

**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.

<b>ELO</b>	<b>Keyword</b>	<b>Description</b>
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. Professional Skill Enhancement Program (PRO-STEP)**

PRO-STEP is a program initiated by the Ministry of Education. This program was previously known as Merdeka Belajar Kampus Merdeka (MBKM) since 2021, before being renamed PRO-STEP in June 2025, starting from the Odd Semester of the 2025/2026 Academic Year.

This program consists of several clusters:

1. Exchange Students/ Pertukaran Pelajar
2. Community Engagement Program / Proyek Desa
3. Research & Technology Program / Penelitian
4. Entrepreneurship & Innovation Program / Kewirausahaan
5. Career Acceleration Program / Magang

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

**BASIC DESIGN**

The Basic Design is studied in the first semester of a student's academic journey. During this semester, students will learn the fundamentals of design and art, encompassing both theoretical concepts and basic-level practical applications. Students are expected to develop an understanding of fundamental design theories, acquire essential skills, and cultivate an artistic sensibility.

**Semester 1**

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			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	-
<b>TOTAL CREDIT SEMESTER 1</b>			<b>20</b>					

## CORE DESIGN

The Core Design is studied over three semesters, focusing on the three pillars of Visual Communication Design (VCD): identification, information, and persuasion. During these semesters, students will learn deeper about design problems and design solutions, accompanied by the ethical principles that designers should uphold.

### Semester 2

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			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	-
<b>TOTAL CREDIT SEMESTER 2</b>			<b>19</b>					

### Semester 3

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			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 / ID 301	Introduction to Marketing / Interactivity	3	-	-	Compulsory	4,8,9	-
3	BD 401 / ID 401	Design Collateral / 2D/3D Assets	3	-	-	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	-
<b>TOTAL CREDIT SEMESTER 3</b>			<b>21</b>					

## Semester 4

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			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 / ID 402	Media Production Techniques / Interface Design	3	√	-	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	-
<b>TOTAL CREDIT SEMESTER 4</b>			<b>20</b>					

## MERDEKA

The Merdeka phase align with the Kurikulum Merdeka principles of project-based learning and interdisciplinary approaches to enhance the problem-solving and knowledge implementation. Students can choose elective courses, allowing them to specialize according to their goals and interests.

### Semester 5

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
5		Major Elective	4	-	-	Elective	4,8,9	-
5		Major Elective	4	√	-	Elective	4,8,9	-
5		Other Elective / Student Exchange	3	-	-	Elective	4,8,9	-
5		Other Elective / Student Exchange	3	-	-	Elective	4,8,9	-
5		Other Elective / Student Exchange	3	√	-	Elective	4,8,9	-
5		Other Elective / Student Exchange	3	√	-	Elective	4,8,9	-
<b>TOTAL CREDIT SEMESTER 5</b>			<b>20</b>					

## Major Electives

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
1	DKV 491	Advanced Photography	4	√	-	Elective	4,8,9	-
2	DKV 590	Ornament Design	4	√	-	Elective	4,8,9	-
3	DKV 591	Experimental Illustration	4	√	-	Elective	4,8,9	-
4	DKV 690	Transmedia Storytelling	4	-	-	Elective	4,8,9	-
5	DKV 700	Advanced Design	4	-	-	Elective	4,8,9	-
6	DKV 790	IP Monetizing	4	-	-	Elective	4,8,9	-

