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 specializations: **Graphic Design** and **Interactive Digital Media**.

- The **Graphic Design (Visual Design for Swinburne)** stream explores visual communication through identity design, branding, packaging, publications, and campaign work.
- The **Interactive Digital Media (Interaction Design for Swinburne)** 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 international collaborations with leading universities across multiple continents. In Australia, the program partners with Swinburne University of Technology, providing students with the opportunity to pursue a study-abroad pathway in specialized areas such as Photomedia, Communication Design, Motion Design, and UX/Interaction Design. In the United Kingdom, the program maintains a long-standing partnership with Northumbria University, Newcastle, under a new 3+1 dual-degree scheme. Students who complete their three years at BINUS may continue their final year at Northumbria University, where they will earn a BA (Hons) Graphic Design degree upon completion. These cross-cultural academic experiences not only enrich students' global perspectives but also enhance their competitiveness in the international creative industry, equipping them with a broader understanding of design thinking from both Eastern and Western traditions.

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
- Bachelor of Arts (Hons) in Graphic Design from Northumbria University

Major and Stream

Stream	Degree				Partner
	Single	Title	Double	Title	
Visual Design	√	S.Ds.	√	B.Des	Swinburne University of Technology
Interaction Design	√	S.Ds.	√	B.Des	Swinburne University of Technology

Stream	Degree				Partner
	Single	Title	Double	Title	
Graphic Design	√	S.Ds.	√	BA (Hons)	Northumbria University
Interactive Digital Media	√	S.Ds.	√	BA (Hons)	Northumbria University

Title: S.Ds. = Sarjana Desain; B.Des = Bachelor of Design; BA (Hons) = Bachelor of Arts (Honours)

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.

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 brand-led 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***

Graphic Design & Interactive Digital Media– Northumbria Streams

Students who successfully complete all three years of the GDNM program at BINUS University are eligible to continue their final year at Northumbria University, Newcastle, United Kingdom, under the 3+1 dual-degree scheme. Upon completion, students will earn a BA (Hons) Graphic Design degree from Northumbria University — recognized by The Times and The Sunday Times Good University Guide 2025 as Modern University of the Year. The final year is designed to align each student's creative practice with their professional ambitions. Through self-initiated projects, industry-set briefs, and an experimental design module inspired by the legacy of influential

Northumbria alumnus Vaughan Oliver, students will build a professional portfolio that reflects their creative identity and readiness for the global design industry. A dedicated academic support module is also provided to help international students adapt to UK higher education conventions and expectations.

With an internationally recognized degree and exposure to a Western design education environment, graduates will be well-positioned to pursue careers and further opportunities in the United Kingdom and beyond.

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	COSC6011007	Foundations of Artificial Intelligence	2	20
	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	2	
	CHAR6039001	Pancasila and Indonesian Culture	2	
	Foreign Language Course			
	ENGL6171001	Academic English I	3	
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	DSGN6731007	Computer Graphic II (**AIE**)	4	23
	DSIN6211007	Visual Context Studies	2	
	DSIN6212007	Studio Photography (**AOL**)	4	
	DSIN6096007	Illustration Design	4	
	ARTS6015007	Aesthetics	2	
	Foreign Language Course			
	ENGL6172001	Academic English II	3	
	Stream: Visual Design (Swinburne); Graphic Design (Northumbria)			
	DSIN6207007	Design Studies I (**AIE**)	4	
	Stream: Interaction Design (Swinburne); Interactive Digital Media (Northumbria)			
	DSIN6209007	Interactive Design Studies I (**AIE**)	4	
4	CHAR6015007	Character Building: Agama	2	22
	CHAR6014007	Character Building: Kewarganegaraan	2	
	DSIN6213007	Applied Design Method (**AOL**)	4	
	DSIN6214007	Audio Visual I (**AOL**)	4	

