

Visual Communication Design – Creative Media (Blended Learning)

Introduction

The creative industry is evolving at an unprecedented pace, driven by digital transformation, technological advancement, and the growing demand for engaging visual content across commerce ecosystems. In today's competitive landscape, brands and organizations rely heavily on creative communication to capture attention, build meaningful connections with audiences, and create impactful customer experiences. As a result, the demand for professionals who can combine design excellence, strategic thinking, and digital innovation continues to grow rapidly.

The **DKV Creative Media** program is designed to address these emerging industry needs by offering a curriculum that bridges the fundamentals of Visual Communication Design with contemporary creative media practices. The program emphasizes the development of creative problem-solving skills, visual storytelling, digital content creation, branding, user-centered design, and the effective use of emerging technologies in creative production.

Through a flexible and industry-relevant learning experience, students are equipped with the knowledge, technical expertise, and strategic mindset necessary to thrive in the rapidly evolving creative economy. The curriculum is carefully structured to provide a progressive learning journey, enabling students to build strong design foundations while developing the ability to create innovative solutions for real-world business and communication challenges.

This Curriculum Catalog serves as a comprehensive guide to the academic structure, learning outcomes, and educational pathways within the DKV Creative Media program. It reflects our commitment to nurturing creative professionals who are adaptable, forward-thinking, and prepared to contribute meaningfully to the future of creative industries, digital media, and commerce.

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 mission of Visual Communication Design Study Program is to contribute to the global community through the provision of world-class education by:

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. 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
2. To produce graduates who are capable of producing animation portfolios that vividly demonstrate workmanship, creativity, conceptual insights, and attitudes of a professional design standard
3. The ability to distribute an animation work that adheres to the strength of intellectual property rights and marketing strategies

Student Outcomes

After completing the study, graduates are:

1. Able to create printed and/or 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 produce authenticity-based visual design work by utilizing and using the latest technology (artificial intelligence) in creative and visual work
5. Able to solve problems through the multidisciplinary approach

Prospective Career of the Graduates

With the above-mentioned skills and knowledge, the communication graduate is able to follow a career in:

1. Art Director
2. Graphic Designer
3. Videographer
4. Motion Graphic Designer
5. Digital Imaging Artist
6. Creativepreneur
7. Animation Content Creator
8. VFX Artist
9. Visualizer Artist
10. Character Designer
11. IP Creator
12. UI/UX Designer
13. AI Visual Designer
14. AI Cinematic Designer

Curriculum

The **Curriculum** of the Bachelor of Visual Communication Design – Creative Media (Blended Learning) Program is designed as a progressive learning journey, supported by an integrated micro-credential (MC) framework in each semester. The learning focus is structured around MC **Layout** in semester 1, MC **Branding** in semester 2, MC **Campaign** in semester 3, MC **User Generated Content (UGC)** in semester 4, and MC **Cinematic** in semester 5, ensuring that all courses, assignments, and projects systematically build specific competencies while driving students toward the intended graduate profile and program learning outcomes.

Semesters 1–2: Design Foundations and MC Layout–Branding

In semester 1, the curriculum builds a strong foundation in visual communication design through courses such as Criticism and Ethics in Visual Arts, Typography, Western Art Review, Visual Communication Design I, and Computer Graphic. All courses in this phase are aligned under the **Layout** micro-credential, so assignments and projects emphasize mastery of

layout principles, visual hierarchy, readability, and the use of print and digital media as the essential basis for professional design practice.

Semester 2 extends and strengthens this foundation by introducing Eastern Art Review, Character Building: Pancasila, Foundations of Artificial Intelligence, Visual Communication Design II, Introduction to AI Image Generator, and Indonesian Language. At this stage, the micro-credential focus shifts to **Branding**, directing student projects toward the development of coherent brand visual identities, consistency of brand elements, the use of AI image generators for brand exploration, and the integration of local values and Pancasila ethics into the creation of compelling brand images and narratives.