## Other Electives

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

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
2	DKV 492	Writing in Design	3	-	-	Elective	4,8,9	√
3	DKV 500	Sound Design	3	√	-	Elective	4,8,9	-
4	DKV 601	Experimental Design	3	-	-	Elective	4,8,9	-
5	BD 491	Brand Mascot Design	3	-	-	Elective	4,8,9	-
6	BD 492	Font Design	3	√	-	Elective	4,8,9	-
7	BD 590	Packaging Design	3	-	-	Elective	4,8,9	-
8	BD 591	Digital Advertising	3	-	-	Elective	4,8,9	-
9	BD 690	Environmental Graphic Design	3	-	-	Elective	4,8,9	-
10	ID 490	Visual Programming	3	√	-	Elective	4,8,9	√
11	ID 492	Immersive Design	3	√	-	Elective	4,8,9	-
12	ID 590	3D Digital Sculpting	3	√	-	Elective	4,8,9	-
13	ID 691	Game Design and Play	3	√	-	Elective	4,8,9	-
14	ID 790	Human Computer Interaction	3	-	-	Elective	4,8,9	√



## Semester 6

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
6	DKV 810	Seminar	3	-	-	Compulsory	4,8,9	-
6		<b>PRO-STEP Program</b>	15					-
	xDKV 1	PRO-STEP Course 1		-	-	Compulsory	4,8,9	-
	xDKV 2	PRO-STEP Course 2		-	-	Compulsory	4,8,9	-
	xDKV 3	PRO-STEP Course 3		-	-	Compulsory	4,8,9	-
	xDKV 4	PRO-STEP Course 4		-	-	Compulsory	4,8,9	-
<b>TOTAL CREDIT SEMESTER 6</b>			<b>18</b>					

## PRO-STEP Program

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
CLUSTER - ENTREPRENEURSHIP & INNOVATION PROGRAM / KEWIRAUSAHAAN								
1	EDKV 1	Idea Validation	3	-	-	Compulsory	4,8,9	-
2	EDKV 2	Product Validation	5	-	-	Compulsory	4,8,9	-

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

Num.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
3	CDKV 3	Community Outreach Evaluation	4	-	-	Compulsory	4,8,9	-
4	CDKV 4	Community Outreach Report	3	-	-	Compulsory	4,8,9	-
<b>TOTAL CREDIT SEMESTER 6</b>			<b>15</b>					

## FINAL

The Final is the last semester phase that evaluate student's competency and knowledge during the lecture process. Students are expected to be able to solve design problems using research methods and design process. Students must take the Internship and Final Project courses as the graduation requirement.

### Semester 7

Sem.	Course Code	Course Name	Credit		Pre-requisite Course Code	Compulsory / Elective	SDG	AI
			Lect.	Lab.				
CAREER ACCELERATION								
7	DKV 702	Professional Ethics	3	-	-	Compulsory	4,8,9	-

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

## H. Courses Checking Guide

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

### Courses List and Classification

<b>Num.</b>	<b>Courses</b>	<b>Credits</b>	<b>Sub Total</b>	<b>Description</b>
1	UM 122 English I	2	16	<b>LIBERAL ARTS</b>
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	4	<b>FACULTY COMPULSORY</b>
8	DS 201 Intellectual Property Rights	2		
9	DS 200 Introduction to Creative Business	2		
10	DKV 110 Nirmana	4	57	<b>VCD CORE COMPULSORY</b>
11	DKV 210 Visual Communication Design 1	4		
12	DKV 310 Visual Communication Design 2	4		
13	DKV 410 Visual Communication Design 3	4		
14	MBKM Clusters • CDKV 1-4 MBKM Community Outreach • RDKV 1-4 MBKM Research • EDKV 1-4 MBKM Entrepreneurship	15		
15	Internship • DKV 702-705 Magang Merdeka Track 1	20		

