

Visual Communication Design

Introduction

The Visual Communication Design program empowers you to master animation technology while shaping a global digital entrepreneurship mindset. From stunning visual effects to interactive storytelling, you'll learn how to create, market, and monetize creative content on an international scale. Graduate as an innovator ready to lead in the global creative industry.

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:

- (PO 1) Provide 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
- (PO 2) To produce graduates who can create animation products in accordance with the latest technology and that have high aesthetic value.
- (PO 3) The ability to distribute digital animation and technology work that aligns with industry trends.

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; Able to communicate effectively in a variety of professional contexts;
 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 produce digital media products including animation, with commercial value by implementing design principles and technology in the process, aligned with industry trends
- Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

After finishing the program, the graduate of the Computer Science Program could follow a career as:

1. Business Animator
2. Digital Marketing Designer
3. UI/UX Animator
4. Motion Graphics Specialist
5. Visual Reality (VR) Content Creator
6. Augmented Reality (AR) Designer
7. Start-up Founder for Animation Studio
8. Creative Specialist - Business Animation
9. Animation Director
10. Art Director
11. Animation Producer
12. Animation Content Creator
13. Concept & Production Design Artist
14. Video Editor & Compositor
15. Comic Artist

Curriculum

Curriculum of Visual Communication Design Study Program was designed based on 4 foundations:

1. Fundamental of Art: the foundation that equipped students with fundamental of art, encompassed concept of shape, color, and composition, that was delivered systematically.
2. Production Experiences: on this phase, student will be equipped with competency on animation production.
3. Development in Animation technology: the designed curriculum will give opportunity and facilitate students to develop their own identity on their creation.
4. Industrial Experiences and business: on this phase, student will be exposed with real work experience in creative industry.

Course Structure

Sem	Code	Course Name	SCU	Total
1	DSIN6062066	Eastern Art Review	2	20
	CHAR6046066	Character Building: Pancasila	2	
	DSIN6057066	Photography ¹	4	
	DSIN6064066	Material and Colors in Visual Design	4	
	DSIN6065066	Drawing for Design	4	
	DSIN6066066	Computer Graphic I ^{1&2}	4	
	Foreign Language Courses		0	
2	DSIN6063066	Western Art Review	2	20
	LANG6121066	Indonesian	2	
	COSC6110066	Foundations of Artificial Intelligence	2	
	DSIN6067066	Visual Communication Design Review ¹	2	
	DSIN6068066	Visual Communication Design I ²	4	
	DSIN6069066	Computer Graphic II ^{1&2}	4	
	DSIN6070066	Typography	4	
	Foreign Language Courses		0	
3	CHAR6047066	Character Building: Kewarganegaraan	2	16
	ENPR6333066	Creativity and Innovation	2	
	DSIN6071066	Visual Communication Design II	4	
	DSIN6072066	Design Methods	4	
	DSIN6073066	Creative Design Workshop	4	
	Foreign Language Courses		0	
4	CHAR6048066	Character Building: Agama	2	Streaming: 8-12 Minor / FE: 8
	ENPR6334066	Venture Creation	2	
	Stream: Digital Mediapreneur (DM)³			
	DSIN6129066	Motion Media Production	4	
	DSIN6130066	Business Strategies in Digital Media	4	
	Stream: 2D+ Animation (2D+)⁴			
	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	

