

**VISUAL COMMUNICATION DESIGN
STUDY PROGRAM CURRICULUM
UNIVERSITAS MULTIMEDIA
NUSANTARA**

Drafting Team

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CURRICULUM OF VISUAL COMMUNICATION DESIGN STUDY PROGRAM

A. Profile

The Visual Communication Design Study Program (hereinafter is referred as VCD-SP) is one of the A-accredited study programs based on BNPT, National Accreditation Board (hereinafter is referred as BAN-PT) Decree number 3266 / SK / BAN-PT / Akred / S / XII / 2016 with a validity period until December 27, 2021. UMN itself was established on November 25, 2005, by the Minister of National Education ministerial decree number 169 / D / O / 2005. UMN was operating under Yayasan Multimedia Nusantara, a subsidiary foundation of Kompas Gramedia Group (KGG), one of Indonesia's biggest media companies. KGG initiated by Dr. (H.C.) Jakob Oetama with a vision to educate the nation through the slogan "Enlightening People" by establishing a campus with the concept of 'new media' learning. The current rector is Dr. Ninok Leksono.

VCD-SP is under the Faculty of Art and Design UMN, along with two other study programs, Architecture Study Program and Film Study Program. VCD-SP has two majors: Visual Brand Identity, which produces graduates with brand developing, communication, market research, and analysis skills, and also Interaction Design major, whose graduate skills are designing multi-platform interactive media for many purposes. VCD-SP UMN is the only Visual Communication Design Study Program in Indonesia that emphasizes on Visual Brand Design and Interactivity and is equipped with a strong emphasis on new media technology insight, digital entrepreneurship mindset, and KGG values. Being a university under a multi-national company such as KGG ensures the graduates more accessible employment in many subsidiary companies under KGG. It also ensures the graduates' competences are always in line with industry.

The OBE curriculum at VCD-SP is designed by considering many aspects such as KKNi (IQF), SKKNI (NCS), annual feedback from professional associations, industry representatives as graduate users, the future needs forecasting/trends, alumni, and the vision and mission of UMN. With minor curriculum improvements every year, and major curriculum improvements every four years, VCD-SP has experienced a curriculum improvement in 2018.

The high standard of learning quality at VCD-SP is also strengthened by the participation of VCD-SP in three international design organizations (ICo-D, ADADA and Cumulus), one national organization (ASPRODI DKV Indonesia – VCD Study Program Association). Its academic staff are members of at least one professional/community membership. Several courses include industry professionals as evaluators and international speakers in various student activities and use international standards in designing course content.

B. Career Prospects and Opportunities

Visual Communication Design Universitas Multimedia Nusantara is the only study programme in Indonesia that offers future-oriented majors which are Visual Brand Design and Interaction Design. These majors emphasize the use of modern technology, interactivity, and innovation. Our majors also explore various media ranging from print-based to digital-based for the purpose of creating graduates that are competitive to the global industry. Our graduates consist of 2 profile depending on the major they enrolled. Visual Brand Design major is a major that employs comprehensive and in-depth learning of innovative visual skills that combines the experience of practitioners (industry) and puts more emphasis on advanced conceptual thinking in the field of Information and Communication Technology (ICT) as its support by exploring Nusantara culture as its content. Students will also gain a solid understanding of the application of

Brand Design in various media to prepare them for the challenges of a growing industry. Students are taught to be creative and analytical in responding and exploring phenomena to be confident in solving problems visually innovatively and competitively. Visual Brand Design educates students to be able to analyze, design, and implement design communication through a visual brand identity design, brand communication, and conceptual, creative, and innovative campaigns with social, cultural, economic, and technological considerations.

Producing graduates who can analyze, design, implement design communication through a visual design of brand identity, brand communication, and conceptual, creative and innovative campaigns with social, cultural, economic and technological considerations.

Career Opportunities

- Graphic Designer
- Art Director
- Creative Director
- Photographer
- Videographer
- Illustrator
- Motion Graphic Designer
- Environmental Graphic Designer
- Type Designer
- Campaign Designer
- Social Content Designer
- Thumbnail Designer
- Instructional Designer
- Visual Merchandising Designer
- Data Visualization Designer
- Service Designer
- Creative Copywriter
- Creative Brand Specialist
- Activation Designer
- Audio Reactive Designer

While Interaction Design major learns about interaction design includes games in 2D and 3D screen (digital) interactivity media as well as non-screen (conventional). The Interaction Design major also develops an art-science framework in the practice of interactive media development in the arts and design fields. Interaction Design major educates students to be able to analyze, design, and implement interactivity through conceptual, collaborative, creative, and innovative visual interaction design with social, cultural, economic and technological considerations.

Produce graduates who can analyze, design, apply interactivity through conceptual, creative and innovative visual interaction design with social, cultural, economic, and technological considerations.

Career Opportunities

- User Interface (UI) Designer
- User Experience (UX) Designer
- User Experience (UX) Writer
- User Experience (UX) Researcher
- 2D Artist
- 3D Artist
- Character Designer
- Texture Artist
- Concept Artist
- Storyboard Artist
- Environment Artist
- Front End Designer
- Website Designer
- App Designer
- Immersive Media Artist
- Gamification Designer
- Level Designer
- Lead Game Designer
- Game Writer
- Game Producer
- Game Analyst

C. Graduate Profiles

Become a graduate in Visual Communication Design who is able to create design works based on knowledge of methodical design processes to solve visual communication problems in society as professionals or entrepreneurs who have adaptability, collaborative spirit, sustainable self-development, ethics, international orientation, and ICT literacy.

Visual Communication Design Universitas Multimedia Nusantara expects qualified graduates with the following identities:

1. Graduates are expected to become design graduates who have the ability to create works both traditionally and digitally based on an in-depth understanding of design in the form of visual communication that is entrepreneurial, has international insight, and can contribute to solving visual communication problems that exist in society.
2. Becoming an individual who can develop himself and has the desire to continue to progress to a higher level of work and professionalism by continuing to learn (both formal and independent).
3. Become a person who is needed in the industrial world and society as a team and individually by carrying the good name of the alma mater (professional ethics) and being a good example for VCD UMN students and study programs.
4. Become a professional who has good skills in industry and entrepreneurship both nationally and internationally.

D. Expected Learning Outcome

The curriculum of the VCD-SP is designed to contain learning material that is mutually supported and connected to each other from basic to final level courses. From the NCS Guidance, these curriculums are designed to meet three types of competencies;

1. Main competencies, learning material provided so that students have the skills and knowledge of visual communication design in visual brand design and interaction design.
2. Supporting competencies, with learning materials supporting the main competency material, where the aim is to enrich students' skills in visual communication by referring to national and international standards.
3. Other competencies, learning materials so that students have attitudes, norms, values of religion, humanity, nation, and state according to work in their field of expertise.

VCD-SP curriculum is designed along with the development and needs of the creative (design) industry, resulting in a graduate profile that is able to perform innovation and the novelty of developments in visual communication design science. The Communication Design study program's eight learning outcomes include specific subjects and general skills (transferable). This transferable skill ensures lifelong learning required in the profile of VCD-SP graduates and it is evenly distributed in the ELO's. ELO related to specific and general subjects is arranged by levels that match students' development according to their ELO levels.