	• DKV 792-795 Entrepreneurship Internship			
16	DKV 801 Final Project	6		
17	DKV 103 Typography Principles	3	39	<b>VCD COMPULSORY</b>
18	DKV 104 Photography Principles	3		
19	DKV 106 Computer Graphic for Design	2		
20	DKV 112 Drawing Principles	3		
21	DKV 214 Creativity Theory	3		
22	DKV 201 Illustration	3		
23	DKV 212 Design and Indonesian Culture	3		
24	DKV 300 Visual Analysis	3		
25	DKV 302 Design Methods	3		
26	DKV 401 Digital Media	3		
27	DKV 402 Design Ethics	3		
28	DKV 511 Research Methods	3		
29	DKV 810 Seminar	3		
30	BD 301 Introduction to Marketing	3	18	<b>COMPULSORY</b>
31	BD 401 Design Collateral	3		
32	BD 402 Media Production Techniques	3		
33	ID 301 Interactivity	3		
34	ID 401 2D/3D Assets	3		
35	ID 402 Interface Design	3		
36	DKV 491 Advanced Photography	4	24	<b>MAJOR ELECTIVE</b>
37	DKV 590 Ornament Design	4		
38	DKV 591 Experimental Illustration	4		

39	DKV 690 Transmedia Storytelling	4		
40	DKV 700 Advanced Design	4		
41	DKV 790 IP Monetizing	4		
42	DKV 400 Design and Sociology	3	42	OTHER ELECTIVE
43	DKV 492 Writing in Design	3		
44	DKV 500 Sound Design	3		
45	DKV 601 Experimental Design	3		
46	BD 491 Brand Mascot Design	3		
47	BD 492 Font Design	3		
48	BD 590 Packaging Design	3		
49	BD 591 Digital Advertising	3		
50	BD 690 Environmental Graphic Design	3		
51	ID 490 Visual Programming	3		
52	ID 492 Immersive Design	3		
53	ID 590 3D Digital Sculpting	3		
54	ID 691 Game Design and Play	3		
55	ID 790 Human Computer Interaction	3		

## **I. Course Description**

### **LIBERAL ARTS**

**Courses : English I**

**Code : UM 122**

**Credits : 2**

**ELO :**

- **ELO C** (Working Environment) – Able to generate ideas individually and/ or in group works.

**CLO :**

- **CLO 1** – Students able to give explanations, opinions, plans, and conversation on daily life topics.

**Description :**

This course is especially designed to enable the students to gain acquired language abilities and competencies to achieve the CEFRL, (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 (CEFRL) 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** (Working Environment) — Able to adapt and implement ethics and continuous improvement in design process.

**CLO :**

- **CLO 1** – Students are able to demonstrate and apply their critical reading, synthesis, and presentation skills, showcasing their ability to understand and utilize core knowledge.
- **CLO 2** – Students are able to cultivate 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 and synthesize their critical reading and presentation skills, demonstrating their ability to analyze and apply core knowledge effectively. The course emphasizes the importance of understanding and utilizing complex information, which is crucial for creating compelling visual narratives and presentations.

**Courses** : English III  
**Code** : UM 321  
**Credits** : 2

**ELO** :

- **ELO C** (Project Management) – Able to generate ideas individually and/ or in group works.

**CLO** :

- **CLO 1** – Students are proficient 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.
- **CLO 2** – Students demonstrate 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** :

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 as an English Research Writing Course empowers students to thrive in a competitive, interconnected world.

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

- **ELO A** (Ethics Value) – Able to adapt and implement ethics and continuous improvement in design process.
- **ELO C** (Working Environment) – Able to generate ideas individually and/ or in group works.

**CLO :**

- **CLO 1** – Formulate solutions to social problems in society based on the concept of a faithful and moral person.
- **CLO 2** – Implement caring attitudes and actions as a form of experiencing faith.
- **CLO 3** – Apply learning skills (critical thinking, creativity, collaboration) in the learning process.

**Description :**

This course aims to prepare students to be able to take a responsible attitude and change their behavior to a good one. The main material of Religion includes the nature of humans, humans as faithful (religious) beings, and humans as moral beings. 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 take good and responsible attitudes and behaviors. The learning process uses a combination of synchronous learning of twelve meetings and asynchronous learning of two meetings. The methods used are cooperative learning and student-centered learning methods using Indonesian.

**Courses : Pancasila**

**Code : UM 162**

**Credits : 2**

**ELO :**

- **ELO C** (Working Environment) – Able to generate ideas individually and/ or in group works.