Sem	Code	Course Name	SCU	Total
5	Stream: New Media (NM) ⁶⁾			
	DSGN6743007	Digital Graphic Reproduction ²	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: 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	
	Minor Program		8	
	Free Electives		8	
	Foreign Language Courses		0	
	Stream: Digital Mediapreneur³			Streaming: 8-12 Minor / FE: 12
	DSIN6132066	Motion Media in AR VR	4	
	DSIN6131066	User Experience Design	4	
	DSIN6133066	Digital Media Project Management	4	
	Stream: 2D+ Animation (2D+) ⁴⁾			
	DSGN6919034	Production and Storytelling ²⁾	4	
	DSGN6922034	Digital Cel Animation and Rendering	4	
	DSGN6923034	Motion and Character Setup	4	
	Stream: Illustration (IL) ⁵⁾			
	DSGN6828006	Intellectual Property Design	4	
	DSGN6831006	Sequential Illustration ²⁾	4	
	DSIN6010006	Editorial illustration ¹⁾	4	
	Stream: Imaging Art And Science (IAS) ⁵⁾			
	DSIN6011006	History and Development of Imaging Arts ¹⁾	2	
	DSIN6013006	Image Transfer and Post Production	2	
	DSIN6012006	Science of Light and Photo	4	
	DSIN6014006	Ethics and Lawsuit in Photography	4	
	Stream: New Media (NM) ⁶⁾			
	DSGN6883007	Visual Communication Design III ²⁾	4	
	DSGN6879007	Design and Digital Media ¹⁾	4	
	DSGN6676007	Service Design	4	

Sem	Code	Course Name	SCU	Total
	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		12	
	Free Electives		12	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	DSIN6134066	Pre-Thesis	2	6
	DSIN6135066	Thesis	4	
	DSIN6085066	Thesis	6	
TOTAL CREDITS 146 Credits				

¹⁾ This course is delivered in English

²⁾ Global Learning System course

³⁾ Conducted in BINUS@Medan

⁴⁾ Conducted in BINUS@Bandung

⁵⁾ Conducted in BINUS@Malang

⁶⁾ Conducted in BINUS@Greater Jakarta

⁷⁾ Conducted in BINUS@Semarang

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

Students are required to choose Minor Program or Free Electives or Mobility.

For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Students will take foreign language courses according to BINUS University English proficiency test results.

See foreign language courses appendix for the detail.

Students will continue to study the Minor Program or Free Electives or Mobility that has been chosen in semester 4.

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

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.

-) In 5th Semester, students are required to continue their study plan from 4th semester.

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:

Foreign Language Courses		SCU
ENGL6278066	English for Frontrunners	0
ENGL6279066	English for Independent Users	0
ENGL6280066	English for Professionals	0
JAPN6214066	Basic Japanese Language*	0
CHIN6195066	Basic Chinese Language*	0

*) This course is optional for students

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.

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 Program.

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ BINUS Kemanggisian		
Blockchain Technology and Business	v	v
Creative Digital Storytelling	v	v
Cross Cultural Communication	v	v
Data Analytics	-	-
Digital Banking	-	-
Digital Ecosystem	v	v
English for Business Professionals	-	-
Event Business and Entertainment	v	v
Human Capital in Digital Workplace	-	-
Interactive & Users Experience Design	v	v
Robotic Process Automation	-	-
Sustainable Development	v	v
Minor @ BINUS Alam Sutera		
Digital Transformation	v	v
Minor @ BINUS Bekasi		
Culinary	-	-
Korean Culture and Creativity	v	v
Minor @ BINUS Malang		
Chinese for Career Pathways	-	-
English for Business Professionals	-	-
Digital Technopreneur	v	v
Minor @ BINUS Bandung		
Designpreneur	v	v
Minor @ BINUS Semarang		
Content Creation	v	v
Immersive Journey to Japanese Language and Culture	-	-
Metaverse in Business	v	v
Minor @ BINUS Medan		
Global Business	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: 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

2. 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

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
Total SCU	10

Supporting Courses

Course	SCU
CHIN6134026 Chinese Conversation in Business Communication	4
LAWS6198028 Artificial Intelligence in Legal Discourse	2
INTR6135029 Comparative Politics	4
Total SCU	10

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
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

5. 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

6. 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

7. 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

8. Minor Program: Digital Technopreneur

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2
Total SCU	10

Supporting Courses

Course	SCU
ENPR6196002 Market Intelligence	2
COMP6687004 User Experience Design	4
DSGN6844023 Prototyping Digital Future	4
Total SCU	10

