

## 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

The missions of Visual Communication Design are to:

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:

#### 1. 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.

#### 2. 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.

#### 3. 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 6<sup>th</sup> semester, students will have a four months internship experience in the advertising industry or other creative industries. Meanwhile, in the 7<sup>th</sup> 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.

#### 4. 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	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>	4	
	<b>Foreign Language Courses</b>			
2	CHAR6030006	Character Building: Pancasila	2	20
	LANG6117006	Indonesian	2	
	COSC6060006	Foundation of Artificial Intelligence	2	
	DSGN6816006	Visual Communication Design I	4	
	DSGN6817006	Computer Graphic II <sup>2</sup>	4	
	DSGN6818006	Typography <sup>1</sup>	4	
	DSGN6431006	Visual Communication Design Review	2	
	<b>Foreign Language Courses</b>			
3	CHAR6031006	Character Building: Kewarganegaraan	2	16
	ENPR6315002	Creativity and Innovation	2	
	DSGN6819006	Visual Communication Design II <sup>1</sup>	4	
	DSGN6820006	Design Methods	4	
	DSGN6924006	Creative Design Workshop <sup>2</sup>	4	
	<b>Foreign Language Courses</b>			
4	CHAR6032006	Character Building: Agama	2	24
	ENPR6316002	Venture Creation	2	
	<b>Stream: Illustration<sup>7</sup></b>			
	DSIN6008006	Concept Art	4	
	DSIN6009006	Character Design	4	
	DSGN6828006	Intellectual Property Design	4	
	DSGN6831006	Sequential Illustration <sup>2</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*	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 <sup>2</sup>	2/2	
	DSIN6016006	Cinematics and Documentary Video	2/2	
	<b>Stream : Creative Advertising<sup>4</sup></b>			
	MKTG6293007	Marketing and Consumer Behavior	2	
	MDIA6060007	Audio Visual	4	
	COMM6615019	Script Writing <sup>1</sup>	2/2	
	COMM6606019	Multimedia Storytelling	4	

Sem	Code	Course Name	SCU	Total
	COMM6614019	Visual Design & Graphic	2/2	18
	COMM6616019	Media Promotion & Marketing <sup>1&amp;2</sup>	2	
	<b>Stream : Animation<sup>4</sup></b>			
	DSGN6682007	Fundamental Drawing Animation	4	
	FILM6047009	Scriptwriting <sup>2</sup>	4	
	FILM6117009	Cinematic Storytelling	4	
	MDIA6056007	New Media <sup>1,2</sup>	4	
	MDIA6060007	Audio Visual	4	
	<b>Stream : New Media<sup>4</sup></b>			
	ISYS6919003	User Experience Design	4	
	DSGN6743007	Digital Graphic Reproduction <sup>2</sup>	4	
	ARTS6015007	Aesthetics	2	
	MDIA6060007	Audio Visual	4	
	MDIA6056007	New Media <sup>1,2</sup>	4	
	MKTG6293007	Marketing and Consumer Behavior	2	
	<b>Stream : 2D+ Animation<sup>5</sup></b>			
	DSGN6917034	Drawing and Character Design for Animation	4	
	DSGN6918034	Art and Animation Assets	4	
	DSGN6696033	Computer 2D Drawing <sup>1</sup>	4	
	ENPR6160032	Innovative Product Design and Development	2/2	
	COMP6667032	Interaction Design	2/2	
	<b>Stream : Visual Immersion Design<sup>6</sup></b>			
	DSGN6988053	Digital Creative Thinking	4	
	DSGN6989053	Interactive Design	4	
	DSGN6990653	Creative Story telling	4	
	DSGN6991053	Ideation for Immersion Design	4	
	DSGN6992053	Visualization for Immersion Design	4	
	<b>Minor Program</b>		20	
	<b>Free Electives<sup>4,7</sup></b>		20	
5	<b>Stream: Illustration<sup>7</sup></b>			18
	DSIN6008006	Concept Art	4	
	DSIN6009006	Character Design	4	
	DSGN6828006	Intellectual Property Design	4	
	DSGN6831006	Sequential Illustration <sup>2</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	2	
	DSIN6014006	Ethics and Lawsuit in Photography	4	
	DSIN6015006	Conceptual Photography <sup>2</sup>	2/2	
	DSIN6016006	Cinematics and Documentary Video	2/2	