ELO	Keyword	Description
ELO-A	Ethics Value	Students are able to adapt and implements ethics and continuous improvement in design process.
ELO-B	Fundamental in Design	Students are able to apply principle knowledge of Visual Communication Design in design process.
ELO-C	Working Environment	Students are able to generate ideas

		individually and/ or in group works.
ELO-D	Design Concept	Students are able to explore concepts in designing with the utilization of ICT.
ELO-E	Design Process	Students are able to determine solution of visual communication problem through design research.
ELO-F	Design Methodology	Students are able to implement design methods and academic writing.
ELO-G	Project Management	Students are able to manage visual communication design projects as a professional and entrepreneur.
ELO-H	Design Implementation	Students are able to produce and present visual communication design works.

E. MBKM Program

MBKM is a program initiated by The Ministry of Education which has been applied since 2021. This program consists of several clusters:

1. Exchange Students/ Pertukaran Pelajar
2. Community Outreach Project/ Projek Desa
3. Research/ Penelitian
4. Entrepreneurship/ Kewirausahaan
5. Internship/ Magang

G. Distribution of Courses per Semester
Regular Path / Acceleration Path

FOUNDATION YEAR COURSES

The Foundation Year comprises two initial semesters that new students are required to complete. New students must enroll in all prescribed subjects and fulfill the necessary credit requirements. These two semesters provide new students with foundational knowledge in arts and design before they focus on one of the two available majors: Visual Brand Design or Interaction Design.

During the first semester, students will be introduced to the fundamental principles of arts and design, drawing techniques, essential theories, design history, and the studio learning process, both manually and digitally. In the second semester, students will learn deeper about anatomy drawing, photography, and digital composition, leveraging their understanding of design theory acquired in the first semester. Towards the semester's conclusion, students will have the opportunity to select one of two majors: Visual Brand Design (BD) or Interaction Design (ID), marking the culmination of the Foundation Year.

Semester 1

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
1	DKV 103	Typography Principles	3	-	-	Compulsory	4,8,9
1	DKV 104	Photography Principles	3	√	-	Compulsory	4,8,9
1	DKV 110	Nirmana	4	-	-	Compulsory	4,8,9
1	DKV 112	Drawing Principles	3	√	-	Compulsory	4,8,9
1	DKV 214	Creativity Theory	3	-	-	Compulsory	4,8,9
1	DKV 106	Computer Graphic for Design	2	√	-	Compulsory	4,8,9
1	UM 152	Religion	2	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 1			20				

Semester 2

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
2	DKV 201	Illustration	3	√	-	Compulsory	4,8,9
2	DKV 210	Visual Communication Design 1	4	-	-	Compulsory	4,8,9
2	DKV 212	Design and Indonesian Culture	3	-	-	Compulsory	4,8,9
2	DKV 300	Visual Analysis	3	-	-	Compulsory	4,8,9
2	DS 201	Intellectual Property Rights	2	-	-	Compulsory	4,8,9
2	UM 122	English I	2	-	-	Compulsory	4,8,9
2	UM 162	Pancasila	2	-	-	Compulsory	4,8,9

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
TOTAL CREDIT SEMESTER 2			19				

MAJOR COURSES

After completing the Foundation Year, students will choose a major between Visual Brand Design (BD) major or Interaction Design (ID) major. Following this selection, students will enroll in courses specific to their chosen major.

Visual Brand Design (BD) Major

Semester 3

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
3	DKV 310	Visual Communication Design 2	4	-	-	Compulsory	4,8,9
3	DKV 401	Digital Media	3	√	-	Compulsory	4,8,9
3	DKV 302	Design Methods	3	-	-	Compulsory	4,8,9
3	BD 301	Introduction to Marketing	3	-	-	BD Compulsory	4,8,9
3	BD 401	Design Collateral	3	-	-	BD Compulsory	4,8,9
3	UM 163	Civics	2	-	-	Compulsory	4,8,9
3	UM 423	English for Professional Designer	3	-	-	Compulsory	4,8,9

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
TOTAL CREDIT SEMESTER 3			21				

Semester 4

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
4	DKV 410	Visual Communication Design 3	4	-	-	Compulsory	4,8,9
4	DKV 511	Research Methods	3	-	-	Compulsory	4,8,9
4	DKV 402	Design Ethics	3	-	-	Compulsory	4,8,9
4	BD 402	Media Production Techniques	3	√	-	BD Compulsory	4,8,9
4	DS 200	Introduction to Creative Business	2	-	-	Compulsory	4,8,9
4	UM 321	English III	2	-	-	Compulsory	4,8,9
4	UM 442	Indonesian Language for ACW	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 4			20				

Interaction Design (ID) Major

Semester 3

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
3	DKV 310	Visual Communication Design 2	4	-	-	Compulsory	4,8,9

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
3	DKV 401	Digital Media	3	√	-	Compulsory	4,8,9
3	DKV 302	Design Methods	3	-	-	Compulsory	4,8,9
3	ID 301	Interactivity	3	-	-	ID Compulsory	4,8,9
3	ID 401	2D/3D Assets	3	-	-	ID Compulsory	4,8,9
3	UM 163	Civics	2	-	-	Compulsory	4,8,9
3	UM 423	English for Professional Designer	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 3			21				

Semester 4

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
4	DKV 410	Visual Communication Design 3	4	-	-	Compulsory	4,8,9
4	DKV 511	Research Methods	3	-	-	Compulsory	4,8,9
4	DKV 402	Design Ethics	3	-	-	Compulsory	4,8,9
4	ID 402	Interface Design	3	√	-	ID Compulsory	4,8,9
4	DS 200	Introduction to Creative Business	2	-	-	Compulsory	4,8,9
4	UM 321	English III	2	-	-	Compulsory	4,8,9
4	UM 442	Indonesian Language for ACW	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 4			20				

Semester 5 and 6 form a pair of semesters. Student can choose between 2 different paths.

The following is the first path:

Semester 5 (Elective Courses)

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
5		Elective	4	-	-	Elective	4,8,9
5		Elective	4	-	-	Elective	4,8,9
5		Elective	3	-	-	Elective	4,8,9
5		Elective	3	-	-	Elective	4,8,9
5		Elective	3	-	-	Elective	4,8,9
5		Elective	3	-	-	Elective	4,8,9
TOTAL CREDIT SEMESTER 5			20				

Semester 6 (MBKM Cluster)

Sem.		Course Name	Credit			SDG
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	Course Code		Lect.	Lab	Pre-requisite Course Code	Compulsory/ Elective	
6	DKV 810	Seminar	3	-	-	Compulsory	4,8,9
6		MBKM Cluster	15				
	xDKV 1	MBKM Course 1		-	-	Compulsory	4,8,9
	xDKV 2	MBKM Course 2		-	-	Compulsory	4,8,9
	xDKV 3	MBKM Course 3		-	-	Compulsory	4,8,9
	xDKV 4	MBKM Course 4		-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 6			18				

**The breakdown of the clusters can be seen in the "MBKM Courses" section*

The following is the second path:

Semester 5 (MBKM Student Exchange Inbound)

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
5	DKV 810	Seminar	3	-	-	Compulsory	4,8,9
5		Student Exchange (Inbound)	15	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 5			18				

**The breakdown of the Student Exchange clusters can be seen in the "Student Exchange Inbound Courses" section*

Semester 6 (Elective Courses)

