

Visual Communication Design

Introduction

The Visual Communication Design Study Program prepares the young generation to become components of national development, possessing local and global knowledge in visual communication by carrying local history, values, technology, and entrepreneurship. It also prepares them to work and be accepted by the creative industry and society through applying visual communication design by utilizing information and communication technology.

Vision

To become an excellent study program in science of Visual Communication Design that produces world-class Interactive Designers based on information technology and sustainable empowering the society.

Mission

The mission of Visual Communication Design Department is to contribute to the global community through the provision of world-class education by:

1. Educate BINUSIAN to develop visual communication designers based on information technology that meet global standards.
2. Solving Small and Medium Enterprise problems through high impact research.
3. Fostering BINUSIAN as a lifelong learner and worker, through self- enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Become a catalyst to accelerate the development of BINUS Higher Education.

Program Objective

The objectives of the program are:

1. (POBJ-1) Equipping students with knowledge of visual communication design by exploiting potential and society through cultural values and developing collaboration
2. (POBJ-2) Educate graduates who able to produce a global standard interactive design portfolio to meet the needs of industry and society.

Student Outcomes

After completing the study, graduates are:

1. (SO 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. (SO 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. (SO 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. (SO 4) Able to apply technological developments to support creativity in exploring interactive and immersive digital media in visual communication design to meet the needs of industry and society
5. (SO 5) Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

After finishing the program, the graduate of Visual Communication Design Program could follow a career as:

Visual Arts & Craft (Fundamental):

1. Graphic Designer
2. Digital Graphic Designer
3. Illustrator
4. Photographer
5. Digital Imaging Artist

Multimedia & Immersive Tech:

1. Videographer
2. Motion Graphic Designer
3. AR/VR Designer
4. Exhibition Designer

Interaction & Digital Product:

1. UI/UX Designer
2. Interaction Designer
3. Visual Developer
4. Product Manager

Strategic Branding & Communication:

1. Digital Brand Designer
2. Visual Strategist
3. Creative Strategist
4. Brand Consultant
5. Art Director

Content & Digital Marketing:

1. Creative Storyteller
2. Content Creator
3. Social Media Specialist
4. Social Media Manager
5. Creative Digital Marketer
6. Prompt Writer (Newest AI Specialization)
7. Creativepreneur

Curriculum

The curriculum of the Visual Communication Design (VCD) Study Program at BINUS University @Semarang is thoughtfully structured to cultivate creative professionals who are capable of responding to the shifting paradigms of design, technology, and culture in both local and global contexts. Rooted in a multidisciplinary and technology-driven approach, the program equips students with the ability to critically engage with visual communication challenges while fostering collaboration, cultural sensitivity, and social impact.

Designed with a progressive and outcome-based framework, the curriculum begins with a strong foundation in visual literacy, design thinking, and digital skills. This foundational year sets the stage for the development of core competencies aligned with industry needs and creative innovation. As students progress, they are immersed in thematic studios, design research, and collaborative projects that allow them to explore design problems across various domains—ranging from print and digital media to interactive, immersive, and motion-based experiences.

The program emphasizes five key student outcomes: the ability to produce aesthetically and functionally sound visual communication works; conduct ethical and context-aware design research; optimize production processes through material and time efficiency; harness digital platforms to support creative expression; and apply interdisciplinary knowledge for complex problem-solving. These outcomes are directly mapped to graduate profiles, including roles such as graphic designer, content creator, motion designer, creative storyteller, interaction designer, and social media specialist—highlighting the program's responsiveness to the demands of the creative industries.

A distinct feature of the curriculum is its contextual orientation. Students are encouraged to explore solutions rooted in local narratives, cultural values, and societal needs, especially those related to small and medium enterprises (SMEs) while maintaining global relevance. Enrichment tracks such as certified internships, entrepreneurship programs, community development, research, and study abroad further enhance students' preparedness for diverse career pathways.