**CLO :**

- **CLO 1** – Students are able to provide solutions regarding the contextual implementation model of public ethics as an implementation of Pancasila values.

**Description :**

The Pancasila education at Universitas Multimedia Nusantara aims to cultivate national character and deepen students' understanding of the state ideology. This objective is achieved through the study of Pancasila from the perspective of public ethics and the promotion of simple living, social care, and environmental consciousness. The relevance of public ethics, embodied in these values, is explored through the study of the history of Pancasila, its role as the state ideology and source of law, its philosophical and ethical foundations, and its application as the foundational values for scientific development. Furthermore, students reflect on UMN's core values, particularly caring, credible, and customer delight, to deepen their understanding of public ethics.

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

- **ELO A** (Ethics Value) – Able to adapt and implement ethics and continuous improvement in design process.
- **ELO C** (Working Environment) – Able to adapt and implement ethics and continuous improvement in design process.

**CLO :**

- **CLO 1** – Students are able to provide solutions to a national problem.
- **CLO 2** – Students are able to apply self-discipline (smart discipline) and an attitude of service to others (customer delight) as Campus Citizens

**Description :**

This 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, based on the values of caring, being credible, and prioritizing others (customer delight) and being sensitive to issues while being able to respond to them through action.

**Courses : Indonesian Language for ACW**

**Code : UM 442**

**Credits : 3**

**ELO :**

- **ELO F** (Design Methodology) – Able to implement design methods and academic writing.

**CLO :**

- **CLO 1** – Students are able to change 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.
- **CLO 2** – Students are able to design a final project/thesis research proposal correctly according to the format and Enhanced Indonesian Spelling Edition V, Standard Indonesian Grammar, and APA style 7 scientific writing procedures, and uphold academic integrity.

**Description :**

This course aims to enhance students' proficiency in academic writing and standard Indonesian language. To achieve this, students will be trained in various aspects of academic writing, including topic selection, introduction, methodology, results and discussion, conclusion and recommendations, and referencing. Additionally, students will develop their oral presentation skills. The course emphasizes critical reflection on language phenomena, particularly in academic writing and effective communication. Students are expected to apply all four language skills—listening, reading, speaking, and writing—in a critical and accurate manner. The course employs a student-centered learning approach, utilizing methods such as collaborative learning, small group discussions, and discovery learning. Synchronous online learning is the primary mode of instruction.

## **FACULTY COMPULSORY**

**Courses : Introduction to Creative Business**

**Code : DS 200**

**Credits : 2**

**ELO :**

- **ELO A** (Ethics Value) – Able to adapt and implement ethics and continuous improvement in design process.
- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO:**

- **CLO 1** – Students are able to apply professional and ethical business mindsets and perspectives.
- **CLO 2** – Students are able to analyze business principles and strategies based on basic entrepreneurial concepts.

**Description :**

This course is designed to introduce students to a wide range of topics essential for anyone interested in the creative business sector. The course begins with an introduction to Creative Business, followed by an exploration of the core creative industries. Students will also delve into the world of digital startups and learn about the legal aspects of running a creative business. Understanding various sources of financing is crucial, and this course provides insights into that. Additionally, students will discover strategies for managing marketing efforts asynchronously and how to design a compelling value proposition. The course also delves into the intricacies of the 9 Block Business Model and various patterns within business models. Students will gain expertise in designing business models and developing strategies within these models, making it a valuable resource for aspiring entrepreneurs in the creative industry.

**Courses : Intellectual Property Rights**

**Code : DS 201**

**Credits : 2**

**ELO :**

- **ELO C** (Working Environment) – Able to generate ideas individually and/ or in group works.

**CLO :**

- **CLO 1** – Students are able to analyze various forms of intellectual property rights and their roles in the creative industry.