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
6		Elective	4	-	-	Elective	4,8,9
6		Elective	4	-	-	Elective	4,8,9
6		Elective	3	-	-	Elective	4,8,9
6		Elective	3	-	-	Elective	4,8,9
6		Elective	3	-	-	Elective	4,8,9
6		Elective	3	-	-	Elective	4,8,9
TOTAL CREDIT SEMESTER 5			20				

ELECTIVE COURSES

Visual Communication Design (VCD) Electives

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
1	DKV 400	Design and Sociology	3	-	-	Elective	4,8,9
2	DKV 491	Advanced Photography	4	-	-	Elective	4,8,9

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
3	DKV 492	Writing in Design	3	√	-	Elective	4,8,9
4	DKV 500	Sound Design	3	√	-	Elective	4,8,9
5	DKV 590	Ornament Design	4	-	-	Elective	4,8,9
6	DKV 591	Experimental Illustration	4	√	-	Elective	4,8,9
7	DKV 601	Experimental Design	3	-	-	Elective	4,8,9
8	DKV 690	Transmedia Storytelling	4	-	-	Elective	4,8,9
9	DKV 700	Advanced Design	4	-	-	Elective	4,8,9
10	DKV 790	IP Monetizing	4	-	-	Elective	4,8,9

Visual Brand Design (BD) Electives

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
1	BD 491	Brand Mascot Design	3	-	-	Elective	4,8,9
2	BD 492	Font Design	3	√	-	Elective	4,8,9
3	BD 590	Packaging Design	3	-	-	Elective	4,8,9
4	BD 591	Digital Advertising	3	√	-	Elective	4,8,9
5	BD 690	Environmental Graphic Design	3	-	-	Elective	4,8,9

Interaction Design (ID) Electives

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
1	ID 490	Visual Programming	3	√	-	Elective	4,8,9
2	ID 492	Immersive Design	3	√	-	Elective	4,8,9
3	ID 590	3D Digital Sculpting	3	√	-	Elective	4,8,9
4	ID 691	Game Design and Play	3	√	-	Elective	4,8,9
5	ID 790	Human Computer Interaction	3	-	-	Elective	4,8,9

MBKM COURSES Student Exchange Inbound Courses

Semester 5

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
5	DKV 400	Design and Sociology	3	-	-	Elective	4,8,9
5	DKV 500	Sound Design	3	√	-	Elective	4,8,9
5	BD 591	Digital Advertising	3	√	-	Elective	4,8,9

5	ID 790	Human Computer Interaction	3	-	-	Elective	4,8,9
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Student Exchange Outbound Courses

Semester 6

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
6	BD 591	Digital Advertising	3	√	-	Elective	4,8,9
6	BD 690	Environmental Graphic Design	3	-	-	Elective	4,8,9
6	ID 691	Game Design and Play	3	-	-	Elective	4,8,9
6	ID 790	Human Computer Interaction	3	-	-	Elective	4,8,9

Entrepreneurship, Research, Community Outreach Courses

Semester 6

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
CLUSTER - ENTREPRENEURSHIP / KEWIRAUSAHAAN							
6	EDKV 1	Idea Validation	3	-	-	Compulsory	4,8,9
6	EDKV 2	Product Validation	5	-	-	Compulsory	4,8,9
6	EDKV 3	Business Validation	4	-	-	Compulsory	4,8,9

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
6	EDKV 4	Business Evaluation	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 6			15				
CLUSTER - RESEARCH / PENELITIAN							
6	RDKV 1	Background Research	3	-	-	Compulsory	4,8,9
6	RDKV 2	Methodology Research	5	-	-	Compulsory	4,8,9
6	RDKV 3	Discussion and Evaluation	4	-	-	Compulsory	4,8,9
6	RDKV 4	Research Publication	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 6			15				
CLUSTER - COMMUNITY OUTREACH / PROYEK DESA							
6	CDKV 1	Community Outreach Concept	3	-	-	Compulsory	4,8,9
6	CDKV 2	Community Outreach Implementation	5	-	-	Compulsory	4,8,9
6	CDKV 3	Community Outreach Evaluation	4	-	-	Compulsory	4,8,9
6	CDKV 4	Community Outreach Report	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 6			15				

FINAL YEAR COURSES MBKM Internship Courses

Semester 7

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
INTERNSHIP TRACK I							
7	DKV 702	Professional Ethics	3	-	-	Compulsory	4,8,9
7	DKV 703	Industry Experience	7	-	-	Compulsory	4,8,9
7	DKV 704	Industry Validation	7	-	-	Compulsory	4,8,9
7	DKV 705	Evaluation & Reporting	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 7			20				
ENTREPRENEURSHIP INTERNSHIP							
7	DKV 792	Entrepreneur Ethics	3	-	-	Compulsory	4,8,9
7	DKV 793	Entrepreneur Experience	7	-	-	Compulsory	4,8,9
7	DKV 794	Industry Validation	7	-	-	Compulsory	4,8,9
7	DKV 795	Evaluation and Reporting	3	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 7			20				

Semester 8

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory/ Elective	SDG
			Lect.	Lab			
8	DKV 801	Final Project	6	-	-	Compulsory	4,8,9
TOTAL CREDIT SEMESTER 8			6				

H. Courses Checking Guide

This course list is a guide for checking courses and the number of credits taken.

Courses List and Classification

Visual Brand Design Major (BD)

Num.	Courses	Credits	Sub Total	Description
1	UM 122 English I	2	16	LIBERAL ARTS
2	UM 152 Religion	2		
3	UM 162 Pancasila	2		
4	UM 163 Civics	2		
5	UM 321 English III	2		
6	UM 423 English for Professional Designer	3		
7	UM 442 Indonesian Language for ACW	3		
8	DKV 103 Typography Principles	3	33	FOUNDATION
9	DKV 104 Photography Principles	3		
10	DKV 106 Computer Graphic for Design	2		
11	DKV 110 Nirmana	4		
12	DKV 112 Drawing Principles	3		
13	DKV 214 Creativity Theory	3		
14	DKV 201 Illustration	3		
15	DKV 210 Visual Communication Design 1	4		
16	DKV 212 Design and Indonesian Culture	3		
17	DKV 300 Visual Analysis	3		
18	DS 201 Intellectual Property Rights	2		

19	DKV 310 Visual Communication Design 2	4	71	VCD
20	DKV 302 Design Methods	3		
21	DKV 401 Digital Media	3		
22	DKV 410 Visual Communication Design 3	4		
23	DKV 511 Research Methods	3		
24	DKV 402 Design Ethics	3		
25	DKV 702-705 Magang Merdeka Track 1	20		
26	DKV 792-795 Entrepreneurship Internship	20		
27	DKV 801 Final Project	6		
28	DKV 810 Seminar	3		
29	DS 200 Introduction to Creative Business	2		
30	DKV 400 Design and Sociology	3	40	VCD ELECTIVE
31	DKV 491 Advanced Photography	4		
32	DKV 492 Writing in Design	3		
33	DKV 500 Sound Design	3		
34	DKV 590 Ornament Design	4		
35	DKV 591 Experimental Illustration	4		
36	DKV 601 Experimental Design	3		
37	DKV 690 Transmedia Storytelling	4		
38	DKV 700 Advanced Design	4		
39	DKV 790 IP Monetizing	4		
40	BD 491 Brand Mascot Design	3	15	BD ELECTIVE
41	BD 492 Font Design	3		
42	BD 590 Packaging Design	3		
43	BD 591 Digital Advertising	3		

