

Graphic Design and New Media

Introduction

BINUS UNIVERSITY's Graphic Design and New Media (GDNM) Program is committed to shaping the next generation of creative leaders in the growing design industry. As Indonesia and the ASEAN region continue to experience rapid development, the need for designers who can think critically, communicate visually, and innovate across media has become increasingly vital.

This four-year undergraduate program begins with a strong foundation in art and design, followed by advanced coursework that enhances students' creative and technical abilities. The curriculum emphasizes both conceptual understanding and practical application, ensuring graduates are prepared to meet the evolving demands of the global creative economy.

Students may choose between two specialized streams: **Graphic Design** and **Interactive Digital Media**.

- The **Graphic Design** stream explores visual communication through identity design, branding, packaging, publications, and campaign work.
- The **Interactive Digital Media** stream focuses on crafting user-centered digital experiences, including web design, mobile interfaces, and screen-based interactive medium.

Throughout the program, students gain hands-on experience through project-based learning and studio practice. By the end of their studies, they will have developed a strong portfolio, and the interdisciplinary mindset required to succeed in a fast-changing creative landscape.

As part of its global learning pathways, the GDNM Program offers an international collaboration with Swinburne University of Technology, Australia. Through this partnership, students have the opportunity to pursue a study-abroad pathway in specialized areas such as Photomedia, Communication Design, Motion Design, and UX/Interaction Design. This cross-cultural academic experience not only enriches students' global perspectives but also enhances their competitiveness in the international creative industry. Throughout the program, students gain hands-on experience through project-based learning and studio practice. By the end of their studies, they will have developed a strong portfolio and the interdisciplinary mindset required to succeed in a fast-changing creative landscape.

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

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 Objectives

Providing graduates with global-mindset who have Visual Communication Design knowledge that carrying 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 utilizing with communication and information technology.

Student Outcomes

Upon successful completion of this 4-year program, students are:

1. Able to create printed and digital Visual Communication Design (VCD) works that have added values and aesthetics to overcome problems of identity, mass communication, and competition faced by stakeholders.
2. Able to conduct research and idea exploration to set the objectives, communication targets, and Visual Communication Design (VCD) prototype solutions that can overcome problems of identity, mass communication, and competition by considering the ethical, historical, and cultural aspects, as well as social consequences, regulations, and technology.
3. Able to analyze the efficiency of material utilization and time in the production process of each selected Visual Communication Design (VCD) alternative solution prototype without changing the essence and aesthetic design.
4. Able to apply the soft skills needed in visual communication design to meet with the international demand and global competition.

Prospective Career of the Graduates

1. Graphic Designer
2. Brand Designer
3. Art Director
4. Graphic Artist/Illustrator
5. Interaction Designer
6. UI/UX Designer
7. Motion Designer
8. Web Designer Government Institution

Award/Degree

- Sarjana Desain from BINUS UNIVERSITY
- Bachelor of Design from Swinburne University of Technology

Major and Stream

Stream	Degree				Partner
	Single	Title	Double	Title	
Graphic Design	√	S.Ds.	-	-	-
Interactive Digital Media	√	S.Ds.	-	-	-
Visual Design	√	S.Ds.	√	B.Des	Swinburne University of Technology
Interaction Design	√	S.Ds.	√	B.Des	Swinburne University of Technology

Title: S.Ds. (Sarjana Desain); B.Des (Bachelor of Design)

Graphic Design

The Graphic Design stream equips students with the critical thinking and creative skills needed to develop impactful visual solutions for real-world challenges. Through a blend of foundational and advanced courses, students learn to integrate typography, imagery, and layout into effective visual communications across branding, identity, publication, packaging, and campaign design. The program emphasizes both conceptual understanding and technical execution, preparing students to meet professional industry standards. With opportunities for international academic exposure and collaborative projects, students are encouraged to broaden their perspectives and engage with global design practices. Graduates will earn a *Sarjana Desain (S.Ds.)* degree and enter the creative industry with a strong portfolio, strategic mindset, and the versatility to thrive in an ever-evolving design landscape.

Interactive Digital Media

The **Interactive Digital Media** stream prepares students to design meaningful digital experiences by combining creative thinking, visual design, and emerging technologies. This program equips students with both theoretical understanding and hands-on skills in areas such as user interface (UI) design, user experience (UX), web and mobile applications, and screen-based media. It is ideal for students who are passionate about innovation and eager to pursue careers in the fast-growing digital design landscape. With an industry-relevant curriculum and exposure to global practices, graduates will be ready to contribute to the evolving creative economy with impactful, user-centered design solutions.

