Visual Communication Design Bandung

Introduction

Visual Communication Design Program BINUS @Bandung aims to provide good creative education for future creative people in creative industry and technology. Allowing them to work together in creative teams to produce the best visual design and technology solution.

In this study program, students will learn how to create visual communication design works, solutions, and generate creative ideas based on design theories and historical perspectives using best technology available.

We will help students strengthen their design ability and idea creation by providing classes in animation production flow, storytelling, modelling, character design, motion, and rendering

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. Graduates with a global mindset who have Visual Communication Design knowledge that carries the values of local wisdom, technology, and entrepreneurship so that they are able to work and be accepted by the creative industry, society, and the nation through the application of knowledge that is utilized with communication and information technology.
2. Graduates that capable to produce the best visual communication design and technology solutions in 2D+ animation, new media, creative advertising, animation, illustrations, imaging art and science, and visual immersion design field.

Student Outcomes

After complete 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 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 use the latest technology in the process of creating animation in accordance with applicable concepts, storyline, and principles.

5. 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.

6. Able to produce illustration design based on the market's needs and the proper illustration techniques.

7. Able to produce photography and videography works in accordance with technological developments, trend developments and market needs.

8. Able to produce DKV work designs by prioritizing cultural values and local wisdom (local ingenious) as the identity of the nation's children.

9. Able to produce technology-based design prototypes and creative visual communication concepts with the novelty of integrated media as design solutions.

10. Able to develop visual communication works that put forward the value of local cultural wisdom in various visual communication media in accordance with the development of information technology.

11. Able to use product values and consumer's needs in order to produce relevant visual communication ideas.

12. Able to design animation product with sale value and recognition of copyright (intellectual property) by applied principle design and technology in design process.

13. Able to execute animated work according to the specifications of work expertise.

14. 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.

15. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

After graduating from this Program, there are promising career paths in creative industry that ready to be occupied. Most graduates works in animation studios, game developer studios, advertising agencies, e-commerce business, design studios, photography studios, illustration studios, production houses, event organizers, media industries, and in-house design at companies. Some of them were even able to commence their own start-up creative business.

Future career paths:

1. Graphic Designer
2. Packaging Designer
3. Art Director
4. Animator
5. Visual Artist
6. 3D Modeler Artist
7. Illustrator
8. VFX Artist
9. Creativepreneur
10. Comic Artist
11. Author
12. Brand Designer
13. Mobile Apps UI/UX Designer
14. Editorial Designer
15. Strategic Planner
16. Animation producer
17. Animation Director
18. Animation content creator
19. Web UI UX Designer
20. Photographer
21. Visualizer Artist
22. Brand Designer
23. Character Designer
24. Videographer
25. Postproduction Artist
26. UI/UX Designer
27. Animation IT Creator
28. IP Creator
29. Digital Artist
30. Photojournalist
31. Visual Experience designer
32. Type Designer
33. Technical animation artist
34. VFX Artist
35. Visualizer Artist
36. Content Creator
37. Key Frame Animator
38. Motion Graphic Artist
39. Concept Artist
40. Digital Imaging Artist
41. Storyboard Artist
42. Typographer
43. Games Asset Artist
44. Motion Pictures
45. Cinematography
46. Surface packaging Designer
47. Visual Storyteller
48. Interaction Designer
49. Copywriter
50. AR/VR Designer
51. Exhibition Designer
52. Visual Developer
53. Social Media Specialist

Curriculum

There are five main categories in Visual Communication Design program:

1. Fundamental Design (Semester 1-2)

   Students explore the theories and design practice in terms of design elements & principles, layout, semiotics, visual language, aesthetics, design value, the matters of size, composition, design materials, colours, as well as character building.

2. Design Execution and Computing (Semester 3-4)

   Students explore the theories and design practice in terms of computer graphic, printing techniques, Digital Imaging, illustration, photography, videography, website, and motion image.

3. Ideation, Art Direction & Design Integrated (Semester 4-5)

   In this term, student's ability in problem solving is required. To what extent students gather several data, bring them into the idea development methods, and finally, present the idea into several media

integrally. It will be supported by some courses, such as marketing and consumer behaviour, ideation and art direction, advertising media, and entrepreneurship.

4. 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-month 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.