The final phase of the program culminates in a capstone project where students independently synthesize their competencies into a design solution that reflects their personal vision and professional readiness. These projects are developed with industry engagement and are often aligned with real-world issues, reinforcing the university's mission to produce graduates who are not only globally competitive but also socially conscious and culturally literate.

Continuously updated to keep pace with technological change, industry trends, and educational best practices, the VCD curriculum at BINUS University @Semarang ensures that graduates are future-ready—equipped not only with creative skills but also with the ethical grounding and strategic thinking necessary to contribute meaningfully to the evolution of design and society

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6044053	Character Building: Pancasila	2	20
	DSGN6969053	Computer Graphic I*	4	
	DSGN6970053	Material and Colors in Visual Design	4	
	DSGN6971053	Drawing for Design	4	
	DSGN6972053	Typography**	4	
	DSGN6973053	Western Art Review	2	
	Foreign Language Courses		0	
2	CHAR6045053	Character Building: Kewarganegaraan	2	20
	LANG6114053	Indonesian	2	
	DSGN6975053	Photography**	4	
	DSGN6976053	Visual Communication Design I	4	
	DSGN6977053	Computer Graphic II*	4	
	COSC6061053	Foundations of Artificial Intelligence	2	
	DSGN6978053	Eastern Art Review	2	
	Foreign Language Courses		0	
3	CHAR6043053	Character Building: Agama	2	18
	DSGN6984053	Visual Communication Design II*	4	
	DSGN6985053	Visual Communication Design Reviews	2	
	DSGN6987053	Creative Design Workshop	4	
	ENPR6099053	Entrepreneurship: Prototyping	2	
	DSGN6986053	Design Methods*	4	

Sem	Code	Course Name	SCU	Total
	Foreign Language Courses		0	
4	ENPR6100053	Entrepreneurship: Market Validation	2	22
	Streaming: Visual Immersion Design			
	DSGN6988053	Digital Creative Thinking	4	
	DSGN6989053	Interactive Design	4	
	DSIN6124053	Creative Story telling	4	
	DSGN6991053	Ideation for Immersion Design	4	
	DSGN6992053	Visualization for Immersion Design	4	
	Foreign Language Courses		0	
5	Streaming: Illustration @Malang			20
	DSIN6008006	Concept Art	4	
	DSIN6009006	Character Design	4	
	DSGN6828006	Intellectual Property Design	4	
	DSIN6010006	Editorial illustration*	4	
	DSGN6831006	Sequential Illustration**	4	
	Streaming: : Imaging Art and Science @Malang			
	DSIN6011006	History and Development of Imaging Arts*	2	
	DSIN6012006	Science of Light and Photo	4	
	DSIN6013006	Image Transfer and Post Production	2	
	DSIN6014006	Ethics and Lawsuit in Photography	4	
	DSIN6015006	Conceptual Photography**	2/2	
	DSIN6016006	Cinematics and Documentary Video	2/2	
	Minor Program		20	
	Free Electives		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	22
	DSGN	Pre Thesis	2	
8	DSGN6002053	Thesis	4	4
TOTAL CREDITS 146 Credits				

*) This course is delivered in English

**) Global Learning System Course

***) If students choose mobility program to Binus @Malang, the core and program courses will be conducted online by the home campus. If students do not choose mobility program but want to take free elective courses from Binus @Bandung or @Malang, the free elective courses will be conducted online by the host campus.

Streaming/Minor/Free Electives:

-) For 4th Semester: Students are required to choose Streaming/ Minor/ Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) For 5th Semester: Students are required to choose Streaming/ Minor/ Free Electives same with previous semester. For Free Electives, students are required to choose from the list of Free Electives in 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.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253053	English for Frontrunners	0
ENGL6254053	English for Independent Users	0
ENGL6255053	English for Professionals	0
JAPN6190053	Basic Japanese Language	0
CHIN6163053	Basic Chinese Language	0

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals and choose 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