9. 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

10. 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

11. Minor Program: Content Creation

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6336055	Content Marketing Analytics	4
DSIN6042053	Photography for Creators	2
Total SCU		10

Supporting Courses

Course		SCU
DSIN6094053	Content Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	4
Total SCU		10

12. Minor Program: Global Business

Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Data Analytics for Global Business	4
TRDE6001065	Global Regulatory Environment	4
Total SCU		20

13. 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
Total SCU		10

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 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

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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting	ACCT6116020	Social and Environmental Accounting	2	4
2	Animation	DSGN6689007	Concept Art & Production Design	2	5
3	Animation	DSGN6690007	Animation Storytelling	2	5
4	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
5	Architecture	ARCH6146014	Interior Architecture	4	5
6	Architecture	ARCH6147014	Behavior in Architecture	4	5
7	Business Creation	ENPR6104005	Digital Marketing and Analytics	4	4
8	Business Creation	ENPR6106005	Product Design & Branding	2	5
9	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
10	Business Creation	ENPR6142005	Digital Business Transformation	4	5
11	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
12	Business Law	LAWS6176028	Tax Law	2	5
13	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	4
14	Business Management	MGMT6455005	Servitization and Customer Experience Management	2	4
15	Business Management	MKTG6274005	Service Marketing Management	4	4
16	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
17	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
18	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
19	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
20	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
21	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
22	Civil Engineering	COMP6046013	Computer Applications in Construction Management	2	5
23	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
24	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
25	Computer Science	COMP7128001	Game Design	2	4
26	Computer Science	COMP8129001	User Experience	2/2	4
27	Creative Advertising	DSGN6651007	Photography	4	4
28	Creative Advertising	DSGN6661007	Photography	4	5
29	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
30	Creative Advertising	DSGN6732007	Photography	4	4
31	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
32	Cyber Security	COMP6549001	Software Security	2	4
33	Data Science	DTSC6013001	Data Mining and Visualization	2	4
34	Data Science	DTSC6014001	Machine Learning	2	5
35	English Literature	ENGL6244024	Social Media Broadcasting	4	4
36	English Literature	ENGL6244024	Social Media Broadcasting	4	5
37	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
38	English Literature	SOCS6021024	Social and Digital Media Writing	2	5

39	Fashion	FASH6180040	Fashion Trend Forecasting	2	5
40	Fashion	FASH6186040	Contemporary Fashion	2	5
41	Film	FILM6059009	Global Cinema	4	5
42	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
43	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
44	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
45	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	4
46	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
47	Global Business Marketing	MKTG6631005	Marketing Research	3/1	5
48	Industrial Engineering	ISYE6041011	Engineering Economy	2	4
49	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
50	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	4
51	Industrial Engineering	ISYE6130011	Project Management	2	5
52	Industrial Engineering	ISYE6167011	Decision Support System	2	5
53	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
54	Information Systems	ISYS6203003	Mobile Applications Development	2/2	4
55	Information Systems	ISYS6596003	User Experience Research and Design	4/2	5
56	Information Systems	ISYS6897003	Digital Innovation	2	4
57	Information Systems	ISYS6915003	Data Visualization	4	4
58	Information Systems	ISYS6929003	User Research & Evaluation for Experience Design	4	5
59	Information Systems	ISYS6931003	Information Architecture & UX Writing	4	5
60	Information Systems	ISYS8066003	Business Process Management	4	5
61	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
62	Interior Design	DSGN6888008	Interior Accessories Design	2	4
63	International Business Management	BUSS6222005	Export-Import Cost Management	2	4
64	International Business Management	MGMT6458005	Global Supply Chain Management	2	4
65	International Relations	INTR6162029	Multiculturalism and Digital Society	2	4
66	International Relations	INTR6180029	Introduction to International Media	2	5
67	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
68	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
69	Management	ISYS6744005	E-Business Strategy and Implementation	4	4
70	Management	MGMT6033005	Advanced Topics in Business and Organization	2	4
71	Management	MGMT6465005	Advanced Topic in Business Development Management	2	4
72	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
73	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
74	Marketing Communication	COMM6425019	Event Management	2	4