**Description :**

The Intellectual Property Rights course is a core requirement for students enrolled in the Faculty of Arts and Design, with a particular focus on the disciplines of Visual Communication Design, Film, and Architecture. Through this course, students will acquire a thorough knowledge of the legal framework governing intellectual property, encompassing its historical development, fundamental concepts, purposes, classifications, attributes, and the procedures involved in securing intellectual property rights. The course will emphasize the practical application of these principles within the creative industries of art and design.



## **VISUAL COMMUNICATION DESIGN STUDY PROGRAM COURSE**

**Courses : Typography Principles**

**Code : DKV 103**

**Credits : 3**

**ELO :**

- **ELO B** (Fundamental in Design) – Able to apply principle knowledge of visual communication design in design process.

**CLO :**

- **CLO 1** – Students are able to arrange letters in various media conventionally and digitally

**Description :**

This course studies the scope of typography as an effective information medium in visual communication design work at a basic level with an understanding of the use of letters and the basics of the grid system. In this course, students learn to understand the history of typography development, recognize letter characters, choose letters, arrange letters, so that they are able to create letter compositions. At the end of the Typography Principles course, students are required to create visual works in a measurable field.

**Courses : Photography Principles**

**Code : DKV 104**

**Credits : 3**

**ELO :**

- **ELO B** (Fundamental in Design) – Able to apply principle knowledge of visual communication design in design process.

**CLO :**

- **CLO 1** – Students are able to apply the basic principles of photography in producing photographic works

**Description :**

This course studies the basics of photography in a comprehensive manner. In this course, students will learn various techniques for using cameras and their supporting devices, basic photography techniques, basic lighting techniques, photo-taking techniques, composition in photography, and basic videography techniques. At the end of the course, students will produce technically quality photographic works.

**Courses : Computer Graphic for Design**

**Code : DKV 106**

**Credits : 2**

**ELO :**

- **ELO B** (Fundamental in Design) – Able to apply principle knowledge of visual communication design in design process.

**CLO :**

- **CLO 1** – Students are able to operate design software to produce vector and raster works

**Description :**

This course provides students with an understanding of how to design using graphic software for raster and vector-based works that are appropriate at the intermediate level. In the process, students learn about the use of graphic software and its implementation in design work. At the end of the course, students will create design work with the application of the specified graphic software.

**Courses : Nirmana**  
**Code : DKV 110**  
**Credits : 4**  
**ELO :**

- **ELO B** (Fundamental in Design) – Able to apply principle knowledge of visual communication design in design process.

**CLO :**

- **CLO 1** – Students are able to manage various visual elements based on basic design theories and principles.

**Description :**

This course equips students in understanding dimensional fields, two-dimensional space, and their constituent elements so that they can be explored creatively using design principles. Students are also equipped with basic skills in designing visual design works by applying the visual elements in the scope of Visual Communication Design. Students can understand the three pillars of visual communication design in design works.

**Courses : Drawing Principles**

**Code : DKV 112**

**Credits : 3**

**ELO :**

- **ELO B** (Fundamental in Design) – Able to apply principle knowledge of visual communication design in design process.

**CLO :**

- **CLO 1** – Students are able to produce basic, realistic, and interactive images according to drawing techniques and principles.

**Description :**

This course provides basic understanding and skills in creating shape drawings with principles and techniques that are in accordance with their function and purpose. In this course, students will learn about how to draw objects using basic shapes, perspective techniques and drawing human anatomy, animals, and drawing atmosphere. At the end of this course, students are able to produce basic, realistic, and interaction drawings according to the drawing techniques and principles learned during lectures in one semester.

**Courses : Creativity Theory**

**Code : DKV 214**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to analyze strategies and creativity processes through exploration of ideas, styles and visual references.

**Description :**

This 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 creative process and imagination that is formed through memory based on experience through the process of creation and problem solving. At the end of this course, students will be tested on their understanding by solving a simple problem with a visual solution and a written exam where students are expected to be able to apply the creative process in every design of their creative works continued in the final assignment or thesis.

