

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 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.

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 ¹	2	
	DSGN6822006	Photography ²	4	
	Foreign Language Courses			
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 ²	4	
	DSGN6818006	Typography ¹	4	
	DSGN6431006	Visual Communication Design Review	2	
Foreign Language Courses				
3	CHAR6031006	Character Building: Kewarganegaraan	2	16
	ENPR6315002	Creativity and Innovation	2	
	DSGN6819006	Visual Communication Design II ¹	4	
	DSGN6820006	Design Methods	4	
	DSGN6924006	Creative Design Workshop ²	4	
Foreign Language Courses				
4	CHAR6032006	Character Building: Agama	2	24
	ENPR6316002	Venture Creation	2	
	Stream: Illustration			
	DSIN6008006	Concept Art	4	
	DSIN6009006	Character Design	4	
	DSGN6828006	Intellectual Property Design	4	
	DSGN6831006	Sequential Illustration ²	4	
	DSIN6010006	Editorial illustration ¹	4	
	Stream: Imaging Art and Science			
	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	2/2	
	DSIN6016006	Cinematics and Documentary Video	2/2	
	Stream : Creative Advertising ⁴			
	MKTG6293007	Marketing and Consumer Behavior	2	
MDIA6060007	Audio Visual	4		
DSGN6968007	Creative Writing for Commercials	4		

Sem	Code	Course Name	SCU	Total	
	MDIA6061007	Creative Media & Technology	4		
	DSGN6672007	Creative Visual for Campaign	4		
	COMM6616019	Media Promotion & Marketing ^{1&2}	2		
	Stream : Animation ⁴				
	DSGN6682007	Fundamental Drawing Animation	4		
	DSGN6965007	Character Design Studies	4		
	DSGN6692007	Character Animation	4		
	MDIA6056007	New Media ^{1,2}	4		
	MDIA6060007	Audio Visual	4		
	Stream : New Media ⁴				
	DSGN6742007	Advanced Typography ^{1,2}	4		
	DSGN6743007	Digital Graphic Reproduction ²	4		
	ARTS6015007	Aesthetics	2		
	DSGN6688007	Visual Making Project ^{2, 3}	4		
	MDIA6056007	New Media ^{1,2}	4		
	MKTG6293007	Marketing and Consumer Behavior	2		
	Stream : 2D+ Animation ⁵				
	DSGN6917034	Drawing and Character Design for Animation	4		
	DSGN6918034	Art and Animation Assets	4		
	DSGN6919034	Production and Storytelling	4		
	ENPR6160032	Innovative Product Design and Development	2/2		
	MKTG6225032	Digital Marketing	2/2		
	Stream : Visual Immersion Design ⁶				
	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		
	Minor Program				20
	Free Electives ⁴				20
5	Stream: Illustration			18	
	DSIN6008006	Concept Art	4		
	DSIN6009006	Character Design	4		
	DSGN6828006	Intellectual Property Design	4		
	DSGN6831006	Sequential Illustration ²	4		
	DSIN6010006	Editorial illustration ¹	4		
	Stream: Imaging Art and Science				
	DSIN6011006	History and Development of Imaging Arts ¹	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	2/2		

Sem	Code	Course Name	SCU	Total
	DSIN6016006	Cinematics and Documentary Video	2/2	
	Minor Program		20	
	Free Electives⁴		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	DSGN6451006	Thesis	6	6
Total Credits 146 SCU				

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

*Students undertaking student mobility must take minor program/free electives (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 6th and/or 7th 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 – Beelinguua.

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

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.

- 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
Minor @ Binus Kemanggisian		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Data Analytics	v	v
Event Business and Entertainment	v	v
Creative Digital Storytelling	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		
Virtual Services Experience	v	v
Culinary	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	v
Minor @ Binus Bandung		
DesignPreneur	v	v
Minor @ Binus Semarang		
Metaverse in Business	v	v
Conten Creation	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
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 Narrative Development	4
DSGN6834007 Visual Identity	4
COMP6685001 Cyber Security for Business	2
Total SCU	10

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
Total SCU	20

3. Minor Program: Sustainable Development

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

4. 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
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

5. 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
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

6. Minor Program: Data Analytics

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

7. Minor Program: Robotic Process Automation

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4

Course	SCU
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

8. 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
Total SCU	10

Supporting Courses

Course	SCU
TRSM6233022 Event Sponsorship and Funding	2
TRSM6234022 Sport and Entertainment Event Management	4
TRSM6235022 Festival & Cultural Event	4
Total SCU	10

9. 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
Total SCU	10

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
Total SCU	10

10. Minor Program: Digital Banking

Fundamental Courses

Course	SCU
ISYS6824003 Technology Innovation in Banking	2
FINC6217020 Bank Risk Management in the Digital Era	4
FINC6218020 Digital Finance and The Role of Central Bank	4
Total SCU	10

Supporting Courses

Course	SCU
MGMT6510005 Business Process Management in Banking and Finance	4
ISYS6825003 Data Analytics in Banking and Finance	4
MGMT6511005 Digital Leadership	2
Total SCU	10

11. Minor Program: Blockchain Technology and Business

Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6828003 Blockchain Architecture Design and Implementation	4
DTSC6017001 Advanced Blockchain Programming	2
DTSC6018001 Prototyping Blockchain Project	4
Total SCU	10