75	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
76	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
77	Marketing Communication	COMM6613019	Introduction to Media Industry	2	4
78	Marketing Communication	COMM6615019	Script Writing	2/2	4
79	Marketing Communication	COMM6617019	Media Convergence	2	4
80	Marketing Communication	COMM6620019	Online Publishing	2/2	5
81	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
82	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
83	Marketing Communication	COMM6631019	Public Affair	2	5
84	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
85	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
86	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
87	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
88	Marketing Communication	COMM6637019	Brand Activation	2/2	5
89	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
90	Mathematics	MATH6187016	Machine Learning	2/1	4
91	New Media	DSGN6733007	Professional Designer Class	4	4
92	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
93	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
94	Psychology	PSYC6191027	E-Learning Psychology	4	5
95	Statistics	STAT6157049	Data Mining and Visualization	2	5
96	Taxation	TAXN6055020	Customs, Export and Import Tax Planning	2	4
97	Tourism	TRSM6142022	Event Management	4	4
98	Tourism	TRSM6142022	Event Management	4	5
99	Tourism	TRSM6212022	Indonesian Culture	4	4
100	Tourism	TRSM6212022	Indonesian Culture	4	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

Scheme	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													
8		v						v						
9		v							v					
10		v								v				
11		v									v			
12		v										v		
13		v											v	
14		v												
15			v					v						
16			v						v					
17			v							v				
18			v								v			
19			v									v		
20			v										v	
21			v											
22				v				v						
23				v					v					
24				v						v				
25				v							v			
26				v								v		
27				v									v	
28				v										
29					v			v						
30					v				v					
31					v					v				
32					v						v			
33					v							v		
34					v								v	
35					v									
36						v		v						
37						v			v					
38						v				v				

39						v					v			
40						v						v		

Description :

IN	: Certified Internship
RS	: Certified Research
EN	: Certified Entrepreneurship
CD	: Certified Community Development
SA	: Certified Study Abroad
IS	: Certified Specific Independent Study

Note:

Students 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
DSIN6136066	Project on Industry	8	
DSIN6137066	Creative Process in Digital Media Animation Technology	8	
DSIN6138066	EES in Digital Media Animation Technology	4	
Enrichment Program II			20
DSIN6139066	Project on Creative Industry	8	
DSIN6140066	Creative Process in Creative Industry Experience	8	
DSIN6141066	EES in Creative Industry Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENPR6347066	New Venture Initiation in Creative Business	8	
ENPR6348066	Product Development Process in Creative Business	8	
ENPR6349066	EES in New Business in Creative Business	4	
Enrichment Program II			20
ENPR6350066	Product Launching in Creative Business	8	
ENPR6351066	Business Development for Creative Business	8	
ENPR6352066	EES in New Creative Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6980066	Research Experience	8	
RSCH6981066	Scientific Writing in Visual Communication Design Research	8	
RSCH6982066	Global Employability and Entrepreneurial Skills in Visual Communication Design Research	4	
Enrichment Program II			20
RSCH6983066	Research Experience in Design	8	
RSCH6984066	Academic Writing in Digital Media Animation Technology	8	
RSCH6985066	Advanced Global Employability and Entrepreneurial Skills in Digital Media Animation Technology	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6712066	Community Outreach Project Implementation	8	
CMDV6713066	Visual Communication Project Design in Community Outreach	8	
CMDV6714066	Employability and Entrepreneurial Skills in Design Community	4	
Enrichment Program II			20
CMDV6715066	Community Development Design Project Application	8	
CMDV6716066	Community Development Project Design in Digital Media Animation Technology	8	
CMDV6717066	Employability and Entrepreneurial Skills in Digital Media Animation Technology Ecosystem	4	