Semesters 3–4: Methodological Deepening and MC Campaign–UGC

Semester 3 focuses on methodological rigor and critical thinking through Art & Design Research Methodology, Visual Communication Design Review, Material and Colors in Visual Design, Visual Communication Design III, Entrepreneurship, and Character Building: Citizenship. Here, the micro-credential theme is **Campaign**, challenging students to design integrated visual communication campaigns, conduct audience and market research, select effective media strategies, and combine color, material, and civic values in campaigns that are socially relevant and entrepreneurially oriented.

Semester 4 further strengthens students' readiness for the digital creative industry through courses such as AI Visual Production Workflow, Visual Storytelling, Logic in Algorithmic Media, Creative Design Workshop, and Character Building: Religion. The micro-credential focus on **User Generated Content (UGC)** guides students to design content that encourages user participation, leverage digital and algorithmic platforms, and craft visual narratives that are ethical and sensitive to religious and cultural diversity—preparing them to work with community-driven and platform-based content ecosystems.

Semesters 5–6: AI Specialization and MC Cinematic–Pathways for Specialization

In semester 5, the curriculum transitions into a specialization phase in cinematic storytelling and AI-driven visual effects through AI VFX Models, Cinematic Arts: Writing and Directing, AI Cinematic Content, AI Visual Training Models, and English Professional. Under the **Cinematic** micro-credential, all learning activities are directed toward the ability to conceive, write, and direct cinematic content, integrate AI visual models into production workflows, and communicate creative ideas in professional English for global creative and media industries.

Semester 6 opens structured pathways for academic and professional specialization through Minor Programs, Free Electives, or Enrichment Program I totaling 20 credits. At this point, students may deepen their expertise in areas such as technopreneurship or Artificial Intelligence in Business, or take cross-disciplinary courses in digital management, programming, and information systems, shaping a multidisciplinary graduate profile that is agile and highly relevant to the creative industry and digital economy.

Semesters 7–8: Advanced Enrichment and Capstone Integration

Semester 7 serves as an advanced enrichment phase through Free Electives and/or Enrichment Program II with multiple tracks, including internship, entrepreneurship, research, community development, study abroad, independent study, and other tailored options. These immersive experiences allow students to apply and consolidate their micro-credential competencies—Layout, Branding, Campaign, UGC, and Cinematic—in real-world professional environments, while expanding their networks and industry exposure.

Semester 8 marks the culmination of the learning journey through a 6-credit Thesis as the capstone project. At this final stage, students are expected to synthesize their design foundations, technological and AI capabilities, semester-based micro-credentials, and enrichment experiences into scholarly work and a professional portfolio that clearly demonstrates their readiness to perform as globally competitive visual communication designers and creative industry professionals.

Course Structure

Sem	Course Code	Course	SCU	Total
1	DSIN6179007	Criticism and Ethics in Visual Arts	4	20
	DSIN6168007	Typography	4	
	DSIN6165007	Western Art Review	4	
	DSIN6172007	Visual Communication Design I	2/2	
	DSIN6169007	Computer Graphic	2/2	
2	CHAR6019007	Character Building: Pancasila	2	20
	DSIN6166007	Eastern Art Review	4	
	COSC6012007	Foundations of Artificial Intelligence	2	
	DSIN6173007	Visual Communication Design II	4/2	
	DSIN6170007	Introduction to AI Image Generator	2/2	
	LANG6031007	Indonesian	2	
3	CHAR6020007	Character Building: Kewarganegaraan	2	20
	DSIN6167007	Material and Colors in Visual Design	4	
	DSIN6175007	Art & Design Research Methodology	4	
	DSIN6174007	Visual Communication Design Review	4	
	DSIN6176007	Visual Communication Design III	2/2	
	ENPR6253001	Entrepreneurship	2	
4	DSIN6180007	AI Visual Production Workflow	2/2	20
	DSIN6177007	Visual Storytelling	4/2	
	CHAR6021007	Character Building: Agama	2	
	DSIN6182007	Logic in Algorithmic Media	4	
	DSIN6171007	Creative Design Workshop	4	
5	DSIN6183007	AI VFX Models	2/2	20
	DSIN6178007	Cinematic Arts: Writing and Directing	4	
	ENGL6163007	English Professional	4	
	DSIN6181007	AI Cinematic Content	4	
	DSIN6184007	AI Visual Training Models	2/2	
6	Minor Program			20
	Free Electives			
	Enrichment Program I			
7	Free Electives			20
	Enrichment Program II			
8	ACCT6187039	Thesis	6	6
			Total SCU	146