12. Minor Program: Digital Transformation

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

Course	SCU
Total SCU	10

13. Minor Program: Virtual Service Experience

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

14. Minor Program: Culinary

Fundamental Courses

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

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

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

SCU for HTMN6155021, HTMN6125021 are practical

15. Minor Program: Digital Technopreneur

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

16. 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
Total SCU		20

17. Minor Program: Metaverse in Business

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
Total SCU		10

Supporting Courses

Course		SCU
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
Total SCU		10

18. Minor Program: Content Creation

Fundamental Courses

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

Supporting Courses

Course		SCU
DSGN6990053	Creative Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	4

Course	SCU
Total SCU	10

Appendix: Free Electives

No	Course Owner Department	Group	Course Code	Course Name	SCU	Semester
1	Global Business Marketing	MKB	MKTG6321005	Marketing Data Analytics	4	5
2	Global Business Marketing	MKB	MKTG6270005	Retail and Omni Channel	2	5
3	Global Business Marketing	MKB	MKTG6272005	Marketing Research	2/2	5
4	Industrial Engineering	MKB	MKTG6128011	Market Research	2	5
5	Industrial Engineering	MKB	ISYE6130011	Project Management	2	5
6	Industrial Engineering	MKB	ISYE6113011	Leadership & Organizational Behavior	2	5
7	Computer Science	MKB	COMP6800001	Human and Computer Interaction	2/2	5
8	Computer Science	MKB	COMP6144001	Web Programming	2	5
9	Marketing Communication	MKB	COMM6624019	Digital Creative Content	2/2	5
10	Marketing Communication	MKB	COMM6620019	Online Publishing	2/2	5
11	Marketing Communication	MKB	COMM6533019	Creative Program Design	2/2	5
12	Marketing Communication	MKB	COMM6510019	Reportage & Interview Technique	2/2	5
13	Marketing Communication	MKB	COMM6622019	Audio Journalism	2/2	5
14	Marketing Communication	MKB	COMM6410019	Digital Broadcasting Production	2/2	5
15	Marketing Communication	MKB	COMM6630019	Crisis Communication	2	5
16	Marketing Communication	MKB	COMM6631019	Public Affair	2	5
17	Marketing Communication	MKB	COMM6633019	Corporate Sustainability	4	5
18	Marketing Communication	MKB	COMM6632019	Writing for Corporate Communication	2/2	5
19	Marketing Communication	MKB	COMM6541019	Digital Corporate Communication	2/2	5
20	Marketing Communication	MKB	COMM6634019	Environmental Issues and Brand Activism	4	5
21	Marketing Communication	MKB	COMM6635019	Integrated Marketing Communication	2	5

No	Course Owner Department	Group	Course Code	Course Name	SCU	Semester
22	Marketing Communication	MKB	COMM6637019	Brand Activation	2/2	5
23	Marketing Communication	MKB	COMM6638019	Social Media Planning & Engagement	2/2	5
24	Tourism	MKB	TRSM6142022	Event Management	4	5
25	Tourism	MKB	TRSM6196022	Tourism Community Empowerment	2	5
26	Tourism	MKB	TRSM6220022	Rural Tourism Entrepreneurship	4	5
27	Tourism	MKB	TRSM6212022	Indonesian Culture	4	5
28	Tourism	MKB	TRSM6159022	Anthropology of Travel and Tourism	2	5
29	Mobile Application & Technology	MKB	MOBI6068001	Web Design	2	5
30	Business Information Technology	MKB	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
31	Animation	MKB	DSGN6689007	Concept Art & Production Design	2	5
32	Animation	MKB	DSGN6690007	Animation Storytelling	2	5
33	Creative Advertising	MKB	MDIA6062007	Audio Visual & Experience Technology*****	4	5
34	Creative Advertising	MKB	DSGN6674007	Digital Advertising*****	4	5
35	Film	MKB	FILM6059009	Global Cinema	4	5
36	New Media	MKB	DSGN6743007	Digital Graphic Reproduction	4	5
37	Interior Design	MKB	DSGN6612008	Design Trend	2	5
38	Interior Design	MKB	DSGN6614008	Signage and Way Finding Design for Interior	2	5
39	English Literature	MKB	SOC6021024	Social and Digital Media Writing	2	5
40	English Literature	MKB	ENGL6244024	Social Media Broadcasting	4	5
41	Psychology	MKB	PSYC6124027	Psychology of Early Childhood Education	4	5
42	Psychology	MKB	PSYC6145027	Urban Psychology	4	5
43	Psychology	MKB	PSYC6191027	E-Learning Psychology	4	5
44	Psychology	MKB	PSYC6138027	Lifespan Development	4	5
45	Primary Teacher Education	MKB	EDUC6074030	Art & Craft	4	5
46	Japanese Literature	MKB	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
47	Japanese Literature	MKB	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
48	Japanese Literature	MKB	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
49	Japanese Literature	MKB	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
50	Japanese Literature	MKB	JAPN6104025	Japanese Industry and Technology	2	5

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

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

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	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
Enrichment Program I			20
DSGN6452006	Project on NGO	8	
DSGN6928006	Creative Process in Graphic Design I	8	
DSGN6454006	EES in industry I	4	
Enrichment Program II			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
Enrichment Program II			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
Enrichment Program II			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
Enrichment Program II			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	
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

