

Interactive Design and Technology

Introduction

The IDT curriculum emphasizes both creative and analytical parts of design, offering the graduates a set of knowledge to create user-centered solutions that improve functionality and engagement. Design thinking, user research, wireframing, prototyping, and usability testing techniques will be introduced to students through hands-on projects and real-world scenarios. By the end of the program, they will have a packed portfolio demonstrating their ability to create responsive and engaging interfaces that meet user needs while achieving its goals.

Vision

Visual Communication Design Study Program which produces world-class designers who are able to foster and empower the community, have expertise in the field of creative technology while still promoting the values of local wisdom as its trademark.

Mission

The missions of Interactive Design and Technology Program are:

1. Educate prospective visual communication designers who are committed to a professional attitude and are aware of 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. Providing graduates with global-mind set who have Visual Communication Design knowledge that carrying the values of local wisdom, interactive technology and entrepreneurship
2. Working and being accepted by the creative industry, society and the nation through the application of knowledge that utilizing with communication and information technology.

Student Outcomes

After completing the study, graduates 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 aspects of ethical, historical, cultural, social consequences, regulations and technology
3. Able to analyze efficiency of material utilization and time in the production process of each selected alternative solution prototype of Visual Communication Design (VCD), without changing the essence and aesthetic design.
4. Able to analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.

5. Able to design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline
6. Able to communicate effectively in a variety of professional contexts.
7. Able to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.
8. Able to function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline
9. Able to support the delivery, use, and management of information systems within an information systems environment.
10. Able to develop UI and UX design to support IS development.
11. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving

Prospective Career of the Graduates

- | | |
|----------------------------------|--|
| 1. Digital Business Specialist | 9. Human Computer Interaction Designer |
| 2. System Analyst | 10. Entrepreneur |
| 3. System Developer | 11. Creative Consultant |
| 4. Information System Consultant | 12. Digital Artist |
| 5. Researcher | 13. Branding Consultant |
| 6. UI Designer | 14. Intellectual Property Creator |
| 7. UX Designer | |
| 8. Creative Director | |

Curriculum

The curriculum of IDT aims to bridge the gap between creativity and functionality, ensuring students can create digital products that not only look appealing but also offer seamless user experiences. Whether working on mobile apps, websites, or software, students will learn to apply design principles that prioritize usability and accessibility. The curriculum offers a practical approach, with projects that mirror real-world challenges in the UI/UX industry. This program emphasizes the importance of user research and usability testing, enabling students to make informed design decisions based on actual user data. By conducting user interviews, surveys, and A/B testing, students will develop the ability to create designs that are not only aesthetically pleasing but also functionally effective. Upon completion of the program, graduates will be well-equipped for careers in UI/UX design, digital product design, and interaction design. They will have built a strong portfolio showcasing their ability to create user-friendly interfaces that solve real-world problems. Whether they aim to work for tech companies, start-ups, or design agencies, the skills and experiences gained through the UI/UX and Design Learning program will position them as competitive candidates in a fast-growing and dynamic field.

Course Structure

Sem	Code	Course Name	SCU	Total
1	LANG6117006	Indonesian ^(AOL)	2	20
	COSC6060006	Foundation of Artificial Intelligence	2	
	DSIN6004006	Drawing for Design ²	4	
	DSIN6005006	Material and Colors in Visual Design ¹ ^(AOL)	4	
	ISYS6896003	Information Systems Management, Strategy and Acquisition	4	
	ISYS6901003	Enterprise Business Process ^(AOL)	4	
	Foreign Language Courses		0	
2	CHAR6030006	Character Building: Pancasila ^(AOL)	2	20
	DSIN6026006	Eastern Art Review	2	
	DSIN6027006	Western Art Review ¹	2	
	ISYS6898003	Algorithm and Programming	2/2	
	ISYS6894003	IT Infrastructure & Emerging Technology	4	
	ISYS6338003	Testing & System Implementation ¹ ^(AOL)	2	
	DSIN6021006	Computer Graphic I ¹	4	
	Foreign Language Courses		0	
3	CHAR6031006	Character Building: Kewarganegaraan ^(AOL)	2	24
	DSIN6028006	Typography ²	4	
	DSIN6022006	Photography ² ^(AOL)	4	
	DSIN6023006	Visual Communication Design I ^(AOL)	4	
	ISYS6892003	Database Fundamental ^(AOL)	4/2	
	DSIN6024006	Computer Graphic II ²	4	
	Foreign Language Courses			
4	CHAR6032006	Character Building: Agama ^(AOL)	2	24
	ENPR6315002	Creativity and Innovation ^(AOL)	2	
	DSIN6029006	Visual Communication Design II ² ^(AOL)	4	
	DSIN6030006	Visual Communication Design Review ¹	2	
	INFS6068003	Data & Information Management ^(AOL)	2	
	INFS6069003	Fundamental of Mathematics and Statistics	2	
	ISYS6596003	User Experience Research & Design ^(AOL)	4/2	
	ISYS6902003	Research Methods in Information Systems	4	
	Foreign Language Courses		0	
5 ³	ENPR6316002	Venture Creation ^(AOL)	2	24
	DSIN6125006	Creative Design Workshop	4	
	COSC6050003	Programming for Business ^(AOL)	2/2	
	ISYS6893003	Information Systems Analysis and Design ² ^(AOL)	4/2	
	ISYS6895003	Data Modelling	2/2	
	ISYS6256003	Information Systems Project Management ^(AOL)	4	
6 ³	DSIN6126006	Design Methods	4	24
	ISYS6899003	Minor Project in Information Systems	4	