Visual Design (Swinburne) and Interaction Design (Swinburne)

Swinburne's Communication Design major equips students with advanced skills in visual storytelling and branded communication across digital and print media. The curriculum covers typography, identity and branding, photography, advertising, motion graphics, information design, and UI/UX—all underpinned by a strong conceptual and research-driven foundation. Industry engagement is built into the program through work-integrated learning opportunities through Capstone Projects. The curriculum emphasizes design relevance for contemporary challenges—climate, environment, culture—supporting socially responsible practices and preparing students for roles as communication designers, UX/interactivity designers, motion designers, and strategic brand consultants. After choosing either streams from Swinburne pathways, students will be able to choose one among the four majors which are **Branded Environment, Communication Design, Motion Design, Photomedia, and UX Interaction Design**.

Study Completion Requirements
Major in Graphic Design and New Media

To complete a major in Graphic Design and New Media at School of Computing and Creative Arts, students must complete a minimum of 146 scu of academic credits

Course Structure

Sem	Code	Course Name	Scu	Total	
1	ENGL6171001	Academic English I	3	20	
	COSC6011007	Foundations of Artificial Intelligence	2		
	DSGN6646007	Material and Color in Visual Design (AOL)	4		
	DSGN6648007	Computer Graphic I (AIE)	4		
	DSGN6645007	Eastern Art Review	2		
	DSGN6728007	Sketching for Design	3		
	Pancasila Courses*				
	CHAR6013007	Character Building: Pancasila (AOL)	2		
CHAR6039001	Pancasila and Indonesian Culture	2			
2	ENTR6091005	Project Hatchery	2	20	
	DSGN6165007	Western Art Review	2		
	DSIN6164007	Fundamental of Visual Design (AOL & AIE)	4		
	DSGN6647007	Drawing for Design	4		
	DSGN6722007	Basic Photography (AOL)	4		
	DSGN6658007	Typography	4		
3	ENGL6172001	Academic English II	3	23	
	DSGN6731007	Computer Graphic II (AIE)	4		
	DSIN6211007	Visual Context Studies	2		
	DSIN6212007	Studio Photography (AOL)	4		
	DSIN6096007	Illustration Design	4		
	ARTS6015007	Aesthetics	2		
	Stream: Visual Design (Swinburne); Graphic Design (Single Degree)				
	DSIN6207007	Design Studies I (AIE)	4		
	Stream: Interaction Design (Swinburne); Interactive Digital Media (Single Degree)				
	DSIN6209007	Interactive Design Studies I (AIE)	4		
4	CHAR6015007	Character Building: Agama	2	22	
	CHAR6014007	Character Building: Kewarganegaraan	2		
	DSIN6213007	Applied Design Methods (AOL)	4		
	DSIN6214007	Audio Visual I (AOL)	4		
	Indonesian Courses*				
	LANG6027007	Indonesian	2		
	LANG6125024	Indonesian as a Foreign Language	2		
	Stream: Visual Design (Swinburne); Graphic Design (Single Degree)				
	DSIN6208007	Design Studies II	4		
	DSIN6097007	Digital Typography	4		
Stream: Interaction Design (Swinburne); Interactive Digital Media (Single Degree)					

Sem	Code	Course Name	Scu	Total	
	DSIN6210007	Interactive Design Studies II	4		
	DSGN6316007	Screen Design Development I	4		
5	DSGN6294007	Audio Visual II	4	19	
	DSIN6216007	Visual Showcase	2		
	ELEC6001007	Elective 1	2		
	ELEC6011007	Elective 2	3		
	Stream: Visual Design (Swinburne); Graphic Design (Single Degree)				
	DSIN6086007	Creative Design Workshop	4		
	DSGN6726007	Typography for Publishing	4		
	Stream: Interaction Design (Swinburne); Interactive Digital Media (Single Degree)				
	DSIN6089007	Creative Design Workshop	4		
	DSGN6190007	Screen Design Development II	4		
6	Stream: Visual Design (Swinburne); Interaction Design (Swinburne);			14/20	
	Global Elective Courses		14		
	Stream: Graphic Design (Single Degree); Interactive Digital Media (Single Degree)				
	Enrichment Program I		20		
7	Stream: Visual Design (Swinburne); Interaction Design (Swinburne);			14/16	
	Global Elective Courses		14		
	Stream: Graphic Design (Single Degree); Interactive Digital Media (Single Degree)				
	Enrichment Program II		16		
8	Stream: Visual Design (Swinburne); Interaction Design (Swinburne);			6/14	
	Global Elective Courses		8		
	DSGN6562007	Graphic Design Final Project**	6		
	Stream: Graphic Design (Single Degree); Interactive Digital Media (Single Degree)				
	DSGN6562007	Graphic Design Final Project	6		
			Total SCU	146	

*) **Character Building: Pancasila** course and **Indonesian** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course and **Indonesian as a Foreign Language** courses are offered for foreign students.