5. Final Project (Semester 8)

   In the last semester, students are required to solve a problem through an integrated campaign. Both design concept and strategy will be put in the academic paper. In addition, students need to implement their ideas into a complete creative display. It aims to evaluate student's abilities in data analysis, idea development, problem solving, and design execution.

Course Structure

Sem	Code	Course Name	SCU	Total
1	DSGN6754034	Material and Colors in Visual Design	4	
	DSGN6755034	Drawing for Design 2)	4	
	MDIA6051034	Computer Graphic I	4	
	ARTS6022034	Eastern Art Review	2	20
	ARTS6021034	Western Art Review 1)	2	
	MDIA6050034	Photography 2)	4	
	Foreign Language Course 3)		0	
2	CHAR6034034	Character Building: Pancasila	2	
	LANG6097034	Indonesian	2	
	COSC6059034	Foundations of Artificial Intelligence	2	
	DSGN6778034	Visual Communication Design I 2)	4	20
	MDIA6052034	Computer Graphic II	4	
	DSGN6756034	Typography 1) 2)	4	
	DSGN6529034	Visual Communication Design Reviews 1)	2	
	Foreign Language Course 3)		0	
3	CHAR6035034	Character Building: Kewarganegaraan	2	
	ENPR6313032	Creativity and Innovation	2	
	DSGN6780034	Visual Communication Design II 2)	4	16
	DSGN6781034	Design Methods 1)	4	
	DSGN6916034	Creative Design Workshop 2)	4	
	Foreign Language Course 3)		0	

Sem	Code	Course Name	SCU	Total
	CHAR6036034	Character Building: Agama	2	2
	ENPR6314032	Venture Creation	2	2
	Stream: 2D+ Animation (2D+)[4]			Stream 2D+, ILS,IAS,NM,CA,ANIM, , Minor Program dan Free Electives: 8 SKS
	DSGN6917034	Drawing and Character Design for Animation	4	
	DSGN6918034	Art and Animation Assets [2]	4	
	Stream: Illustration (ILS)[5]			
	DSIN6008006	Concept Art	4	
	DSIN6009006	Character Design	4	
	Stream: Imaging Art And Science (IAS) [5]			
	DSIN6015006	Conceptual Photography[2]	2/2	
	DSIN6016006	Cinematics and Documentary Video	2/2	
	Stream: New Media [6]			
	DSGN6743007	Digital Graphic Reproduction [2]	4	
4	MDIA6056007	New Media [1,2]	4	
	Stream: Creative Advertising (CA) [6]			
	MDIA6060007	Audio Visual [2]	4	
	MKTG6293007	Marketing and Consumer Behavior [1,2]	2	
	COMM6616019	Media Promotion & Marketing [1,2]	2	Stream VID: 12 SKS
	Stream: Animation (ANIM) [6]			
	DSGN6682007	Fundamental Drawing for Animation	4	
	DSGN6965007	Character Design Studies [1,2]	4	
	Stream: Visual Immersion Design (VID) [7]			
	DSGN6988053	Digital Creative Thinking	4	
	DSGN6996053	Creative Storytelling	4	
	DSGN6911053	Ideation for Immersion Design	4	
	Foreign Language Courses [3]		0	
	Minor Program [4,5,6,7]		8	
	Free Electives [6]		8	
	Stream: 2D+ Animation (2D+)[4]			Stream 2D+, ILS,IAS,NM,CA,ANIM, Minor Program dan Free Electives: 12 SKS
	DSGN6919034	Production and Storytelling [2]	4	
	DSGN6922034	Digital Cel Animation and Rendering	4	
	DSGN6923034	Motion and Character Setup	4	
5	**Stream: Illustration (ILS)[5]**			
	DSGN6828006	Intellectual Property Design	4	
	DSGN6831006	Sequential Illustration [2]	4	
	DSIN6010006	Editorial illustration [1]	4	
	Stream: Imaging Art And Science (IAS) [5]			