Sem	Code	Course Name	SCU	Total
	ISYS6900003	IT Governance & Security	4	
	ISYS6671003	Interaction Design: Physical Computing ^(AOL)	2	
	ISYS6897003	Digital Innovation	2	
	DSIN6127006	Principles of Interaction Design	4	
	Free Electives		4	
7	Enrichment Program I		20	
8	Enrichment Program II		20	
9	DSGN6943006	Pre-Thesis	2	6
	DSGN6044006	Thesis	4	
	DSIN6143006	Thesis	6	
Total Credits 182 SCU				

- 1) This course is delivered in English
2) Global Learning System course
3) Will be conducted in BINUS Jakarta

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
ENGL6268006 English for Frontrunners	0
ENGL6269006 English for Independent Users	0
ENGL6267006 English for Professionals	0
JAPN6208006 Basic Japanese Language*	0
CHIN6185006 Basic Chinese Language*	0

*) This course is optional for students

- Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
- Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
- Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
- 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

Appendix: Free Electives

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Communication	COMM6276012	Intercultural Communication	4	4
2	Communication	COMM6425019	Event Management	2	4
3	Public Relations	COMM6480018	Consumer and Audience Analytics	4	4
4	Communication	COMM6575012	Current Issues in Communication	4	4
5	Communication	COMM6615019	Script Writing	2/2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
6	Public Relations	COMM6671018	Global Branding Strategy	4	4
7	Public Relations	COMM6673018	Event Management	2/2	4
8	Computer Science	COMP7128001	Game Design	2	4
9	Computer Science	COMP8129001	User Experience	2/2	4
10	Computer Science	COSC6001004	User Experience	2	4
11	Visual Communication Design	DSGN6671007	Creative Writing for Commercials	4	4
12	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	4
13	Interior Design	DSGN6888008	Interior Accessories Design	2	4
14	Visual Communication Design	DSIN6014006	Ethics and Lawsuit in Photography	4	4
15	Entrepreneurship Business Creation	ENPR6175002	Business Process Management for Innovation	4	4
16	Entrepreneurship Business Creation	ENPR6176002	Negotiation and Competitive Decision Making	2	4
17	Entrepreneurship Business Creation	ENTR6664002	Consumer Insights: Behavioural Fundamentals	4	4
18	Entrepreneurship Business Creation	ENTR6668002	Innovation in Omni Channel	2	4
19	Entrepreneurship Business Creation	ENTR6669002	Innovation and Knowledge Management	4	4
20	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	4
21	Information Systems	ISYS6606003	Smart Application	2	4
22	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
23	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
24	Tourism Destination	TRSM6159022	Anthropology of Travel and Tourism	2	4
25	Tourism Destination	TRSM6196022	Tourism Community Empowerment	2	4
26	Tourism Destination	TRSM6212022	Indonesian Culture	4	4
27	Tourism Destination	TRSM6222022	Climate Change and Tourism	2	4
28	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
29	Architecture	ARCH6129014	Urban Housing	4	5
30	Architecture	ARCH6147014	Behavior in Architecture	4	5
31	Management	BUSS6109005	Business Development	4	5
32	Communication	COMM6313012	Public Speaking	4	5
33	Communication	COMM6533019	Creative Program Design	2/2	5
34	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
35	Communication	COMM6624019	Digital Creative Content	2/2	5
36	Communication	COMM6635019	Integrated Marketing Communication	2	5
37	Public Relations	COMM6650018	Image and Reputation Management	4	5
38	Public Relations	COMM6651018	Professional Communication in Business Setting	4	5
39	Public Relations	COMM6671018	Global Branding Strategy	4	5
40	Public Relations	COMM6673018	Event Management	2/2	5
41	Communication	COMM6677012	Society and Digital Culture	2	5
42	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
43	Visual Communication Design	DSGN6689007	Concept Art & Production Design	2	5
44	Visual Communication Design	DSGN6743007	Digital Graphic Reproduction	4	5
45	Visual Communication	DSGN6822006	Photography	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
	Design				
46	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	5
47	Visual Communication Design	DSIN6014006	Ethics and Lawsuit in Photography	4	5
48	Entrepreneurship Business Creation	ENPR6177002	Financing Innovative Ventures	4	5
49	Entrepreneurship Business Creation	ENPR6178002	Customer Engagement Strategy	4	5
50	Entrepreneurship Business Creation	ENPR6179002	Franchise Business	4	5
51	Entrepreneurship Business Creation	ENPR6180002	Disruptive Strategy & Innovation	4	5
52	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
53	Management	MGMT6459005	Retail Management	4	5
54	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
55	Tourism Destination	TRSM6159022	Anthropology of Travel and Tourism	2	5
56	Tourism Destination	TRSM6196022	Tourism Community Empowerment	2	5
57	Tourism Destination	TRSM6212022	Indonesian Culture	4	5
58	Tourism Destination	TRSM6222022	Climate Change and Tourism	2	5