*Semester 6: Students are required to choose Minor Program or Free Electives or Enrichment Program.

*Semester 7: Students are required to choose Free Electives or one of enrichment program tracks. See appendix for the details

Appendix: Minor Program Minor Scheme

Minor Program	Semester 6
Minor @Binus Online	
Technopreneurship	v
Artificial Intelligence in Business	v

1. Minor Program: Technopreneurship

Course Code	Course	SCU
ACCT6384039	Accounting for Small Medium Enterprise	4
MKTG6296038	Digital Marketing for Manager	4
ISYS6619035	UX for Digital Business	4
COMP6725036	Big Data Technologies	4
ISYE6196037	Industrial Feasibility Analysis	4
Total SCU		20

2. Minor Program: Artificial Intelligence in Business

Course Code	Course	SCU
ISYS6776035	Managerial Support Systems	4
ACCT6473039	Artificial Intelligence for Audit, Forensic Accounting, and Valuation	4
COMP6936036	Machine Learning	4
MGMT6483038	AI Marketing and Predicting Consumer Experiences	4
ISYE6284037	Cognitive Ergonomics	4
Total SCU		20

Appendix: Free Electives

Free Elective

For students who take free electives track in the 6th semester, the following is a list of courses that students can take for 20 credits.

No	Program Studi	Course Code	Course	SCU	Semester
1	Management PJJ	MKTG6117038	Entrepreneurial Marketing	4	6
2	Management PJJ	ENTR6053038	Entrepreneurial Finance	4	6
3	Management PJJ	MGMT6551038	Ethics and Leadership in Digital Business	4	6
4	Computer Science PJJ	COMP6721036	Mobile Programming	4	6
5	Computer Science PJJ	COMP6621036	Web Programming	4	6
6	Information Systems PJJ	ISYS6599035	Management Information Systems for Leader	4	6
7	Information Systems PJJ	ISYS6321035	Technology & Infrastructure of e-Business	4	6

For students who take free electives track in the 7-semester, the following is a list of courses that students can take for 20 credits.

No	Program Studi	Course Code	Course	SCU	Semester
1	Management PJJ	ENPR6300038	Managing Entrepreneurial Organization and Leadership	4/2	7
2	Management PJJ	MGMT6562038	E-Corporate Strategy and Management	4/2	7
3	Management PJJ	MGMT6563038	E-Marketing and E-CRM	4/2	7
4	Management PJJ	BUSS6049038	Managing Innovation	4	7
5	Management PJJ	MGMT6553038	Digital Retail and Merchandising	4	7
6	Management PJJ	MGMT6554038	Digital Economy	4	7
7	Computer Science PJJ	COMP6940036	Deep Learning Application	4/2	7
8	Computer Science PJJ	COMP6311036	Object Oriented Programming	4	7
9	Information Systems PJJ	ISYS6941035	Social Informatics	4/2	7

Appendix: Enrichment Enrichment Track Scheme

Track scheme for semester 6 and 7. Student will take one of the tracks:

Enrichment Program Track									
Track	Semester 6	Semester 7							
	IS	IN	EN	RS	CD	SA	IS	FS	IDP
1	v	v							
2	v		v						
3	v			v					
4	v				v				
5	v					v			
6	v						v		
7	v								v

Students in semester 6 who take minor program or free electives, in semester 7 can take the enrichment track as follows:

Enrichment track as follows.