Sem	Code	Course Name	SCU	Total
	DSIN6011006	History and Development of Imaging Arts [1]	2	Stream VID: 8 SKS
	DSIN6013006	Image Transfer and Post Production	2	
	DSIN6012006	Science of Light and Photo	4	
	DSIN6014006	Ethics and Lawsuit in Photography	4	
	Stream: Animation (ANIM) [6]			
	DSGN6883007	Visual Communication Design III [2]	4	
	DSGN6879007	Design and Digital Media [1]	4	
	DSGN6676007	Service Design	4	
	Stream: Creative Advertising (CA) [6]			
	DSGN6674007	Digital Advertising	4	
	DSGN6668007	Photography for Commercial Project [2]	4	
	DSGN6882007	Visual Communication Design III [2]	4	
	Stream: Animation (ANIM) [6]			
	DSGN6964007	Animation Production Study [2]	4	
	DSGN6982007	Character Business Licensing [2]	4	
	DSGN6685007	3D Art & Form [2]	4	
	Stream: Visual Immersion Design (VID) [7]			
	DSGN6989053	Interactive Design	4	
	DSGN6992053	Visualization for Immersion Design	4	
	Minor Program [4], [5], [6], [7]		12	
	Free Electives [6]		12	
6	**Enricment Program I**		20	20
7	**Enricment Program II**		20	20
8	**DSGN6451034**	**Thesis**	6	6
			Total Credits 146 SCU	

1) This course is delivered in English

2) Global Learning System course

3) Students will take foreign language courses according to BINUS University English proficiency test results.
See foreign language courses appendix for the detail.

4) Conducted in BINUS@Bandung

5) Conducted in BINUS@Malang

6) Conducted in BINUS@Jakarta

7) Conducted in BINUS@Semarang

Streaming/Minor/Free Electives:

-) In 4th Semester, Students are required to choose two study plans, between Streaming (mandatory to take) combine with cross streaming or minor program or free electives. students can also take two streaming's from the same campus location. Please refer to the minor program, free electives, and cross streaming course list appendix for details.

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.*

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6270034	English for Frontrunners	0
ENGL6271034	English for Independent Users	0
ENGL6272034	English for Professionals	0
JAPN6209034	Basic Japanese Language	0
CHIN6192034	Basic Chinese Language	0

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.

2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.

3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.

4. Students are required to pass the foreign language courses before they take enrichment.

5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ Binus Kemanggisan		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Data Analytics	v	v
Robotic Process Automation	v	v
Blockchain Technology and Business	-	-
Creative Digital Storytelling	v	v
Digital Banking	-	-
Event Business and Entertainment	-	-
English for Business Professionals	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		

Minor Program	Semester 4	Semester 5
Culinary	v	v
Korean Culture and Creativity	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	v
English for Business Professionals	v	v
Chinese for Career Pathway	v	v
Minor @ Binus Bandung		
Designpreneur	v	v
Minor @ Binus Semarang		
Content Creation	v	v
Metaverse in Business	v	v
Immersive Journey to Japanese Language and Culture	v	v
Minor @ Binus Medan		
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
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

2. Minor Program: Human Capital in Digital Workplace

Fundamental Courses

Course		SCU
PSYC6174027	Psychology in The Workplace	4

Course		SCU
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
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: 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

9. Minor Program: English for Business Professionals

Fundamental Courses

Course		SCU
ENGL6154024	English for Business Communications	4
MKTG6112024	Language Innovations in Marketing and Advertising	2
ENGL6244024	Social Media Broadcasting	4
	Total SCU	10

Minor 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
	Total SCU	10

10. 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
	Total SCU	10

11. 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
	Total SCU	10

12. 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

13. Minor Program : Korean Culture And Creativity

Minor Fundamental Courses

Course		SCU
HTMN6163021	Korean Cuisine and Culinary Arts	4
COMM6718019	Korean Language and Media	4
FILM6134009	Hallyu Creative Content	2
	Total SCU	**10**

Minor 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
	Total SCU	**10**

14. 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

15. Minor Program : Chinese For Career Pathways

Minor Fundamental Courses

Course		SCU
CHIN6196026	Mandarin for Future Career	4
CHIN6197026	Easy Way to HSK 2 Preparation	4

Course		SCU
CHIN6198026	Exploring Modern Chinese Culture	2
	Total SCU	**10**

Minor Supporting Courses

Course		SCU
CHIN6199026	Chinese Digital Technology	2
CHIN6200026	Traveling to China	2
MKTG6340005	Global Strategic Marketing: Chinese Perspective	4
MGMT6567005	Special Topics in Chinese Business	2
	Total SCU	**10**

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
	Total SCU	10

19. Minor Program: Immersive Journey to Japanese Language and Culture

Minor Fundamental Courses

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

Minor Supporting Courses

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

20. Minor Program : Global Creative Business and Technology

Minor Fundamental Courses

Course		SCU
DSIN6142066	Global Uniqueness Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Global Emerging Technologies	4
ECON6109064	Introduction to Digital Economy	4