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

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisian	
Digital Ecosystem	V
Human Capital in Digital Workplace	V
Sustainable Development	V
Cross Cultural Communication	V
Interactive & Users Experience Design	V
Data Analytics	V
Robotic Process Automation	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Virtual Services	V
Culinary	V
Minor @ Binus Malang	
Digital Technopreneur	V
Minor @ Binus Bandung	
DesignPreneur	V
Minor @ Binus Semarang	
Metaverse in Business	V
Content Creation	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

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

Course		SCU
COMM6501019	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
Total SCU		10

Additional Information

None

2. Minor Program: HUMAN CAPITAL IN DIGITAL WORKPLACE

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

Fundamental Courses

Course		SCU
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
Total SCU		20

Additional Information

None

3. Minor Program: Sustainable Development

Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

Course Distribution

Fundamental Courses

Course	SCU
ISYE6154011 Sustainable Design and Manufacture	4
CPEN6217010 Digital for Sustainable Development	4
ARCH6119014 Introduction to Sustainable Development	2
Total SCU	10

Supporting Courses

Course	SCU
ISYE6155011 Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008 Engineering Material	4
CIVL6118013 Engineering Economic	4
Total SCU	10

Additional Information

None

4. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
Total SCU	10

Supporting Courses

Course	SCU
CHIN6134026 Chinese Conversation in Business Communication	4
LAWS6158028 Private International Law	2
INTR6135029 Comparative Politics	4
Total SCU	10

Additional Information

None

5. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to evaluation and improvement to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 8 (eight) subjects that can be selected..

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, UX Product Manager, Content Strategies.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6554003 Core Principles: Interactive Design	4
DSGN6837007 Digital Design Production	4
ISYS6556003 Information Architecture	2
Total SCU	10

Additional Information

None

6. Minor Program: Data Analytics

Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6682003 Application of Predictive Analytics to Business Data	4
ISYS6683003 Prescriptive Analytics and Optimization	4
MKTG6312005 Digitalization of Markets and Consumption	2
Total SCU	10

Additional Information

None

7. Minor Program: Robotic Process Automation

Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6685003 RPA Developer Advance	4
ISYS6686003 RPA Business Analytics Fundamental	4
COMP6859001 Intelligence Automation	2
Total SCU	10

Additional Information

None

8. Minor Program: Digital Transformation

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst

Course Distribution

Fundamental Courses

Course		SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
Total SCU		10

Supporting Courses

Course		SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2
Total SCU		10

Additional Information

None

9. Minor Program: Virtual Services

Introduction

This minor program explores the concept and implementation of virtual services in the fields of Financial Technology, Marketing, Supply chain, Market Place and Hospitality Management.

Career Options

FinTech Expert in Banking/Trading, Social media Expert for Marketing, Expert in Services for Hospitality Management, Supply Chain, Shipment, Market Place, Business process Expert in procurement and E- Commerce.

Course Distribution

Fundamental Courses

Course		SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
MGMT6354005	Virtual Operation and Supply Chain	4
Total SCU		10

Supporting Courses

Course		SCU
ISYS6562003	Virtual Market Place	4
HTMN6082021	Virtual Hospitality Management	4
ISYS6563003	Seminar on Virtual Services	2
Total SCU		10

Additional Information

None

10. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary Business. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry-Bakery, Western Cuisine and Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager, Food Supplier. Food distributor, Food & Beverage Specialist.

Course Distribution

Fundamental Courses

Course		SCU
HTMN6108021	Food and Beverage Management	2
HTMN6008021	Kitchen Operation	4
HTMN6128021	Pastry and Bakery Operation	4
Total SCU		10

Supporting Courses

Course		SCU
HTMN6155021	Indonesian Cuisine	4
HTMN6125021	Restaurant Operation	4
HTMN6154021	Culinary Tourism	2
Total SCU		10

Additional Information

None

11. Minor Program: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

Course Distribution

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2
ENPR6196002 Market Intelligence	2
COMP6687004 User Experience Design	4
DSGN6844023 Prototyping Digital Future	4
Total SCU	20