**Courses : Illustration**

**Code : DKV 201**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to produce images that tell stories using various techniques and media.

**Description :**

The Illustration course provides students with a comprehensive understanding and practical skills in creating illustrations for a variety of visual communication media. The course covers fundamental principles, techniques, narrative, and thematic elements, enabling students to apply and adapt illustrations according to their specific functions and objectives. Students will explore illustration theory, including concepts, functions, types, and approaches. Practical exercises will focus on visual style exploration, illustrations for children's media, brand imagery, and the implementation of illustration sets. Upon completion of the course, students are required to design a set of illustrations using visual rhetoric, various techniques, and media.

**Courses : Visual Communication Design 1**

**Code : DKV 210**

**Credits : 4**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to solve identification problems of an entity using a visual communication design approach.

**Description :**

This course equips students with the ability to design identities for a brand. Students will solve visual identity problems for a brand by first determining its positioning, brand essence, and personality, which are fundamental aspects of brand identity design. The process of designing a visual identity will refer to methods proposed by experts and will be applied to various media along with guidelines for their use.



**Courses : Design and Indonesian Culture**

**Code : DKV 212**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to explore the richness of 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** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to examine visual rhetoric in visual communication design works.

**Description :**

The Visual Analysis course is designed to cultivate students' capacity to critically analyze visual communication design artifacts through the lens of semiotics. This course aims to bridge the gap between the creation and interpretation of visual messages by fostering students' ability to decode visual signs and symbols. By developing a profound understanding of the underlying meanings and cultural contexts embedded within visual works, students will be equipped to produce more sophisticated and nuanced design solutions. At the conclusion of the course, students will demonstrate a high level of analytical rigor, critical thinking, and persuasive argumentation when discussing the meaning and significance of visual culture.

**Courses : Visual Communication Design 2**

**Code : DKV 310**

**Credits : 4**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to solve information problems regarding content using a visual communication design approach.

**Description :**

This course teaches students the ability to solve visual communication problems from information content so that it becomes more valuable. In lectures, students are equipped with the ability to design information designs through design methods starting from orientation, analysis, concept, design and implementation. The information design of a content that has been designed is applied to two different media, print and digital. It is expected that after taking this course, students can fulfill their competence in solving problems related to information pillars in two different media, print and screen and get feedback from the target design / user through an exhibition at the end of the lecture.

**Courses : Design Methods**  
**Code : DKV 302**  
**Credits : 3**

**ELO :**

- **ELO F** (Design Methodology) – Able to implement design methods and academic writing.

**CLO :**

- **CLO 1** – Students are able to correlate various design methodologies with design problems

**Description :**

The course equips students with knowledge about the design process and methods in visual communication design. In this course, students will learn 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 papers.

**Courses : Digital Media**

**Code : DKV 401**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** – Students are able to produce moving visualizations based on consideration of the characteristics of each digital media.

**Description :**

This 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. The learning course emphasizes the basic production process of animation, motion graphics, and post-production video editing so that they are able to produce and manage graphic animation works in the form of Video Content, TV Bumpers, TVCs, Credit Titles, Superimpose Images, Superimpose Animation, Product & Service Advertisements, Digital Content on website media, social media. At the end of the course, students are required to design visual works in the form of motion graphics and videography according to the specified theme.

**Courses : Designer Ethics**

**Code : DKV 402**

**Credits : 3**

**ELO :**

- **ELO A** (Ethics Value) – Able to adapt and implement ethics and continuous improvement in design process.

**CLO :**

- **CLO 1** – Students are able to apply professional attitudes, ethics, and responsibilities within the scope of visual communication design work.
- **CLO 2** – Students are able to correlate professional attitudes, ethics, and responsibilities within the scope of visual communication design work.