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

Note:

IN : Certified Internship
 EN : Certified Entrepreneurship
 RS : Certified Research
 CD : Certified Community Development
 SA : Certified Study Abroad
 FS : Further Study
 IS : Certified Specific Independent Study
 IDP : Certified Individual Development Project

Certified Internship Track

Course Code	Course	SCU	Total SCU
DSIN6187007	Working Experience in Creative Media	6	20
DSIN6188007	Creative Media in Practice	4	
DSIN6189007	Industrial Experience in Creative Media	6	
DSIN6190007	Employability and Entrepreneurial Skills in Creative Media Industry	4	

Certified Entrepreneurship Track

Course Code	Course	SCU	Total SCU
DSIN6191007	Business Start Up in Creative Media	6	20
DSIN6192007	Business Model & Validation in Creative Media	4	
DSIN6193007	Launching New Venture in Creative Media	6	
DSIN6194007	Entrepreneurship and Managing New Business in Creative Media	4	

Certified Research Track

Course Code	Course	SCU	Total SCU
DSIN6195007	Creative Media Research Experience	6	20
DSIN6196007	Scientific Writing in Creative Media Research	4	
DSIN6197007	Academic Writing for Creative Media Research	6	
DSIN6198007	Global Employability and Entrepreneurial Skills in Creative Media Research	4	

Certified Community Development Track

Course Code	Course	SCU	Total SCU
DSIN6199007	Community Development Project Implementation in Creative Media	6	20
DSIN6200007	Community Development Project Design in Creative Media	4	
DSIN6201007	Creative Media Program Execution for Community	6	
DSIN6202007	Employability and Entrepreneurial Skills in Creative Media Community	4	

Certified Study Abroad Track

Course Code	Course	SCU	Total SCU
GLOB6415007	Elective Course for Study Abroad 1	4	20
GLOB6416007	Elective Course for Study Abroad 2	4	
GLOB6417007	Elective Course for Study Abroad 3	3	
GLOB6418007	Elective Course for Study Abroad 4	3	
GLOB6419007	Elective Course for Study Abroad 5	3	
GLOB6420007	Elective Course for Study Abroad 6	2	
GLOB6421007	Elective Course for Study Abroad 7	2	
GLOB6422007	Elective Course for Study Abroad 8	2	
GLOB6423007	Elective Course for Study Abroad 9	1	
GLOB6424007	Elective Course for Study Abroad 10	1	
GLOB6425007	Elective Course for Study Abroad 11	4	
GLOB6426007	Elective Course for Study Abroad 12	4	
GLOB6427007	Elective Course for Study Abroad 13	3	
GLOB6428007	Elective Course for Study Abroad 14	3	
GLOB6429007	Elective Course for Study Abroad 15	3	
GLOB6430007	Elective Course for Study Abroad 16	2	
GLOB6431007	Elective Course for Study Abroad 17	2	
GLOB6432007	Elective Course for Study Abroad 18	2	
GLOB6433007	Elective Course for Study Abroad 19	1	
GLOB6434007	Elective Course for Study Abroad 20	1	

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

Certified Specific Independent Study Track Enrichment Program I

For students who take Specific Independent Study Track in the 6th semester, they should take these courses:

Course Code	Course	SCU
CSIS6037007	Course Certification	3
CSIS6038007	Technical Skill Enrichment	4
CSIS6039007	Industrial Project	9
CSIS6040007	Soft Skill Enrichment	4
CSIS6041007	Elective Course for Specific Independent Study 1	4
CSIS6042007	Elective Course for Specific Independent Study 2	4
CSIS6043007	Elective Course for Specific Independent Study 3	3
CSIS6044007	Elective Course for Specific Independent Study 4	3
CSIS6045007	Elective Course for Specific Independent Study 5	3
CSIS6046007	Elective Course for Specific Independent Study 6	2
CSIS6047007	Elective Course for Specific Independent Study 7	2
CSIS6048007	Elective Course for Specific Independent Study 8	2
CSIS6049007	Elective Course for Specific Independent Study 9	1
CSIS6050007	Elective Course for Specific Independent Study 10	1