**) Final Project in these streams is conducted at Partner University for Swinburne pathway.

-) **AOL** – Assurance of Learning Process System

-) **AIE** – Artificial Intelligence Embedded Course

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

-) *Students will take one of the enrichment program tracks (off campus).*

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	IS	IN	RS	EN	CD	SA	IS
1	v						v					
2	v							v				
3	v										v	
4		v					v					
5		v									v	
6					v		v					
7					v			v				
8					v						v	

Note:

IN : Company Internship
 RS : Research Fellowship
 EN : Entrepreneurship
 CD : Community Impact Internship
 SA : Study Abroad
 IS : Specific Independent Study

Note:

Students can choose one of the existing tracks.

Enrichment Company Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
DSIN6098007	Industry Experience	8	20
DSIN6099007	Design Applied Skills	8	
DSIN6078007	Reflective Practice	4	
Code	Course Name	SCU	Total
Enrichment Program II			
DSIN6145007	Professional Design Experience	8	16
DSIN6146007	Design in Practice	4	
DSIN6147007	Reflective Learning & Development	4	

Enrichment Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6758007	Design Idea Exploration	8	
RSCH6759007	Academic Design Research	8	
RSCH6059007	Visual Research	4	
Enrichment Program II			16
RSCH6993007	Creative Concept Development	8	
RSCH6994007	Creative Design Research	4	
RSCH6995007	Visual Exploration	4	

Enrichment Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			20
GLOB6085007	Elective Course for Study Abroad 1	4	
GLOB6086007	Elective Course for Study Abroad 2	4	
GLOB6087007	Elective Course for Study Abroad 3	4	
GLOB6088007	Elective Course for Study Abroad 4	4	
GLOB6089007	Elective Course for Study Abroad 5	4	
GLOB6043007	Elective Course for Study Abroad 1	2	
GLOB6044007	Elective Course for Study Abroad 2	2	
GLOB6117007	Elective Course for Study Abroad 3	2	
GLOB6046007	Elective Course for Study Abroad 4	2	
GLOB6047007	Elective Course for Study Abroad 5	2	
GLOB6048007	Elective Course for Study Abroad 6	2	
GLOB6049007	Elective Course for Study Abroad 7	2	
GLOB6050007	Elective Course for Study Abroad 8	2	
GLOB6051007	Elective Course for Study Abroad 9	2	
GLOB6052007	Elective Course for Study Abroad 10	2	
GLOB6241007	Elective Course for Study Abroad 1	3	
GLOB6242007	Elective Course for Study Abroad 2	3	
GLOB6243007	Elective Course for Study Abroad 3	3	
GLOB6075007	Elective Course for Study Abroad 4	3	
GLOB6076007	Elective Course for Study Abroad 5	3	
GLOB6260007	Elective Course for Study Abroad 6	3	
GLOB6261007	Elective Course for Study Abroad 7	3	
GLOB6511007	Elective Course for Study Abroad 1	5	
GLOB6672007	Elective Course for Study Abroad 2	5	
GLOB6673007	Elective Course for Study Abroad 3	5	
GLOB6674007	Elective Course for Study Abroad 4	5	
GLOB6675007	Elective Course for Study Abroad 1	6	

