Interactive Design and Technology Program

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

Vision (Interactive Design and Technology): 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

Mission (Interactive Design and Technology):
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 studentsts.

Program Objective

Program Objective (Interactive Design and Technology)::
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 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 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

After graduating from the Interactive Design and Technology Program :

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

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 for Binusian 2029

Sem	Code	Course Name	SCU	Total
1	LANG6097034	Indonesian	2	20
	DSGN6755034	Drawing for Design [2]	4	
	DSGN6754034	Material and Colors in Visual Design	4	
	ACCT6472032	Introduction to Financial Accounting	2	
	ISYS6093003	Information System Concept	4	
	ISYS6186003	Business Process Fundamental	4	
		Foreign Language Course [3]	0	
2	CHAR6034034	Character Building: Pancasila	2	20
	ARTS6022034	Eastern Art Review	2	
	ARTS6021034	Western Art Review [1]	2	
	DSGN6756034	Typography [1] & [2]	4	
	COMP6957031	Introduction to Programming	2/2	
	ISYS6123003	Introduction to Database Systems [1] & [2]	2/2	
	ISYS6675003	Information Technology Infrastructure	2	
		Foreign Language Course [3]	0	
3	CHAR6035034	Character Building: Kewarganegaraan	2	2
	ENTR6522032	Entrepreneurship: Ideation	2	
	MDIA6051034	Computer Graphic I	4	
	MDIA6050034	Photography	4	
	DSGN6778034	Visual Communication Design I [2]	4	
	ISYS6126003	Enterprise System [1] & [2]	4	
	ISYS6478003	Research Methods in Information Systems	2	

Sem	Code	Course Name	SCU	Total
	ISYS6338003	Testing and System Implementation [1] & [2]	2	
	Foreign Language Course [3]		0	
4	CHAR6036034	Character Building: Agama	2	24
	ENPR6189032	Entrepreneurship: Prototyping	2	
	DSGN6780034	Visual Communication Design II [2]	4	
	DSGN6529034	Visul Communication Design Reviews [1]	2	
	ISYS6677003	Information Systems Analysis and Design	4/2	
	ISYS6197003	Business Application Development	2/2	
	ISYS6198003	Data and Information Management [2]	4	
	Foreign Language Courses [3]		0	
5	ENTR6524032	Entrepreneurship: Market Validation	2	24
	ISYS6674003	Knowledge Management	2	
	MDIA6052034	Computer Graphic II [2]	4	
	ISYS6596003	User Experience Research and Design [2]	4/2	
	ISYS6538003	Advanced Information System Analysis and Design[2]	4/2	
	ISYS6256003	Information Systems Project Management [1] & [2]	4	
6	DSGN6779034	Illustration Design	4	24
	ISYS6538003	Advanced in Business Application Development [2]	4/2	
	ISYS6671003	Interaction Design: Physical Computing	2	
	Free Electives		12	
7	Enricment Program I		20	20
8	Enricment Program II		20	20
9	DSIN6031034	Pre-Thesis	2	2
	DSIN6032034	Thesis	4	4
	DSGN6451034	Thesis	6	6
			Total Credits 182 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.

In 5th & 6th Semester, learning process will be conducted in BINUS@Jakarta

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 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.
3. 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.
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.

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	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	
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 inDesign Community	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
RSCH6386034	Research Experience	8	

Code	Course Name	SCU	Total
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			20
GLOB6208034	Elective Course for Study Abroad 1	4	
GLOB6209034	Elective Course for Study Abroad 2	4	
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*			20
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	

Code	Course Name	SCU	Total
MICR6079034	Elective Course for Specific Independent Study 3	6	
MICR6080034	Elective Course for Specific Independent Study 4	6	
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	
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	Course Code	Course Name	Minimal Grade
1	CHAR6034034	Character Building: Pancasila	B
2	ENTR6524032	Entrepreneurship: Market Validation	C
3	ISYS6126003	Enterprise System	C
4	ISYS6677003	Information Systems Analysis and Design*	C
5	ISYS6198003	Data and Information Management*	C
6	ISYS6256003	Information Systems Project Management	C
7	DSGN6754034	Materials and Color in Visual Design	C
8	DSGN6778034	Visual Communication Design I	C
9	DSGN6780034	Visual Communication Design II	C
10	ISYS6671003	Interaction Design: Physical Computing	C