Enrichment Program I (7th Semester) & Enrichment Program II (8th Semester):

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

Enrichment Track Scheme

Track	Semester 7							Semester 8						
	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						

Note:

IN : Certified Internship

RS : Certified Research

EN : Certified Entrepreneurship

CD : Certified Community Development

SA : Certified Study Abroad

IS : Certified Specific Independent Study

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
DSIN6034006	Experience in Industry	8	
DSIN6035006	Business & Professional Communication	8	
DSIN6036006	Requirement and Solution for Interactive Design Technology	4	
Enrichment Program II			20
DSIN6037006	Professional Program in Industry	8	
DSIN6038006	Business Ethic and Social Responsibility	8	
DSIN6039006	Design and Evaluation for Interactive Design Technology	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6308006	Research Experience	8	
RSCH6699006	Scientific Writing in Interactive Design and Technology Research	8	
RSCH6700006	Interactive Design and Technology for Global Employability and Entrepreneurial Skills	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
ENPR6209006	New Venture Initiation in Interactive Design and Technology	8	
ENPR6210006	Product Development Process for Interactive Design and Technology	8	
ENPR6211006	EES in New Interactive Design and Technology Business	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
CMDV6215006	Community Outreach Project Implementation	8	
CMDV6457006	Community Outreach Project Design in Interactive Design and Technology	8	

Code	Course Name	SCU	Total
CMDV6458006	Employability and Entrepreneurial Skills in Interactive Design and Technology	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
LOB6093006	Elective Course for Study Abroad 1	4	
LOB6094006	Elective Course for Study Abroad 2	4	
LOB6095006	Elective Course for Study Abroad 3	4	
LOB6096006	Elective Course for Study Abroad 4	4	
LOB6105006	Elective Course for Study Abroad 13	4	
LOB6097006	Elective Course for Study Abroad 5	2	
LOB6098006	Elective Course for Study Abroad 6	2	
LOB6099006	Elective Course for Study Abroad 7	2	
LOB6100006	Elective Course for Study Abroad 8	2	
LOB6101006	Elective Course for Study Abroad 9	2	
LOB6102006	Elective Course for Study Abroad 10	2	
LOB6103006	Elective Course for Study Abroad 11	2	
LOB6104006	Elective Course for Study Abroad 12	2	
LOB6109006	Elective Course for Study Abroad 17	2	
LOB6110006	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 Specific Independent Study*			20
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	

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

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

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

No	Course Code	Course Name	Minimal Grade
1.	ISYS6901003	Enterprise Business Process	C
2.	DSIN6005006	Material and Colors in Visual Design	C
3.	CHAR6030006	Character Building: Pancasila	B
4.	DSIN6023006	Visual Communication Design I	C
5.	ISYS6892003	Database Fundamental	C
6.	ISYS6198003	Data and Information Management	C
7.	DSIN6029006	Visual Communication Design II	C
8.	ISYS6893003	Information Systems Analysis and Design	C
9.	ISYS6256003	Information Systems Project Management	C
10.	ENPR6316002	Venture Creation	C
11.	ISYS6899003	Minor Project in Information Systems	C
12.	DSIN6126006	Design Methods	C
13.	ISYS6671003	Interaction Design: Physical Computing	C