Sem	Code	Course Name	SCU	Total
	<b>Minor Program</b>		20	
	<b>Free Electives<sup>4,7</sup></b>		20	
6	<b>Enrichment Program I</b>		20	20
7	<b>Enrichment Program II</b>		20	20
8	DSGN6451006	Thesis	6	6
<b>Total Credits 146 SCU</b>				

<sup>1)</sup> Delivery in English;

<sup>2)</sup> Global Learning System Course;

<sup>3)</sup> Entrepreneurship Embedded

<sup>4)</sup> Conducted for student mobility program in Jakarta

<sup>5)</sup> Conducted for student mobility program in Bandung

<sup>6)</sup> Conducted for student mobility program in Semarang

<sup>7)</sup> Conducted in Binus @Malang

\* Students are required to choose a study plan with a combination of stream AND stream/minor/free elective. Students have the option to choose one of the available stream or minor in home or host campus in semester 4, then complete the combination in semester 5. The same stream cannot be taken twice.

\*\*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

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua.

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

Group	Foreign Language Courses	SCU
MKB	ENGL6268006 English for Frontrunners	0
MKB	ENGL6269006 English for Independent Users	0
MKB	ENGL6267006 English for Professionals	0
MKB	JAPN6208006 Basic Japanese Language	0
MKB	CHIN6185006 Basic Chinese Language	0

- Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- 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
Creative Digital Storytelling	v	v
English for Business Professional	v	v
<b>Minor @ Binus Alam Sutera</b>		
Digital Transformation	v	v
<b>Minor @ Binus Bekasi</b>		
Culinary	v	v
Korean Culture Strategy	v	v
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	v	v
English for Business Professional	v	v
Chinese for Career Pathways		v
Digital Creative Strategy	v	v
<b>Minor @ Binus Bandung</b>		
DesignPreneur	v	v
<b>Minor @ Binus Semarang</b>		
Content Creation	v	v
Metaverse for Business	v	v
Data Analytics	v	v
Immersive Journey to Japanese Language and Culture		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

Course	SCU
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

Course	SCU
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

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
<b>Total SCU</b>	<b>20</b>

## 3. Minor Program: Cross Cultural Communication

### Fundamental Courses

Course	SCU
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

Course	SCU
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

Course	SCU
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

Course	SCU
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

Course	SCU
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

Course	SCU
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: Event Business and Entertainment