Course	SCU
TRDE6001065 Global Regulatory Environment	4
Total SCU	20

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

No	Course Owner Department	Course Code	Course Name	SCU	SEM
1	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	4
2	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
3	Business Law	LAWS6159028	Legal Aspect in Business	2	5
4	Management	BUSS6109005	Business Development	4	4
5	Architecture	ARCH6129014	Urban Housing	4	5
6	Architecture	ARCH6147014	Behavior in Architecture	4	5
7	Computer Science	COMP6800001	Human and Computer Interaction	2/2	4
8	Computer Science	COMP8129001	User Experience	2/2	4
9	Computer Science	COMP7128001	Game Design	2	4
10	Computer Science	COMP6800001	Human and Computer Interaction	2/2	5
11	Marketing Communication	COMM6617019	Media Convergence	2	4
12	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
13	Marketing Communication	COMM6425019	Event Management	2	4
14	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
15	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
16	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
17	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
18	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
19	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
20	Marketing Communication	COMM6637019	Brand Activation	2/2	5
21	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
22	Tourism	TRSM6142022	Event Management	4	4
23	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
24	Tourism	TRSM6218022	Adventure Tourism Management	4	4
25	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	4
26	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
27	Tourism	TRSM6221022	Sport Tourism	2	4
28	Tourism	TRSM6222022	Climate Change & Tourism	2	4
29	Tourism	BUSS6137022	Tourism E-Business	4	4
30	Tourism	MGMT6408022	Strategic Management for Tourism	2	4
31	Tourism	TRSM6196022	Tourism Community Empowerment	2	5

No	Course Owner Department	Course Code	Course Name	SCU	SEM
32	Tourism	TRSM6218022	Adventure Tourism Management	4	5
33	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
34	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
35	Tourism	TRSM6221022	Sport Tourism	2	5
36	Tourism	TRSM6222022	Climate Change & Tourism	2	5
37	Tourism	BUSS6137022	Tourism E-Business	4	5
38	Statistics	STAT6157049	Data Mining and Visualization	2	5
39	Animation	DSGN6689007	Concept Art & Production Design	2	5
40	Animation	DSGN6690007	Animation Storytelling	2	5
41	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	5
42	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
43	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
44	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
45	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
46	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
47	Business Law	LAWS6170028	Investment Law	2	5
48	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
49	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
50	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
51	Psychology	PSYC6145027	Urban Psychology	4	5
52	Psychology	PSYC6191027	E-Learning Psychology	4	5
53	Psychology	PSYC6123027	Educational Psychology	2	4
54	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
55	Psychology	PSYC6122027	Social Psychology	4	4
56	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
57	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
58	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
59	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
60	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	5
61	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
62	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5

No	Course Owner Department	Course Code	Course Name	SCU	SEM
63	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	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						
	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	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

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSGN6585034	Project on Industry	8	20
DSGN6931034	Creative Process in Graphic Design	8	
DSGN6746034	EES in Graphic Design Process	4	

Code	Course Name	SCU	Total
Enrichment Program II			
DSGN6535034	Project on Creative Industry	8	20
DSGN6932034	Creative Process in Creative Industry Experience	8	
DSGN6541034	EES in Creative Industry Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6980034	New Venture Initiation in Creative Business	8	20
ENTR6981034	Product Development Process in CreativeBusiness	8	
ENTR6982034	EES in New Business in Creative Business	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6229034	Community Outreach Project Implementation	8	20
CMDV6371034	Visual Communication Project Design in Community Outreach	8	
CMDV6372034	Employability and Entrepreneurial Skills in Design Community	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6386034	Research Experience	8	20
RSCH6596034	Scientific Writing in Visual communication Design Research	8	
RSCH6388034	Global Employability and Entrepreneurial Skills in Visual Communication Design Research	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
GLOB6208034	Elective Course for Study Abroad 1	4	20
GLOB6209034	Elective Course for Study Abroad 2	4	