**Description :**

This course aims to cultivate students' understanding of professional design ethics and etiquette, enhancing their professional and technical skills. Future design professionals are expected to grasp the standards of aesthetic and functional excellence, design education, research, training, practice, and professional conduct. Furthermore, this course equips students to become professional designers who promote the profession, contribute to the overall body of design knowledge and skills, and uphold human rights in all their professional endeavors.

**Courses : Visual Communication Design 3**

**Code : DKV 410**

**Credits : 4**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to solve persuasion problems regarding a message using a visual communication design approach.

**Description :**

Visual Communication Design 3 is designed to fulfill the pillar of persuasion. In this course, students will address societal issues through persuasive campaigns, utilizing both conventional and interactive visual communication design approaches. These campaigns will align with the Sustainable Development Goals (SDGs) adopted by world leaders. The course employs a hybrid of design methodologies to achieve design objectives while leveraging contemporary technology and media. Upon completion, students will produce a diverse range of persuasive visual communication designs, both conventional and interactive, aimed at driving social change.

**Courses : Research Methods**

**Code : DKV 511**

**Credits : 3**

**ELO :**

- **ELO F** (Design Methodology) – Able to implement design methods and academic writing.

**CLO :**

- **CLO 1** – Students are able to formulate a methodical design research process in accordance with applicable rules.

**Description :**

The Research Methods course provides a comprehensive overview of research methodologies specifically tailored for the field of visual communication design. Through this course, students will gain a deep understanding of the research process, from formulating research questions to collecting and analyzing data. The ultimate goal of the course is to enable students to develop a well-structured research proposal that outlines a feasible and original research project in the field of visual communication design, which can serve as the foundation for their final thesis.



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

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.
- **ELO F** (Design Methodology) – Able to implement design methods and academic writing.

**CLO :**

- **CLO 1** – Students are able to strategize the right design solution from the problems raised.
- **CLO 2** – Students are able to compile a Final Project/Thesis research proposal appropriately in accordance with valid design methods and research methods.

**Description :**

This course teaches students the process of making a final project/ thesis proposal using appropriate research and design methods. In the process, students learn to decide on a design solution to a problem and determine the appropriate design and research methods. At the end of the course, students are able to compile a final project/ thesis proposal for visual communication design appropriately according to valid design and research methods.

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

- **ELO A** (Ethics Value) – Students are able to adapt and implement ethics and continuous improvement in design process.
- **ELO F** (Design Methodology) – Students are able to implement design methods and academic writing.
- **ELO H** (Design Implementation) – Students are able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to consider (A5) design problems using a visual communication design approach.
- **CLO 2** – Students are able to design (C6) design work and scientific writing based on design and research methodology.
- **CLO 3** – 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.

**Courses : Introduction to Marketing**

**Code : BD 301**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** – Students are able to plan marketing strategies and concepts by considering target and media behavior.

**Description :**

This course contains the understanding needed by designers in making decisions regarding target markets and media behavior, so that they are right on target in communicating and creating designs. This course describes the scope of marketing in DKV as well as the marketing research needed so that designers can understand the market clearly, and research consumer habits in making decisions about products or services, as well as habits in using media and its placement. In this course, students are asked to examine marketing plans so that they are linked to the budget and in accordance with existing targets.

**Courses : Design Collateral**

**Code : BD 401**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to design brand activation of an entity according to branding strategies and concepts.

**Description :**

This course equips students with the ability to design brand activation by exploring various promotional media in the form of 3D mockups according to the brand experience they want to build that is in line with the brand identity. In this course, students will learn about brand activation strategies that begin with exploring brand profiles, product profiles, and customer profiles. The active learning method is centered on students or student-centered learning where students will be enriched with case studies and project-based learning. The stages of designing a brand activation strategy will refer to the methods that have been put forward by experts, until they are applied to various media along with the rules for their use. After completing this course, students are able to design brand activation from an entity according to the right branding strategy and concept.