Certified Study Abroad Track

Certified Study Abroad Track			
Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I/II			
GLEC6001066	Elective Course for Study Abroad 1	4	
GLEC6002066	Elective Course for Study Abroad 2	4	
GLEC6003066	Elective Course for Study Abroad 3	4	
GLEC6004066	Elective Course for Study Abroad 4	4	
GLEC6005066	Elective Course for Study Abroad 5	2	
GLEC6006066	Elective Course for Study Abroad 6	2	
GLEC6007066	Elective Course for Study Abroad 7	2	
GLEC6008066	Elective Course for Study Abroad 8	2	
GLEC6009066	Elective Course for Study Abroad 9	2	
GLEC6010066	Elective Course for Study Abroad 10	2	
GLEC6011066	Elective Course for Study Abroad 11	2	
GLEC6012066	Elective Course for Study Abroad 12	2	
GLEC6013066	Elective Course for Study Abroad 29	4	

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

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			20
CSIS6162066	Course Certification	3	
CSIS6163066	Technical Skill Enrichment	4	
CSIS6164066	Industrial Project	9	
CSIS6165066	Soft Skill Enrichment	4	
CSIS6166066	Elective Course for Specific Independent Study 1	8	
CSIS6167066	Elective Course for Specific Independent Study 2	8	
CSIS6168066	Elective Course for Specific Independent Study 3	6	
CSIS6169066	Elective Course for Specific Independent Study 4	6	
CSIS6170066	Elective Course for Specific Independent Study 5	6	
CSIS6171066	Elective Course for Specific Independent Study 6	5	
CSIS6172066	Elective Course for Specific Independent Study 7	5	
CSIS6173066	Elective Course for Specific Independent Study 8	5	
CSIS6174066	Elective Course for Specific Independent Study 9	5	
CSIS6175066	Elective Course for Specific Independent Study 10	4	
CSIS6176066	Elective Course for Specific Independent Study 11	4	
CSIS6177066	Elective Course for Specific Independent Study 12	4	
CSIS6178066	Elective Course for Specific Independent Study 13	4	
CSIS6179066	Elective Course for Specific Independent Study 14	4	
CSIS6180066	Elective Course for Specific Independent Study 15	3	
CSIS6181066	Elective Course for Specific Independent Study 16	3	
CSIS6182066	Elective Course for Specific Independent Study 17	3	
CSIS6183064	Elective Course for Specific Independent Study 18	3	
CSIS6184066	Elective Course for Specific Independent Study 19	3	
CSIS6185066	Elective Course for Specific Independent Study 20	3	
CSIS6186066	Elective Course for Specific Independent Study 21	2	
CSIS6187066	Elective Course for Specific Independent Study 22	2	
CSIS6188066	Elective Course for Specific Independent Study 23	2	
CSIS6189066	Elective Course for Specific Independent Study 24	2	
CSIS6190066	Elective Course for Specific Independent Study 25	2	
CSIS6191066	Elective Course for Specific Independent Study 26	2	
CSIS6192066	Elective Course for Specific Independent Study 27	2	
CSIS6193066	Elective Course for Specific Independent Study 28	2	
CSIS6194066	Elective Course for Specific Independent Study 29	1	
CSIS6195066	Elective Course for Specific Independent Study 30	1	
CSIS6196066	Elective Course for Specific Independent Study 31	1	
CSIS6197066	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.

Further Study Track

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6046066	Character Building: Pancasila	B
2.	DSIN6064066	Material and Colors in Visual Design	C
3.	DSIN6068066	Visual Communication Design I*	C
4.	DSIN6071066	Visual Communication Design II*	C
5.	DSIN6072066	Design Methods	C
6.	DSIN6129066	Motion Media Production*	C
7.	ENPR6334066	Venture Creation	C
8.	DSIN6133066	Digital Media Project Management	C

*) Tutorial