Code	Course Name	SCU	Total
GLOB6210034	Elective Course for Study Abroad 3	4	
GLOB6211034	Elective Course for Study Abroad 4	4	
GLOB6268034	Elective Course for Study Abroad 25	4	
GLOB6212034	Elective Course for Study Abroad 5	2	
GLOB6213034	Elective Course for Study Abroad 6	2	
GLOB6214034	Elective Course for Study Abroad 7	2	
GLOB6215034	Elective Course for Study Abroad 8	2	
GLOB6216034	Elective Course for Study Abroad 9	2	
GLOB6217034	Elective Course for Study Abroad 10	2	
GLOB6218034	Elective Course for Study Abroad 11	2	
GLOB6219034	Elective Course for Study Abroad 12	2	
GLOB6269034	Elective Course for Study Abroad 26	2	
GLOB6289034	Elective Course for Study Abroad 29	2	

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

Certified Specific Indenpendent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Indenpendent Study*			
Enrichment Program I/II			
MICR6073034	Course Certification I	3	
MICR6074034	Technical Skill Enrichment I	4	
MICR6075034	Industrial Project I	9	
MICR6076034	Soft Skill Enrichment I	4	
MICR6077034	Elective Course for Specific Independent Study 1	8	
MICR6078034	Elective Course for Specific Independent Study 2	8	
MICR6079034	Elective Course for Specific Independent Study 3	6	
MICR6080034	Elective Course for Specific Independent Study 4	6	20
MICR6081034	Elective Course for Specific Independent Study 5	6	
MICR6082034	Elective Course for Specific Independent Study 6	5	
MICR6083034	Elective Course for Specific Independent Study 7	5	
MICR6084034	Elective Course for Specific Independent Study 8	5	
MICR6085034	Elective Course for Specific Independent Study 9	5	
MICR6086034	Elective Course for Specific Independent Study 10	4	
MICR6087034	Elective Course for Specific Independent Study 11	4	
MICR6088034	Elective Course for Specific Independent Study 12	4	
MICR6089034	Elective Course for Specific Independent Study 13	4	

Code	Course Name	SCU	Total
MICR6090034	Elective Course for Specific Independent Study 14	4	
MICR6091034	Elective Course for Specific Independent Study 15	2	
MICR6092034	Elective Course for Specific Independent Study 16	2	
MICR6093034	Elective Course for Specific Independent Study 17	2	
MICR6094034	Elective Course for Specific Independent Study 18	2	
MICR6095034	Elective Course for Specific Independent Study 19	2	
MICR6096034	Elective Course for Specific Independent Study 20	2	
MICR6097034	Elective Course for Specific Independent Study 21	2	
MICR6098034	Elective Course for Specific Independent Study 22	2	
MICR6099034	Elective Course for Specific Independent Study 23	2	
MICR6100034	Elective Course for Specific Independent Study 24	2	
MICR6101034	Elective Course for Specific Independent Study 25	2	
MICR6102034	Elective Course for Specific Independent Study 26	2	
MICR6103034	Elective Course for Specific Independent Study 27	2	
MICR6104034	Elective Course for Specific Independent Study 28	2	
MICR6105034	Elective Course for Specific Independent Study 29	1	
MICR6106034	Elective Course for Specific Independent Study 30	1	
MICR6107034	Elective Course for Specific Independent Study 31	1	
MICR6108034	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	Code	Course Name	Minimum Passing Grade
BHE Courses			
1	CHAR6034034	Character Building: Pancasila	B
2	ENTR6524032	Entrepreneurship: Market Validation	C
Core Courses			
3	DSGN6754034	Materials and Color in Visual Design	C
4	DSGN6778034	Visual Communication Design I	C
5	DSGN6780034	Visual Communication Design II	C
6	DSGN6781034	Design Methods	C
Stream 2D+ Animation			

No	Code	Course Name	Minimum Passing Grade
7	DSGN6918034	Art and Animation Assets	C
8	DSGN6923034	Motion and Character Setup	C
Stream Animation			
7	DSGN6982007	Character Business Licensing	C
8	DSGN6964007	Animation Production Study	C
Stream New Media			
7	DSGN6879007	Design and Digital Media	C
8	DSGN6883007	Visual Communication Design III	C
Stream: Creative Advertising			
7	MKTG6293007	Marketing and Consumer Behavior	C
8	DSGN6882007	Visual Communication Design III	C
Stream: Illustration			
7	DSIN6008006	Concept Art	C
8	DSGN6831006	Sequential Illustration	C
Stream: Imaging Art and Science			
7	DSIN6015006	Conceptual Photography	C
8	DSIN6016006	Cinematics and Documentary Video	C