Sem	Code	Course Name	Scu	Total
	Indonesian Courses*			
	LANG6027007	Indonesian	2	
	LANG6125024	Indonesian as a Foreign Language	2	
	Stream: Visual Design (Swinburne); Graphic Design (Northumbria)			
	DSIN6208007	Design Studies II	4	
	DSIN6097007	Digital Typography	4	
	Stream: Interaction Design (Swinburne); Interactive Digital Media (Northumbria)			
	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 (Northumbria)			
	DSIN6086007	Creative Design Workshop	4	
	DSGN6726007	Typography for Publishing	4	
	Stream: Interaction Design (Swinburne); Interactive Digital Media (Northumbria)			
	DSIN6089007	Creative Design Workshop	4	
	DSGN6190007	Screen Design Development II	4	
6	**Stream: Visual Design (Swinburne); Interaction Design (Swinburne)**			14/16
	Global Elective Courses		14	
	Stream: Graphic Design (Northumbria); Interactive Digital Media (Northumbria)			
	Enrichment Program		16	
7	**Stream: Visual Design (Swinburne); Interaction Design (Swinburne)**			14/10
	Global Elective Courses		14	
	Stream: Graphic Design (Northumbria); Interactive Digital Media (Northumbria)			
	Global Elective Courses		10	
8	DSGN6562007	Graphic Design Final Project**	6	14/16
	Stream: Visual Design (Swinburne); Interaction Design (Swinburne)			
	Global Elective Courses		8	
	Stream: Graphic Design (Northumbria); Interactive Digital Media (Northumbria)			
	Global Elective Courses		10	

) **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*

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

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

Enrichment Program (6th Semester) for Double Degree (Northumbria) Students:

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

Enrichment Track Scheme

Track	Semester 6					
	IN	RS	EN	CD	SA	IS
1	v					
2		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			16
DSIN6145007	Professional Design Experience	8	
DSIN6146007	Design in Practice	4	
DSIN6147007	Reflective Learning & Development	4	

Enrichment Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program II			16
RSCH6993007	Creative Concept Development	8	
RSCH6994007	Creative Design Research	4	
RSCH6995007	Visual Exploration	4	

The Table of Prerequisite for Graphic Design & New Media Program

Course		Scu	Sem	Course Prerequisite		Scu	Sem
DSGN6647007	Drawing for Design	4	2	DSGN6728007	Sketching for Design	3	1
DSIN6096007	Illustration Design	4	3	DSGN6647007	Drawing for Design	4	2
DSIN6212007	Studio Photography	4	3	DSGN6722007	Basic Photography	4	2
DSGN6294007	Audio Visual II	4	5	DSIN6214007	Audio Visual I	4	4
DSGN6562007	Graphic Design Final Project	6	8		All Semester Enrichment		6/7
Stream: Visual Design (Swinburne); Graphic Design (Northumbria)							
DSIN6207007	Design Studies I	4	3	DSGN6648007	Computer Graphic I	4	1

Course		Scu	Sem	Course Prerequisite		Scu	Sem
DSIN6207007	Design Studies I	4	3	DSIN6164007	Fundamental of Visual Design	4	2
DSIN6208007	Design Studies II	4	4	DSIN6207007	Design Studies I	4	3
DSIN6086007	Creative Design Workshop	4	5	DSIN6208007	Design Studies II	4	4
DSIN6097007	Digital Typography	4	4	DSGN6658007	Typography	4	2
DSGN6726007	Typography for Publishing	4	5	DSIN6097007	Digital Typography	4	4
Stream: Interaction Design (Swinburne); Interactive Digital Media (Northumbria)							
DSIN6209007	Interactive Design Studies I	4	3	DSGN6648007	Computer Graphic I	4	1
DSIN6209007	Interactive Design Studies I	4	3	DSIN6164007	Fundamental of Visual Design	4	2
DSIN6210007	Interactive Design Studies II	4	4	DSIN6209007	Interactive Design Studies I	4	3
DSIN6089007	Creative Design Workshop	4	5	DSIN6210007	Interactive Design Studies II	4	4
DSGN6316007	Screen Design Development I	4	4	DSGN6648007	Computer Graphic I	4	1
DSGN6190007	Screen Design Development II	4	5	DSGN6316007	Screen Design Development I	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 Method	4	C
5.	DSIN6212007	Studio Photography	4	C
6.	DSIN6214007	Audio Visual I	4	C
Stream: Visual Design (Swinburne); Graphic Design (Northumbria)				
7.	DSIN6207007	Design Studies I	4	C
8.	DSIN6208007	Design Studies II	4	C
Stream: Interaction Design (Swinburne); Interactive Digital Media (Northumbria)				
7.	DSIN6209007	Interactive Design Studies I	4	C
8.	DSIN6210007	Interactive Design Studies II	4	C