44	BD 690 Environmental Graphic Design	3		
45	BD 301 Introduction to Marketing	3	9	MANDATORY
46	BD 401 Design Collateral	3		
47	BD 402 Media Production Techniques	3		
48	CDKV 1-4 MBKM Community Outreach	15	60	MBKM
49	RDKV 1-4 MBKM Research	15		
50	EDKV 1-4 MBKM Entrepreneurship	15		
51	MBKM Student Exchange	15		

Interaction Design Major (ID)

Num.	Courses	Credits	Sub Total	Description
1	UM 122 English I	2	16	LIBERAL ARTS
2	UM 152 Religion	2		
3	UM 162 Pancasila	2		
4	UM 163 Civics	2		
5	UM 321 English III	2		
6	UM 423 English for Professional Designer	3		
7	UM 442 Indonesian Language for ACW	3		
8	DKV 103 Typography Principles	3	33	FOUNDATION
9	DKV 104 Photography Principles	3		
10	DKV 106 Computer Graphic for Design	2		
11	DKV 110 Nirmana	4		
12	DKV 112 Drawing Principles	3		
13	DKV 214 Creativity Theory	3		

14	DKV 201 Illustration	3		
15	DKV 210 Visual Communication Design 1	4		
16	DKV 212 Design and Indonesian Culture	3		
17	DKV 300 Visual Analysis	3		
18	DS 201 Intellectual Property Rights	2		
19	DKV 310 Visual Communication Design 2	4	71	VCD
20	DKV 302 Design Methods	3		
21	DKV 401 Digital Media	3		
22	DKV 410 Visual Communication Design 3	4		
23	DKV 511 Research Methods	3		
24	DKV 402 Design Ethics	3		
25	DKV 702-705 Magang Merdeka Track 1	20		
26	DKV 792-795 Entrepreneurship Internship	20		
27	DKV 801 Final Project	6		
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I. Course Description

LIBERAL ARTS

Courses : English I

Code : UM 122

Credits : 2

ELO :

- **ELO - C** // Students are able to generate ideas individually and/ or in group works.

CLO :

- Students are able to describe (C6) experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans and deal with most situations likely to arise while travelling in an area where the language is spoken and enter unprepared into conversation on topics that are familiar, of personal interest pertinent to everyday life (families, hobbies, work, travels and current events).
- Students are able to show the implementation of the classroom policies and UMN Values.

Description :

This course is especially designed to enable the students to gain acquired language abilities and competencies to achieve the CEFR, (2018) (Common European Framework of Reference for Languages) B1 level outcomes and get ready for B2 course. Level B1 corresponds to independent users of the language, i.e., those who have the necessary fluency to communicate without effort with the speakers of the target language. It is important to bear in mind that the Common European Framework of Reference for Languages (CEFR) is the system that defines and explains the different levels of oral and written expression and comprehension for languages such as English. In addition, it is also designed to accommodate the necessities of UMN to establish standards for the learner/user of English and to anticipate

the general trend of internationalization or globalization that UMN is now facing so that the students of UMN can have an international perspective and are highly competent in their fields of study, in addition to having an entrepreneurial spirit and moral character, which are aligned with the UMN vision. In this context, therefore, speaking production and interaction are given the utmost emphasis throughout the program.

Courses : English for Professional Designer

Code : UM 423

Credits : 3

ELO :

- **ELO - C** // Student are able to generate ideas individually and/ or in group works.

CLO :

- At the end of the course, students will be able to demonstrate (C6) and apply their critical reading, synthesis, and presentation skills, showcasing their ability to understand and utilize core knowledge.
- At the end of the course, students will be able to cultivate (C6) an entrepreneurial spirit, independence, and autonomy, fostering lifelong learning habits.

Description :

This course is essential for students of design and visual creativity, as it provides the critical skills needed to excel in their field. By the end of the course, students will be able to evaluate (C5) and synthesize (C6) their critical reading and presentation (C6) skills, demonstrating their ability to analyze (C4) and apply (C3) core knowledge effectively. The course emphasizes the importance of understanding and utilizing complex information, which is crucial for creating compelling visual narratives and presentations.

Additionally, the course fosters an entrepreneurial spirit, encouraging students to think creatively and independently. By cultivating (C6) autonomy and a proactive approach to learning, students will develop lifelong habits that enable them to continuously adapt and innovate in the dynamic world of design. This holistic approach not only enhances their technical and creative skills but also prepares them to be versatile and resilient professionals in the design industry.

Courses : English III
Code : UM 321
Credits : 2

ELO :

- **ELO – F** // Students are able to implement design methods and academic writing.

CLO :

- The students are proficient (C6) in evaluating and applying language elements such as grammar, sentence structure, redundancies, cohesion, coherence, and the use of transition words and conjunctions in their research writing.
- Students demonstrate (C6) proficiency in integrating paraphrasing theories, employing citing and referencing techniques, and identifying instances of plagiarism in their research writing as well as showing trustworthy and reliable attitude.

Description :

In the 4.0 era, characterized by rapid technological advancements and global connectivity, an English Research Writing Course is crucial for students. It equips them with essential communication skills, enabling them to articulate ideas clearly and persuasively in a global language. Mastery of article writing enhances critical thinking and research abilities, fostering a deeper understanding of diverse subjects. It also prepares students for academic and professional success, as effective written communication is highly valued in both spheres.

This course can also help students navigate digital platforms, where written content dominates, thus enhancing their digital literacy. By learning to write compelling articles, students can share knowledge, influence public opinion, and contribute to online discourse, making them active participants in the information age. In essence, an English Research Writing Course empowers students to thrive in a competitive, interconnected world.

Courses : Indonesian Language for ACW
Code : UM 442
Credits : 3
ELO :

- **ELO – E** // Student able to decide (C6) solutions to visual communication problems based on design research using Indonesian according to the Enhanced Indonesian Spelling Edition V and Standard Indonesian Grammar.

CLO :

- Students are able to change (A4) the way they speak and write by using good and correct Indonesian according to EYD Edition V and KBBI, as well as references according to APA style 7.
- Students are able to design (C6) a final project/thesis research proposal correctly according to the format and Enhanced Indonesian Spelling V Edition, Standard Indonesian Grammar, and APA style 7 scientific writing procedures, as well as uphold academic integrity.

Description :

The Indonesian Language for Academic Writing course at Multimedia Nusantara University aims to train students to be more skilled in writing scientific papers and using language properly and correctly. To achieve this goal, students will be trained in determining topics, introductions, research methodology, results and discussions, conclusions and suggestions, and bibliographies in writing scientific papers. Students will also be trained to speak Indonesian when presenting the results of their scientific papers. Students actively reflect on the linguistic phenomena that occur, especially in writing scientific papers and communicating appropriately. Students are also expected to be able to apply four language skills, namely listening, reading, speaking, and writing critically and appropriately.

The Indonesian Language for Academic Writing course uses critical analysis methods and Student Centered

Learning, such as collaborative learning, small group discussion, cooperative learning, and discovery learning. These learning methods will make students more interested and more independent in the lecture process. The Indonesian Language for Academic Writing course uses a synchronous lecture method.

Courses : Religion
Code : UM 152
Credits : 2
ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – C** // Students are able to generate ideas individually and/ or in group works.

CLO :

- Students can formulate solutions (C6) to social problems based on the concept of a man of faith and morals.
- Students can carry out (A3) caring attitudes and actions as a form of appreciation of faith.
- Students can apply (P2) learning skills (critical thinking, creativity, collaboration) in the learning process.