Code	Course Name	SCU	Total
GLOB6676007	Elective Course for Study Abroad 2	6	
GLOB6677007	Elective Course for Study Abroad 3	6	
GLOB6678007	Elective Course for Study Abroad 4	6	
GLOB6679007	Elective Course for Study Abroad 1	7	
GLOB6680007	Elective Course for Study Abroad 2	7	
GLOB6681007	Elective Course for Study Abroad 3	7	
GLOB6682007	Elective Course for Study Abroad 1	8	
GLOB6683007	Elective Course for Study Abroad 2	8	
GLOB6684007	Elective Course for Study Abroad 3	8	
Enrichment Program II			16
GLOB6382007	Elective Course for Study Abroad 6	4	
GLOB6383007	Elective Course for Study Abroad 7	4	
GLOB6384007	Elective Course for Study Abroad 8	4	
GLOB6385007	Elective Course for Study Abroad 9	4	
GLOB6386007	Elective Course for Study Abroad 10	4	
GLOB6053007	Elective Course for Study Abroad 11	2	
GLOB6054007	Elective Course for Study Abroad 12	2	
GLOB6387007	Elective Course for Study Abroad 13	2	
GLOB6388007	Elective Course for Study Abroad 14	2	
GLOB6389007	Elective Course for Study Abroad 15	2	
GLOB6390007	Elective Course for Study Abroad 16	2	
GLOB6391007	Elective Course for Study Abroad 17	2	
GLOB6392007	Elective Course for Study Abroad 18	2	
GLOB6393007	Elective Course for Study Abroad 19	2	
GLOB6394007	Elective Course for Study Abroad 20	2	
GLOB6395007	Elective Course for Study Abroad 8	3	
GLOB6396007	Elective Course for Study Abroad 9	3	
GLOB6397007	Elective Course for Study Abroad 10	3	
GLOB6398007	Elective Course for Study Abroad 11	3	
GLOB6399007	Elective Course for Study Abroad 12	3	
GLOB6400007	Elective Course for Study Abroad 13	3	
GLOB6401007	Elective Course for Study Abroad 14	3	
GLOB6785007	Elective Course for Study Abroad 5	5	
GLOB6786007	Elective Course for Study Abroad 6	5	
GLOB6787007	Elective Course for Study Abroad 7	5	
GLOB6788007	Elective Course for Study Abroad 8	5	
GLOB6789007	Elective Course for Study Abroad 5	6	
GLOB6790007	Elective Course for Study Abroad 6	6	
GLOB6791007	Elective Course for Study Abroad 7	6	
GLOB6792007	Elective Course for Study Abroad 8	6	
GLOB6793007	Elective Course for Study Abroad 4	7	
GLOB6794007	Elective Course for Study Abroad 5	7	
GLOB6795007	Elective Course for Study Abroad 6	7	

Code	Course Name	SCU	Total
GLOB6796007	Elective Course for Study Abroad 4	8	
GLOB6797007	Elective Course for Study Abroad 5	8	
GLOB6798007	Elective Course for Study Abroad 6	8	

*) The elective courses for study abroad will be transferred to Binus University International's SCU systems based on credit transfer policies.

The Table of Prerequisite for Graphic Design & New Media Program

Course	Scu	Sem	Course Prerequisite	Scu	Sem
DSGN6647007	4	2	DSGN6728007	3	1
DSIN6096007	4	3	DSGN6647007	4	2
DSIN6212007	4	3	DSGN6722007	4	2
DSGN6294007	4	5	DSIN6214007	4	4
DSGN6562007	6	8	All Semester Enrichment		6/7
Stream: Visual Design (Swinburne); Graphic Design (Single Degree)					
DSIN6207007	4	3	DSGN6648007	4	1
DSIN6207007	4	3	DSIN6164007	4	2
DSIN6208007	4	4	DSIN6207007	4	3
DSIN6086007	4	5	DSIN6208007	4	4
DSIN6097007	4	4	DSGN6658007	4	2
DSGN6726007	4	5	DSIN6097007	4	4
Stream: Interaction Design (Swinburne); Interactive Digital Media (Single Degree)					
DSIN6209007	4	3	DSGN6648007	4	2
DSIN6209007	4	3	DSIN6164007	4	4
DSIN6210007	4	4	DSIN6209007	4	1
DSIN6089007	4	5	DSIN6210007	4	2
DSGN6316007	4	4	DSGN6648007	4	3
DSGN6190007	4	5	DSGN6316007	4	4

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

No	Code	Course Name	SCU	Minimum Passing Grade
1.	CHAR6013007	Character Building: Pancasila	2	B
2.	DSGN6646007	Material and Color in Visual Design	4	C
3.	DSIN6164007	Fundamental of Visual Design	4	C
4.	DSIN6213007	Applied Design Methods	4	C
5.	DSIN6212007	Studio Photography	4	C
6.	DSIN6214007	Audio Visual I	4	C
Stream: Visual Design (Swinburne); Graphic Design (Single Degree)				
7.	DSIN6207007	Design Studies I	4	C
8.	DSIN6208007	Design Studies II	4	C
Stream: Interaction Design (Swinburne); Interactive Digital Media (Single Degree)				
7.	DSIN6209007	Interactive Design Studies I	4	C
8.	DSIN6210007	Interactive Design Studies II	4	C