Additional Information

None

12. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

Fundamental Courses

Course	SCU
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
Total SCU	20

Additional Information

None

13. Minor Program: Metaverse In Business**Introduction**

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution**Fundamental Courses**

Course		SCU
ISYS6745052	Business Model with Data Analytics	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
Total SCU		20

Additional Information

None

14. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, Marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production, and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more. As consumer behavior shifts from traditional to digital ways, brands today need content creators to attract consumers' attention through creative and not monotonous marketing content.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6392055	Digital marketing	4
DSIN6042053	Photography for Creators	2
DSGN6990053	Creative Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	4
Total SCU		10

Additional Information

None

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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Marketing Communication	COMM6615019	Script Writing	2/2	4
2	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
3	Computer Science	COMP8129001	User Experience	2/2	4
4	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
5	Animation	DSGN6693007	Motion Graphic	4	4
6	Animation	DSGN6694007	Visual Effect (VFX)	4	4
7	Animation	DSGN6695007	Asset Creation	4	4
8	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	4
9	Visual Communication Design	DSGN6831006	Sequential Illustration	4	4
10	Visual Communication Design	DSIN6008006	Concept Art	4	4
11	Visual Communication Design	DSIN6013006	Image Transfer and Post Production	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
12	Visual Communication Design	DSIN6016006	Cinematics and Documentary Video	2	4
13	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
14	Information Systems	ISYS6016003	Social Media Fundamental	2	4
15	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
16	Creative Advertising	DSGN6732007	Photography	4	4
17	Interior Design	DSGN6888008	Interior Accessories Design	2	4
18	Visual Communication Design	DSGN6918034	Art and Animation Assets	4	4
19	Visual Communication Design	DSIN6012006	Science of Light and Photo	4	4
20	Visual Communication Design	DSIN6015006	Conceptual Photography	2	4
21	Information Systems	ISYS6285003	Digital and New Media	2	4
22	Marketing Communication	COMM6613019	Introduction to Media Industry	2	4
23	Marketing Communication	COMM6628019	Communication Audit	2	4
24	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
25	English Literature	ENGL6244024	Social Media Broadcasting	4	4
26	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
27	Computer Science	COMP6800001	Human and Computer Interaction	2/2	5
28	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
29	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
30	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
31	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
32	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
33	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	5
34	Hotel Management	HTMN6027021	Service Management	4	5
35	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
36	Mobile Application & Technology	MOBI6068001	Web Design	2	5
37	Animation	DSGN6689007	Concept Art & Production Design	2	5
38	Film	FILM6059009	Global Cinema	4	5
39	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
40	Interior Design	DSGN6612	Design Trend	2	5
41	Interior Design	DSGN6614	Signage and Way Finding Design for Interior	2	5
42	Psychology	PSYC6145027	Urban Psychology	4	5
43	Business Creation	ENPR6106005	Product Design & Branding	2	5
44	Marketing Communication	COMM6615019	Script Writing	2/2	4

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	IS	etc	IN	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				V				
12				V				V						
13					V			V						
14						V		V						
15						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:

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

Enrichment Program I			
Code	Course Name	SCU	Total
Enrichment Program I			20
DSGN6996053	Project on Industry	8	
DSGN6994053	Creative Process in Graphic Design	8	
DSGN6998053	EES in Graphic Design Process	4	
Enrichment Program II			20
DSGN6996053	Project on Creative Industry	8	
DSGN6997053	Creative Process in Creative Industry Experience	8	
DSGN6998053	EES in Creative Industry Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENPR6408053	Venture Genesis	8	