Description :

This course prepares students to take a responsible attitude and change their life behavior for the better. The main material of religiosity includes the nature of humans, humans as believing (religious) creatures, and humans as moral creatures. In lectures, students learn to think critically and reflect and analyze social, moral and religious issues that exist in Indonesian society. From this process, students are expected to be able to adopt good and responsible attitudes and behavior. The learning process uses synchronous learning with twelve meetings and asynchronous learning with two. The method used is the cooperative learning method and student-centered learning using Indonesian Language (Bahasa Indonesia).

Courses : Pancasila
Code : UM 162
Credits : 2
ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – C** // Students are able to generate ideas individually and/ or in group works.

CLO :

- Students are able to provide solutions (C6) regarding a contextual model of implementing public ethics as an implementation of Pancasila values.
- Students are able to carry out (A2) smart discipline and a trustworthy attitude as campus citizens (credible).

Description :

Pancasila education at Multimedia Nusantara University aims to develop national character and deepen students' understanding of state ideology. This goal is implemented through the study of Pancasila from the perspective of public ethics and the habit of living simply, caring socially and loving the environment. The promotion of public ethics in the form of a culture of simple living, social care and love of the environment, is explored, analyzed and explored for its relevance when students study material on the History of Pancasila, Pancasila as the Foundation of the State, Pancasila as State Ideology and Source of Law, Pancasila as a System of Philosophy and Ethics, and Pancasila as the Basic Value of Knowledge Development. The promotion of public ethics is also explored when students reflect on UMN's core values (5C), especially caring, credible and customer delight.

The Pancasila concept which promotes public ethics is believed to be the answer to national problems, especially corruption, intolerance and radicalism, as well as world problems that are relevant in Indonesia as formulated in the Sustainable Development Goals.

Courses : Civics
Code : UM 163
Credits : 2
ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – C** // Students are able to generate ideas individually and/ or in group works.

CLO :

- Students are able to provide a solution (C4) to a national problem.
- Students are able to apply (A3) self-discipline (smart discipline) and an attitude of service to others (customer delight) as a campus resident.

Description :

The Civics course aims to build awareness of Multimedia Nusantara University (UMN) students as responsible Indonesian citizens (WNI). Being a responsible citizen means being a person with integrity—which is based on the values of caring, trustworthy, and prioritizing others (customer delight)—as well as being sensitive to national problems while being able to respond to them through action.

Courses : Introduction to Creative Business

Code : DS 200

Credits : 2

ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO:

- Students are able to apply (A4) a professional and ethical business mindset and perspective.
- Students are able to analyze (C4) business principles and strategies based on basic entrepreneurship concepts.

Description :

The term creative business is a phenomenon that occurs from the incorporation of understanding creative and design concepts and the economics of entrepreneurship in the design profession. So this course introduces the basic theory of economics briefly and concisely, which is useful for creative people, especially designers, to be able to plunge into the world of design and creative entrepreneurship professions. The elements of economic knowledge will refer to the market and analyze it, how the structure is in the world of design, especially in advertising, as well as ethics in the design business that are needed in the designer profession.

Courses : Intellectual Property Rights

Code : DS 201

Credits : 2

ELO :

- **ELO – E** // Students are able to understand (C4) the design and marketing of art and design products using elements of local wisdom that have sales value and receive copyright recognition from the Republic of Indonesia.

CLO :

- Students are able to understand (C2) the background of thinking, roles, and types of Intellectual Property Rights in both global and local contexts.
- Students are able to apply (C4) knowledge about Intellectual Property Rights to design creative products with elements of local wisdom.

Description :

Intellectual Property Rights is a compulsory course for students of the Faculty of Art and Design (Visual Communication Design Study Program, Film Study Program, and Architecture Study Program). In this course, students can get to know and understand the ins and outs (history, definition, function, type, nature, scope, and registration procedures) of Intellectual Property Rights in the field of art and design.

VISUAL COMMUNICATION DESIGN STUDY PROGRAM COURSE

Courses : Typography Principles

Code : DKV 103

Credits : 3

ELO :

- **ELO – B** // Students are able to apply principle knowledge of visual communication design in design process.

CLO :

- Students are able to arrange (P3) fonts in various conventional and digital media.

Description :

The Typography Principles course studies the scope of typography as an effective information medium in visual communication design works at a basic level with a deep understanding use of letters. In this course, students will learn to understand the history of the development of typography, recognize letter characters, choose letters, arrange letters, so they are capable compose letters. At the end of the Typography Principles course, you are required to create visual works in a measurable field.

Courses : Photography Principles

Code : DKV 104

Credits : 3

ELO :

- **ELO – B** // Students are able to apply principle knowledge of visual communication design in design process.

CLO :

- Students are able to apply (P3) the basic principles of photography in producing photographic artworks.

Description :

This course thoroughly studies the basics of photography. In this course, students will study various techniques for using cameras and their supporting devices, basic photography techniques, basic lighting techniques, photo-taking techniques, composition in photography, introduction to advertising and commercial photography, and basic videography techniques. At the end of the course, students will produce photographs that are of technical quality and are able to tell stories.

Courses : Computer Graphic for Design

Code : DKV 106

Credits : 2

ELO :

- **ELO – B** // Students are able to apply principle knowledge of visual communication design in design process.

CLO :

- Students are able to operate (P3) design software to produce vector and raster artworks.

Description :

The Computer Graphics and Design course is an introduction course for students in understanding basic concepts and practical techniques in the world of digital graphic design. This course is designed to provide a strong foundation in using vector and raster design software, as well as digital image manipulation techniques, both in editing and imaging contexts. Overall, the Computer Graphics and Design course not only teaches basic techniques in digital graphic design, but also provides students with an in-depth understanding of fundamental design principles. With a focus on the use of the latest software and a practical approach, students are expected to develop their creative and technical abilities to meet the demands of an ever-evolving industry.

Courses : Nirmana

Code : DKV 110

Credits : 4

ELO :

- **ELO – B** // Students are able to apply principle knowledge of visual communication design in design process.

CLO :

- Students are able to manage (C4) various visual elements based on basic design theories and principles.

Description :

The Nirmana course provides an in-depth understanding of the basic elements and principles of design, both in dimensions 2 and 3. With a focus on developing compositional skills, students can combine design elements creatively to create aesthetic artworks. Students will learn to combine elements such as dots, geometric lines, and non-geometric shapes in a black-and-white context. With a systematic approach, students are invited to combine design principles in various dimensions, producing aesthetic works.

Courses : Drawing Principles

Code : DKV 112

Credits : 3

ELO :

- **ELO – B** // Students are able to apply principle knowledge of visual communication design in design process.

CLO :

- Students are able to produce (P3) basic, realistic and interactive drawings according to drawing techniques and principles.

Description :

The Drawing Principles course provides basic understanding and skills in making shape drawings with principles and techniques that suit their functions and purposes. In this course, students will learn how to draw objects using basic shapes, draw objects using perspective techniques, draw human and animal anatomy, and draw scenes. At the end of this course students are required to create an image of an atmosphere by applying the theory, principles and techniques they have learned during one semester of lectures.

Courses : Creativity Theory

Code : DKV 214

Credits : 3

ELO :

- **ELO – C** // Students are able to generate ideas individually and/ or in group works.

CLO :

- Students are able to analyze (C4) creative strategies and processes through exploring ideation, style and visual references.