##### Fundamental Courses

Course	SCU
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

Course	SCU
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>



## 7. Minor Program: Creative Digital Storytelling

### Fundamental Courses

Course	SCU
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

Course	SCU
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>

## 8. Minor Program: Digital Transformation

### Fundamental Courses

Course	SCU
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

Course	SCU
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>

## 9. Minor Program: Culinary

### Fundamental Courses

Course	SCU
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

Course	SCU
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

## 10. Minor Program: Digital Technopreneur

### Fundamental Courses

Course	SCU
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>

## 11. Minor Program: Designpreneur

### 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
<b>Total SCU</b>	<b>20</b>

## 12. Minor Program: Metaverse in Business

### Fundamental Courses

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

### Supporting Courses

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

## 13. Minor Program: Content Creation

### Fundamental Courses

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

### Supporting Courses

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

## 14. Minor Program: English for Business Professional

### Fundamental Courses

Course	SCU
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

Course	SCU
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

Course	SCU
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

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

## 16. Minor Program: Immersive Journey to Japanese Language and Culture

### Fundamental Courses

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

### Supporting Courses

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

## 17. Minor Program: Digital Creative Strategy

### Fundamental Courses

Course	SCU
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>

## 18. Minor Program: Korean Culture and Creativity

### Fundamental Courses

Course	SCU
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

Course	SCU
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>

## 19. Minor Program: Global Creative Business and Technology

### Fundamental Courses

Course	SCU
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>

**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	Informatics	COSC6001004	User Experience	2	4
8	Creative Digital English	ENGL6244024	Social Media Broadcasting	4	4
9	Business Creation	ENPR6175002	Business Process Management for Innovation	4	4
10	Business Creation	ENPR6176002	Negotiation and Competitive Decision Making	2	4
11	Business Creation	ENTR6664002	Consumer Insights: Behavioural Fundamentals	4	4
12	Business Creation	ENTR6668002	Innovation in Omni Channel	2	4
13	Business Creation	ENTR6669002	Innovation and Knowledge Management	4	4
14	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	4
15	Japanese Popular Culture	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
16	Japanese Popular Culture	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
17	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	4
18	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	4
19	Creative Digital English	SOCS6021024	Social and Digital Media Writing	2	4
20	Tourism	TRSM6142022	Event Management	4	4
21	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	4
22	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
23	Tourism	TRSM6212022	Indonesian Culture	4	4
24	Tourism	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	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
29	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
30	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
31	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
32	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
33	Marketing Communication	COMM6620019	Online Publishing	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
34	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
35	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
36	Marketing Communication	COMM6630019	Crisis Communication	2	5
37	Marketing Communication	COMM6631019	Public Affairs	2	5
38	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
39	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
40	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
41	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
42	Marketing Communication	COMM6637019	Brand Activation	2/2	5
43	Marketing 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	Animation	DSGN6689007	Concept Art & Production Design	2	5
53	Animation	DSGN6690007	Animation Storytelling	2	5
54	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
55	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
56	Creative Digital English	ENGL6244024	Social Media Broadcasting	4	5
57	Business Creation	ENPR6177002	Financing Innovative Ventures	4	5
58	Business Creation	ENPR6178002	Customer Engagement Strategy	4	5
59	Business Creation	ENPR6179002	Franchise Business	4	5
60	Business Creation	ENPR6180002	Disruptive Strategy & Innovation	4	5
61	Film	FILM6059009	Global Cinema	4	5
62	Industrial Engineering	ISYE6130011	Project Management	2	5
63	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
64	Japanese Popular Culture	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
65	Japanese Popular Culture	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
66	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
67	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
68	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
69	Psychology	PSYC6138027	Lifespan Development	4	5
70	Psychology	PSYC6145027	Urban Psychology	4	5
71	Psychology	PSYC6191027	E-Learning Psychology	4	5
72	Creative Digital English	SOCS6021024	Social and Digital Media Writing	2	5
73	Tourism	TRSM6142022	Event Management	4	5
74	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
75	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
76	Tourism	TRSM6212022	Indonesian Culture	4	5
77	Tourism	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	FS	: Further Study
CD	: Certified Community Development	etc	: Study Program Special Purposes

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

**Certified Entrepreneurship Track**

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

**Certified Research Track**

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

**Certified Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			20
CMDV6215006	Community Outreach Project Implementation	8	
CMDV6362006	Visual Communication Project Design in Community Outreach	8	
CMDV6217006	Employability and Entrepreneurial Skills	4	

**Certified Study Abroad Track**

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program II			
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	

Code	Course Name	SCU	Total
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
Elective courses list for certified specific independent study*			20
Enrichment Program II			
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	
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 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	Code	Course Name	SCU	Minimum Passing Grade	Semester
1	DSGN6748006	Materials and Color in Visual Design	4	C	1
2	CHAR6030006	Character Building: Pancasila	2	B	2
3	DSGN6816006	Visual Communication Design I	4	C	2
4	DSGN6819006	Visual Communication Design II	4	C	3
5	DSGN6820006	Design Methods	4	C	3
6	ENPR6316002	Venture Creation	2	C	4
7*	DSIN6008006	Concept Art	4	C	4
7**	DSIN6015006	Conceptual Photography	2/2	C	4
8*	DSGN6831006	Sequential Illustration	4	C	4
8**	DSIN6016006	Cinematics and Documentary Video	2/2	C	4

Note:

\*) Stream Illustration

\*\*) Stream Imaging Art and Science