Code	Course Name	SCU	Total
ENPR6409053	Product Making Process	8	
ENPR6410053	EES in Visual Communication Design I	4	
Enrichment Program II			20
ENPR6411053	Brand & Business Development Strategy	8	
ENPR6412053	Product Unveil (Product Release/Product Launch)	8	
ENPR6413053	EES in in Visual Communication Design II	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6422053	Community Outreach Project Implementation	8	20
CMDV6423053	Visual Communication Project Design in Community Outreach	8	
CMDV6424053	Employability and Entrepreneurial Skills in Design Community	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6655053	Research Experience	8	20
RSCH6656053	Scientific Writing in Visual Communication Design Research	8	
RSCH6657053	Global EES in Visual Communication Design Research	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
GLOB6005053	Elective Course for Study Abroad 1	4	20
GLOB6006053	Elective Course for Study Abroad 2	4	
GLOB6007053	Elective Course for Study Abroad 3	4	
GLOB6008053	Elective Course for Study Abroad 4	4	
GLOB6009053	Elective Course for Study Abroad 5	2	
GLOB6010053	Elective Course for Study Abroad 6	2	
GLOB6011053	Elective Course for Study Abroad 7	2	
GLOB6012053	Elective Course for Study Abroad 8	2	
GLOB6013053	Elective Course for Study Abroad 9	2	
GLOB6014053	Elective Course for Study Abroad 10	2	
GLOB6015053	Elective Course for Study Abroad 11	2	
GLOB6016053	Elective Course for Study Abroad 12	2	
GLOB6017053	Elective Course for Study Abroad 13	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
Elective courses list for certified specific independent study*			20
CSIS6061053	Course Certification	3	
CSIS6062053	Technical Skill Enrichment	4	
CSIS6063053	Industrial Project	9	
CSIS6064053	Soft Skill Enrichment	4	
CSIS6065053	Elective Course for Specific Independent Study 1	8	
CSIS6066053	Elective Course for Specific Independent Study 2	8	
CSIS6067053	Elective Course for Specific Independent Study 3	6	
CSIS6068053	Elective Course for Specific Independent Study 4	6	
CSIS6069053	Elective Course for Specific Independent Study 5	6	
CSIS6070053	Elective Course for Specific Independent Study 6	5	
CSIS6071053	Elective Course for Specific Independent Study 7	5	
CSIS6072053	Elective Course for Specific Independent Study 8	5	
CSIS6073053	Elective Course for Specific Independent Study 9	5	
CSIS6074053	Elective Course for Specific Independent Study 10	4	
CSIS6075053	Elective Course for Specific Independent Study 11	4	
CSIS6076053	Elective Course for Specific Independent Study 12	4	
CSIS6077053	Elective Course for Specific Independent Study 13	4	
CSIS6078053	Elective Course for Specific Independent Study 14	4	
CSIS6079053	Elective Course for Specific Independent Study 15	3	
CSIS6080053	Elective Course for Specific Independent Study 16	3	
CSIS6081053	Elective Course for Specific Independent Study 17	3	
CSIS6082053	Elective Course for Specific Independent Study 18	3	
CSIS6083053	Elective Course for Specific Independent Study 19	3	
CSIS6084053	Elective Course for Specific Independent Study 20	3	
CSIS6085053	Elective Course for Specific Independent Study 21	2	
CSIS6086053	Elective Course for Specific Independent Study 22	2	
CSIS6087053	Elective Course for Specific Independent Study 23	2	
CSIS6088053	Elective Course for Specific Independent Study 24	2	
CSIS6089053	Elective Course for Specific Independent Study 25	2	
CSIS6090053	Elective Course for Specific Independent Study 26	2	
CSIS6091053	Elective Course for Specific Independent Study 27	2	
CSIS6092053	Elective Course for Specific Independent Study 28	2	
CSIS6093053	Elective Course for Specific Independent Study 29	1	
CSIS6094053	Elective Course for Specific Independent Study 30	1	
CSIS6095053	Elective Course for Specific Independent Study 31	1	
CSIS6096053	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 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.	CHAR6044053	Character Building: Pancasila	B
2.	DSGN6970053	Material and Colors in Visual Design	C
3.	DSGN6976053	Visual Communication Design I*	C
4.	DSGN6984053	Visual Communication Design II*	C
5.	DSGN6986053	Design Methods	C
6.	ENPR6100053	Entrepreneurship: Market Validation	C

*) Tutorial and Multipaper