Description :

The Creativity Theory course teaches about training students' understanding of creativity in the creative process by first understanding the creative process and the creative process. In the process, students will learn about the process of creation and imagination which is formed through memory based on experience through the process of creating and solving problems. At the end of this course students will be tested for their understanding by solving a simple problem with visual solutions and a written exam where it is expected that students will be able to apply this creative process in every design of their creative works continued in the final project or thesis.

Courses : Illustration

Code : DKV 201

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to produce (P3) images that tell a story using various techniques and media.

Description :

The Illustration course provides understanding and skills in making illustrations that are applied to various visual communication media with principles, techniques, narratives, and thematic elements at a basic level to be applied and adapted to their functions and purposes. In this course, students will learn about the theory of illustration, namely the concept of illustration, the function of illustration, and types of illustrations as well as the practice of creating illustrations in the form of exploration of visual styles, illustrations based on narratives, posters, and visual journals. At the end of the Illustration course, students are required to design an illustration book as the final form of the material they have studied before.

Courses : Visual Communication Design 1

Code : DKV 210

Credits : 4

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to solve problems (P4) identifying an entity using a visual communication design approach.

Description :

This course equips students with the ability to design an identity for a brand. In this course students will solve the problem of visual identity for a brand by first determining its positioning, brand essence and personality which are the basis for designing a visual identity for a brand. The stages of designing a visual identity will refer to the methods that have been put forward by experts, to be applied to various media along with the rules for their use.

Courses : Design and Indonesian Culture

Code : DKV 212

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to explore (C4) the rich traditions, characteristics and visual approaches of certain cultural groups.

Description :

This course equips students with the ability to be able to explain every development of Indonesian Visual Communication Design Culture. Students can explain the journey of Visual Communication Design in each time period. Students are equipped to be able to explain the goals and characteristics of each period. And able to analyze cultural influences from within and outside the country which also influence the birth of each periodization of the development of Indonesian Visual Communication Design.

Courses : Visual Analysis

Code : DKV 300

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to examine (C4) visual rhetoric in visual communication design work.

Description :

The Visual Analysis course equips students with the ability to analyze visual communication design works, carried out using a semiotics approach so that it equips students with competence in analyzing the quality of meaning and sign practices, the ability to analyze visuals (decoding), compensating for the abilities of students who are accustomed to designing visual communications (encoding), within the scope of visual communication design work so that afterwards it has accuracy in making signs. At the end of the lecture, students already have strong analytical, critical and argument skills about the meaning and signs of visual artworks.

Courses : Visual Communication Design 2

Code : DKV 310

Credits : 4

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to solve information problems (P4) regarding content using a visual communication design approach.

Description :

Visual Communication Design 2 courses study the application of visual narrative methods, layout systems, visual hierarchies, and print and digital production. Narrated visual material (visual narrative) equips students with the ability to design visuals that have flow and plot. Layout material or layout equips students with the ability to arrange graphic elements compliance with the rules of print and digital media. Print and digital production materials equip students with knowledge about print and digital production from design work that has been done designed. At the end of the course, students will design promotional media in printed and digital form.

Courses : Digital Media

Code : DKV 401

Credits : 3

ELO :

- **ELO – E** // Students are able to determine solution of visual communication problem through design research.

CLO :

- Students are able to produce (P3) moving visualizations based on considering the characteristics of each digital media.

Description :

The Digital Media course studies the application of design elements and principles to convey information (content) on digital-based media. In this course, students will learn about the development and characteristics of digital-based media audiences. Learning courses emphasize the basic production process of animation, motion graphics, and video editing post production so that they can produce and manage graphic animation works in the form of Video Content, TV Bumpers, TVC, Credit Titles, Superimpose Images, Superimpose Animation, Product & Service Ads, Digital Contents on website media, social media. At the end of the Digital Media course students are required to design visual works in the form of motion graphics and videography according to the specified theme.

Courses : Design Methods
Code : DKV 302
Credits : 3

ELO :

- **ELO – F** // Students are able to implement design methods and academic writing.

CLO :

- Students are able to correlate (C4) various design methodologies with problems in design.

Description :

The Design Method course equips students with knowledge about design processes and methods in visual communication design. In this course students will study and understand problems to solve problems in visual communication design with certain processes and methods. At the end of the Design Method course students are required to report the results of applying design methods in solving visual communication design problems in the form of scientific writing.

Courses : Introduction to Marketing

Code : BD 301

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to plan (C4) marketing strategies and concepts by considering targets and media behavior.

Description :

This course introduces the basic elements of economic theory needed to understand a business either on a macro or micro scale. The economic element is processed in the form of an explanation using various examples related to design, so that it is easily understood by designers and can be made applicable by designers. Such as how to understand and analyze market segmentation, knowing matters that influence consumer behavior in purchasing a product or using a service. ITM also studied how to conduct business research that could help map an existing business, and also studied the marketing mix.

Courses : Design Collateral

Code : BD 401

Credits : 3

ELO :

- **ELO – E** // Students are able to determine solution of visual communication problem through design research.

CLO :

- Students are able to design (C6) brand activation of an entity in accordance with branding strategies and concepts.

Description :

This course equips students with the ability to design an identity for a brand. In this course students will solve the problem of visual identity for a brand by first determining its positioning, brand essence, and personality which are the basis for designing a visual identity for a brand. The student-centered active learning method used in this course is based on student-centered learning where students will be given study and project base learning. The stages of designing a visual identity will refer to the methods that have been put forward by experts, to be applied to various media along with the rules for their use. After completing this course, students are able to create design work in the form of brand identity and media mix design of a brand entity along with a media mix that is aligned with brand identity by using visual communication design principles (C6, A4, P3).

Courses : Interactivity

Code : ID 301

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to develop (C4) the basic principles of interactivity in various interactive media.

Description :

Interactivity courses learn about the basis of interactivity. In this course students will learn the principles and elements of interactivity in various media, interaction plots, pervasive media, and an introduction to human and computer interaction. At the end of the Interactivity course students are required to implement the principles and elements of interactivity in digital media.

Courses : 2D/3D Assets

Code : ID 401

Credits : 3

ELO :

- **ELO – E** // Students are able to determine solution of visual communication problem through design research.

CLO :

- Students are able to produce (P3) 2-dimensional and 3-dimensional digital assets for interactive media needs.

Description :

This 2D/3D Assets course studies the visual elements that support interactive applications. In this course, students will study and produce visual assets based on the concepts they want to make to be applied in 2D and 3D for interactive media needs. At the end of this course, students are required to produce various assets in 2D or 3D that can support the needs of interactive media.

Courses : Visual Communication Design 3

Code : DKV 410

Credits : 4

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to solve problems (P4) persuading a message using a visual communication design approach.

Description :

The Visual Communication Design 3 course is designed to meet the pillars of persuasion. In this course, students will solve social problems that occur in society in persuasive ways through campaigns with conventional and interactive visual communication design approaches. The social issues raised are related to global action plans that have been agreed upon by world leaders, namely the Sustainable Development Goals (SDGs) or Sustainable Development Goals (TPB) initiated by government agencies, non-governmental organizations or corporations. The design method used is a combination of several design methods that can deliver to the design goals by adopting the latest technological and media developments. At the end of this course, students will produce a variety of conventional and interactive persuasive visual communication design works in order to make social change.