Course Code	Course	SCU
CSIS6051007	Elective Course for Specific Independent Study 11	4
CSIS6052007	Elective Course for Specific Independent Study 12	4
CSIS6053007	Elective Course for Specific Independent Study 13	3
CSIS6054007	Elective Course for Specific Independent Study 14	3
CSIS6055007	Elective Course for Specific Independent Study 15	3
CSIS6056007	Elective Course for Specific Independent Study 16	2
CSIS6057007	Elective Course for Specific Independent Study 17	2
CSIS6058007	Elective Course for Specific Independent Study 18	2
CSIS6059007	Elective Course for Specific Independent Study 19	1
CSIS6060007	Elective Course for Specific Independent Study 20	1
CSIS6097007	Elective Course for Specific Independent Study 21	6
CSIS6098007	Elective Course for Specific Independent Study 22	6
CSIS6099007	Elective Course for Specific Independent Study 23	6
Total SCU		20

*) 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 23 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.

Enrichment Program II

For students who take Specific Independent Study track in the 7th semester, they should take these courses:

Course Code	Course	SCU
CSIS6037007	Course Certification	3
CSIS6038007	Technical Skill Enrichment	4
CSIS6039007	Industrial Project	9
CSIS6040007	Soft Skill Enrichment	4
CSIS6100007	Elective Course for Specific Independent Study 24	4
CSIS6101007	Elective Course for Specific Independent Study 25	4
CSIS6102007	Elective Course for Specific Independent Study 26	3
CSIS6103007	Elective Course for Specific Independent Study 27	3
CSIS6104007	Elective Course for Specific Independent Study 28	3
CSIS6105007	Elective Course for Specific Independent Study 29	2
CSIS6106007	Elective Course for Specific Independent Study 30	2
CSIS6107007	Elective Course for Specific Independent Study 31	2
CSIS6108007	Elective Course for Specific Independent Study 32	1
CSIS6109007	Elective Course for Specific Independent Study 33	1
CSIS6110007	Elective Course for Specific Independent Study 34	4
CSIS6111007	Elective Course for Specific Independent Study 35	4
CSIS6112007	Elective Course for Specific Independent Study 36	3
CSIS6113007	Elective Course for Specific Independent Study 37	3
CSIS6114007	Elective Course for Specific Independent Study 38	3
CSIS6115007	Elective Course for Specific Independent Study 39	2
CSIS6116007	Elective Course for Specific Independent Study 40	2
CSIS6117007	Elective Course for Specific Independent Study 41	2

Course Code	Course	SCU
CSIS6118007	Elective Course for Specific Independent Study 42	1
CSIS6119007	Elective Course for Specific Independent Study 43	1
CSIS6120007	Elective Course for Specific Independent Study 44	6
CSIS6121007	Elective Course for Specific Independent Study 45	6
CSIS6122007	Elective Course for Specific Independent Study 46	6
Total SCU		20

*) 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 24 to 46 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.

Certified Individual Development Project Track

Course Code	Course	SCU	Total SCU
DSIN6203007	Industrial Project Planning in Creative Media	6	20
DSIN6204007	Industrial Project Implementation in Creative Media	4	
DSIN6205007	Industrial Project Evaluation and Reporting in Creative Media	6	
DSIN6206007	Business Ethics in Creative Media Industry	4	

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

No.	Course Code	Course	SCU	Minimal Grade	Semester
1	CHAR6019007	Character Building: Pancasila	2	B	2
2	ENPR6253001	Entrepreneurship	2	C	3
3	DSIN6172007	Visual Communication Design I	4	C	1
4	DSIN6170007	Introduction to AI Image Generator	2/2	C	2
5	DSIN6175007	Art & Design Research Methodology	4	C	3
6	DSIN6171007	Creative Design Workshop	4	C	4
7	DSIN6176007	Visual Communication Design III	2/2	C	3
8	DSIN6177007	Visual Storytelling	4/2	C	4