	Elective Course for Specific Independent Study 24	2	
MICR6173006	Elective Course for Specific Independent Study 25	2	
MICR6174006	Elective Course for Specific Independent Study 26	2	
MICR6175006	Elective Course for Specific Independent Study 27	2	
MICR6176006	Elective Course for Specific Independent Study 28	2	
MICR6177006	Elective Course for Specific Independent Study 29	1	
MICR6178006	Elective Course for Specific Independent Study 30	1	
MICR6179006	Elective Course for Specific Independent Study 31	1	
MICR6180006	Elective Course for Specific Independent Study 32	1	

*\*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study courses outside BINUS University. 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	DSGN6748006	Materials and Color in Visual Design	C
2	CHAR6030006	Character Building: Pancasila	B
3	DSGN6816006	Visual Communication Design I	C
4	DSGN6819006	Visual Communication Design II	C
5	DSGN6820006	Design Methods	C
6	ENPR6316002	Venture Creation	C
7 <sup>*</sup>	DSIN6008006	Concept Art	C
7 <sup>**</sup>	DSIN6015006	Conceptual Photography	C
8 <sup>*</sup>	DSGN6831006	Sequential Illustration	C
8 <sup>**</sup>	DSIN6016006	Cinematics and Documentary Video	C

<sup>\*</sup>) Stream Illustration

<sup>\*\*</sup>) Stream Imaging Art and Science