Courses : Research Methods

Code : DKV 511

Credits : 3

ELO :

- **ELO – F** // Students are able to implement design methods and academic writing.

CLO :

- Students are able to formulate (C6) a methodical design research process in accordance with applicable rules.

Description :

The Research Methods course studies the types and methods of research based on visual communication design. Through this course, students are expected to gain insight into the methods used in conducting scientific research. At the end of the Research Methods course students are able to produce a draft research proposal related to Visual Communication Design objects that will be proposed as the topic of the Final Project.

Courses : Design Ethics
Code : DKV 402
Credits : 3
ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to apply (A4) professional attitudes, ethics and responsibility within the scope of visual communication design work.
- Students are able to correlate (C4) professional attitudes, ethics and responsibility within the scope of visual communication design work.

Description :

This course provides students with an understanding of professional design etiquette to enhance professional and technical knowledge and skills in the field of design. Students as prospective professional designers are expected to understand standards of aesthetic and functional excellence, design education, research, training, practice and professional excellence. In addition, this course equips students to become professional designers who promote the profession and contribute to the knowledge and capabilities of the design profession as a whole and uphold human rights in all their professional endeavors.

Courses : Media Production Techniques

Code : BD 402

Credits : 3

ELO :

- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to produce (P3) production-ready materials in accordance with printing and finishing techniques and planning.

Description :

Media production technic is a course that discusses and teaches the process and production of various types of media. MPT discusses both theory and practice, from a design concept to a real form or model. The discussion revolves around the production of print media, such as digital printing, offset printing, and other manual printing techniques such as screen printing, engraving, engraving and alternative media such as merchandise and the process of how to make a 3D print media and combining all process techniques to be able to create a point of purchase (POP) which is needed for branding a product or service.

Courses : Interface Design

Code : ID 402

Credits : 3

ELO :

- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to produce (P3) interface designs in various interactive media taking into user experience.

Description :

This course equips students with an understanding of basic concepts, techniques, practices, workflows, and interface design stages. Understanding the basic concepts will provide a thorough understanding of interface design. Students will practice interface design techniques with design stages applied in industry. Students will also be directed to follow the interface design workflow in accordance with the sequential design pipeline so that the resulting interface designs are effective and answer needs by considering human factor design in their design process.

Courses : Seminar
Code : DKV 810
Credits : 3
ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to evaluate (A5) the design work of the final visual communication design project.
- Students are able to compose (C6) presentations and arguments in designing a final project on visual communication design.

Description :

Seminar courses study verbal presentations with the help of visual media. In this course students will study presentation techniques and preparation, communicate thoughts through presentations, express opinions and conduct arguments related to visual communication solutions adapted to scientific presentation methods and techniques. This course is a companion course for the Final Assignment/Thesis which focuses on active learning methods in the form of flipped classrooms and problem-based learning. At the end of the Seminar course, students are asked to make presentations and simulated trials in being accountable for the communication solutions that have been designed, both in video form and face-to-face in class.

Courses : Final Project
Code : DKV 801
Credits : 6
ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – F** // Students are able to implement design methods and academic writing.
- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to consider (A5) design problems using a visual communication design approach.
- Students are able to design (C6) design work and scientific writing based on design and research methodology.
- Students are able to solve (P4) design problems using a visual communication design approach.

Description :

The Final Project presents content in the form of making scientific assignments in the form of a study thesis or a design thesis. This Constitutional Court examines the implementation of all skills, theories, methods, conceptualization of students in solving real/casuistic problems through various graphic design sciences and making scientific writings related to their studies or designs.

ELECTIVE COURSES

Courses : Design and Sociology

Code : DKV 400

Credits : 3

ELO :

- **ELO – E** // Students are able to determine solution of visual communication problem through design research.

CLO :

- Students are able to correlate (C4) community behavior as a basis for consideration in designing visual communication designs.

Description :

Design and Sociology is the strategic thinking of design in response to the market economy and traditional culture in society. Models in Design and Sociology dissect social phenomena. This course can be seen as a process of analyzing human reading abilities which in turn contributes to their well-being. Dimensions of Design and Sociology are related to the sciences and lifestyles that make up modern society.

Courses : Advanced Photography

Code : DKV 491

Credits : 4

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to create (P4) photos using digital imaging processing techniques for commercial photography needs.

Description :

This course studies advanced photography techniques using artificial lighting, so that they can produce photographs that are part of an advertisement or social campaign. The visual approach is in the form of portraiture, models, still life and product photography. The concept of photo design is adjusted to the editorial, campaign, advertising and commercial fields.

Courses : Writing in Design

Code : BD 492

Credits : 3

ELO :

- **ELO – F** // Students are able to implement design methods and academic writing.

CLO :

- Students are able to compose (C6) written creations according to the needs of the pillars of visual communication design.

Description :

In this course, students explore the three basic pillars of design writing: copywriting, content writing, and UX Writing. Through example and application, students gain comprehensive insight into each element, honing the ability to craft a compelling brand narrative. By mastering persuasive communication, students will create text that leads users to take action, learn to create informative and interesting content while maintaining readability standards. Students learn the importance of concise, user-focused writing in analog and digital media. This course equips students to become skilled in compiling design writing creations, able to produce holistic and impactful design communications that resonate with the audience, and support brand identity.

Courses : Sound Design

Code : DKV 500

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to produce (P3) sound as a supporting element for visual communication design needs.

Description :

This course aims to enable students to be able to produce sound requirements in a project. The forms of sound include foley, sound effects, scoring (background music), voice over, dubbing, jingle music for interactive design projects and visual brand designs. This course also aims to increase students' sensitivity to the important role and influence of sound elements in various kinds of visual media.

Courses : Ornament Design

Code : DKV 590

Credits : 4

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to combine (P4) Indonesian ornamental designs for visual communication design needs.

Description :

This course aims to equip students with the ability to create and develop archipelago ornament designs with concepts and apply them to visual communication designs. In this course students will learn how to solve the problem of visual identity for an ornamental design to implement it in a brand from its positioning, brand essence, and personality. The student-centered active learning method used in this course is based on student-centered learning where students will be given study and project base learning. After completing this course, students are able to create design ornaments in a brand that are aligned with brand identity by using visual communication design principles.

Courses : Experimental Illustration

Code : DKV 591

Credits : 4

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to produce (P4) illustrations in various non-conventional media by exploring illustration styles and techniques.

Description :

The Experimental Illustration course provides students with the understanding and ability to create illustrations by exploring techniques and visual styles in accordance with the principles of art and design at the intermediate level to be applied to various non-conventional media and adapted to their functions and purposes. In this course, students will learn about the theory of experimental illustration and the practice of creating illustrations in the form of exploration of non-conventional media, illustrations based on narrative approaches, manipulation of materials and 3600 illustrations. At the end of the Illustration course, students are required to design an illustration work on media non-conventional themes and participate in class exhibitions together.

Courses : Experimental Design

Code : DKV 601

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to apply (C6) elements of interactivity and gamification to convey messages in visual communication design.

Description :

The Experimental Design course is a course that teaches methods in contemporary art and design traditions that are experimental in nature. In fact, the experimental art method has developed over a period of more than a decade and has been widely used in the world of design to convey messages more implicitly, for example for the needs of commercial campaigns and social campaigns with the aim of building a deep emotional relationship with the target audience. Referring to the meaning of the word 'experimental', in this course students are encouraged, challenged, and given ample space to create a development of works of art in a design context through creative and new approaches both technically visible and conceptually or invisible system with cross-disciplinary references. After graduating from this course, students have sensitivity to a particular subject matter and can then respond to it in the form of a valuable work of art and design. In addition to being equipped with the ability to be creative to survive in the industry, students are also agents of inspiration for social change towards a better society. What is no less important is that by experiencing this course, students are expected to be aware and understand the fact that in the current era of globalization, the barriers that separate art and design have melted away. So that a qualified ability is needed to produce works that are in accordance with the context of their needs.

Courses : Transmedia Storytelling

Code : DKV 690

Credits : 4

ELO :

- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to develop (C6) transmedia storytelling concepts in a comprehensive manner and implement them in the pillars of visual communication design.

Description :

This course equips students with knowledge about developments, elements, principles, narrative structures in transmedia storytelling and their application in the industrial world. Transmedia Storytelling Provides students with the ability to critically analyze existing forms of transmedia storytelling, as well as see the potential for future development and create transmedia storytelling concepts.

Courses : Advanced Design

Code : DKV 700

Credits : 4

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to solve problems (P4) based on real projects with the involvement of practitioners and design associations.

Description :

This course teaches the ability to prepare case studies for the implementation of the Final Project/Thesis that are proposed individually in the form of a design program or writing framework through the process of collecting and processing data. In this course, it is hoped that students will be able to gain deeper insights related to cooperation or collaboration from brands and their application in a variety of media according to the context or rules of visual communication design. In this course students are expected to be able to carry out research activities based on facts and data that have strong validity which will become the foundation in designing brand collaboration design works. Students are able to think systematically with a series of processes of research activities in accordance with the field of visual communication design. Students are able to compile in writing research results consisting of systematically structured series as part of a work design report that will be used as material for further processing in the final assignment or thesis.

Courses : IP Monetizing

Code : DKV 790

Credits : 4

ELO :

- **ELO – A** // Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to manage (A4) intellectual property rights strategies in the creative industry in a legal and ethical manner.
- Students are able to plan (C4) the legal and ethical implementation of intellectual property rights in the creative industry.

Description :

The IP Monetizing course studies the process of developing creative Intellectual Property (IP) strategies and creating economic benefits from IP management. In this course, students study the stages in IP Monetizing, the first stage is about creative IP administration, which includes making IP assets, the process of researching and developing products, and turning them into IP, studying IP from a legal perspective. The second phase is creating economic benefits through IP portfolio management, integrating IP into business strategy, and maximizing IP value. At the end of the course, students are required to develop creative IP that is applied to its derivative media and design appropriate IP strategies.

Courses : Brand Mascot Design

Code : BD 491

Credits : 3

ELO :

- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to design (C6) a mascot as a representation of brand identity and communication.

Description :

This course is the implementation of the development of brand identity building and brand communication. In this stage, students learn the process of designing a mascot through a character, creative and communicative design. Through this course, students are expected to be able to design creative visual mascots and be able to communicate the characteristics of a mascot that is representative of a brand.

Courses : Font Design

Code : BD 492

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to make (P4) letter creations using digital techniques that are ready to be implemented in design.

Description :

This course provides students with an understanding of having advanced skills in the field of typography, namely designing new digital letters (fonts) in the Latin language system using appropriate font design applications at intermediate level.

Courses : Packaging Design

Code : BD 590

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to create (C6) packaging works through a visual communication design approach.

Description :

This course equips students with understanding and skills in creating packaging designs that meet the needs of delivering informational content, are attractive, and can add value to packaged products. Students' abilities are honed by considering the suitability of materials, shapes, functions, and visual elements that can increase the aesthetic value of packaging. The introduction of packaging materials provides references for students in choosing the right materials for the product to be packaged. Material forms and functions of packaging equip students with the ability to understand the basic forms of effective packaging of a product and its considerations with the convenience of packaging in the transportation process from the factory to the hands of consumers. Visual element material equips students to process visuals in packaging to maximize the suitability of the content and information that needs to be conveyed.

Courses : Digital Advertising

Code : BD 591

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to create (P4) digital media-based advertisements that are based on communication and design strategies.

Description :

The Digital Advertising course studies digital media-based advertising design. In this course, students will solve the problem of advertising a brand in a society that has adapted to the use of technology and digital media. The design method used is an advertising design method combined with the latest digital technology and digital media. At the end of the Digital Advertising course, students produce advertising works that apply digital technology to website media, social media, and mobile advertising.

Courses : Environmental Graphic Design

Code : BD 690

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to develop (P4) graphic systems in the environmental graphic design discipline.

Description :

The Environmental Graphic Design course teaches visual design for human and environmental needs by producing sign systems in places that have a need for information. In this course, students will learn the principles of Environmental Graphic Design, conduct research, create design strategies and visualize signage. At the end of the Environmental Graphic Design course, students are required to design a signage manual book as a guide that complements the graphic system as a sign, as well as a mockup design that can present their work.

Courses : Visual Programming

Code : ID 490

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to produce (P4) digital interactive media using visual programming languages.

Description :

The Visual Programming course is a basic introduction to programming for interactive media. In this course students will learn about the introduction and basic principles of programming work logic to produce interactions in application projects and games. So that students are expected to be able to produce a digital interactive work that uses simple programming.

Courses : Immersive Design

Code : ID 492

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to design (P4) digital-based immersive media using a visual communication design approach.

Description :

The Immersive Design course studies various types of interactive applications and equips the ability to create visual assets and implement them into immersive media. In this course, students are focused on developing and producing immersive media in the form of extended reality (XR) and mixed reality (MR), or interactive projection media that are implemented to users to solve design problems in a creative sphere. At the end of this course, students are expected to be able to design immersive content in the form of written documents and produce interactive media works in the form of AR, VR, MR or interactive projection media.

Courses : 3D Digital Sculpting

Code : ID 590

Credits : 3

ELO :

- **ELO – H** // Students are able to produce and present visual communication design works.

CLO :

- Students are able to produce (P3) comprehensive digital 3-dimensional visual assets.

Description :

The 3D Digital Sculpting course studies the modeling of organic and non-organic 3D objects using digital methods. In this course, students will learn about the process of making digital 3D model objects that can be applied to various media, such as video games, animation, promotional media, 3D printing and so on. Students will gain an understanding of the various processes and techniques involved in creating a 3D model. At the end of this course, students will produce organic and non-organic 3D objects.

Courses : Game Design and Play

Code : ID 691

Credits : 3

ELO :

- **ELO – G** // Students are able to manage visual communication design projects as a professional and entrepreneur.

CLO :

- Students are able to design (P4) game concepts and user gaming experiences in the form of physical and digital games.

Description :

The Game Design and Play course studies game design principles, game design methods, and gaming experiences. In this course, students will apply the game design principles using game design methods to produce prototypes of physical games and digital games. This course also prepares students to collect data and analyze playing experiences.

Courses : Human Computer Interaction

Code : ID 790

Credits : 3

ELO :

- **ELO – D** // Students are able to explore concepts in designing with the utilization of ICT.

CLO :

- Students are able to compose (C6) interactive designs that focus on human needs, interactions with systems and other technological objects.

Description :

The Human Computer Interaction course studies human relationships and their interactions with computers. In this course students will learn about principles, basic elements, design and various factors that affect human-computer interaction. At the end of this course, students will be able to apply these principles to collaborative projects based on interactive media.