**Courses : Media Production Techniques**

**Code : BD 402**

**Credits : 3**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to produce production-ready materials according to printing and finishing techniques and planning.

**Description :**

This course discusses and teaches the process and production of various media. MPT discusses the theoretical and practical side, from a design concept to a real form or model. The discussion revolves around the production of printed media, such as digital printing, offset printing, and other manual printing techniques such as screen printing, carving, engraving, and alternative media such as merchandise and the process of how to make a 3D printing media and the combination of all process techniques to be able to create a point of purchase (POP) which is needed for branding a product or service.

**Courses : Interactivity**

**Code : ID 301**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** – Students are able to develop basic principles of interactivity in various interactive media.

**Description :**

This course studies the basics of interactivity. In this course, students will learn the principles and elements of interactivity in various media as well as 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 the form of an interactive exhibition.

**Courses : 2D/3D Assets**

**Code : ID 401**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to produce 2-dimensional and 3-dimensional digital assets for interactive media needs.

**Description :**

This course studies visual elements that support interactive media, such as characters, environments, properties, icons, and graphic design. In this course, students will study and produce visual assets based on the concept they want to create to be applied in 2D or 3D for interactive media needs. Students will practice the design process and design techniques for 2D and 3D assets. At the end of this course, students are required to produce various assets in 2D or 3D that can support interactive media needs. Various 2D and 3D assets produced during the course will be documented in a pitch book asset that becomes a digital showcase or portfolio.

**Courses : Interface Design**

**Code : ID 402**

**Credits : 3**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to produce interface designs in various interactive media with consideration of user experience.

**Description :**

The course is designed to equip students with a solid foundation in user interface design, covering fundamental concepts, techniques, practices, and the design process. Through this course, students will develop a deep understanding of user interface design principles and will have the opportunity to apply these principles in practical design exercises. By following a structured design workflow, students will learn to create user interfaces that are both efficient and user-friendly, with a strong emphasis on human-centered design.



## MAJOR ELECTIVE

**Courses : Advanced Photography**

**Code : DKV 491**

**Credits : 4**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to create photos using digital imaging processing techniques for commercial photography needs.

**Description :**

This course studies advanced photography techniques using artificial lighting, as an effective medium in producing photographic works in visual communication design works. This course is expected that students are able to create photos through a visual approach in the form of portraiture, models, still life and photographic products with digital imaging processing techniques for commercial photography needs.

**Courses : Ornament Design**

**Code : DKV 590**

**Credits : 4**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to combine Nusantara ornamental designs for visual communication design needs.

**Description :**

This course aims to equip students with the ability to create and develop Indonesian ornamental designs with concepts and apply them to visual communication design. In this course, students will learn how to solve visual identity problems of an ornamental design to be applied to a brand starting from 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 project-based learning and learning. After completing this course, students are able to create ornamental designs on a brand that are in line with the brand identity using the principles of visual communication design.

**Courses : Experimental Illustration**

**Code : DKV 591**

**Credits : 4**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to produce illustrations in various non-conventional media by exploring illustration styles and techniques.

**Description :**

The Experimental Illustration course provides students with a comprehensive understanding of experimental illustration techniques and styles. Students will explore unconventional media and apply advanced art and design principles to create illustrative works for various purposes. The course covers experimental illustration theory, narrative-based illustration, material manipulation, and 360-degree illustration. Students will conclude the course by creating an experimental illustration project for a class exhibition.

**Courses : Transmedia Storytelling**

**Code : DKV 690**

**Credits : 4**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to develop a comprehensive transmedia storytelling concept and implement it in the pillars of visual communication design.

**Description :**

This course provides a comprehensive understanding of transmedia storytelling, exploring its historical development, key elements, narrative principles, and industrial applications. Students will learn to analyze various forms of transmedia storytelling, evaluate their effectiveness, and identify emerging trends. Through practical exercises, students will develop the skills to conceptualize and design innovative transmedia storytelling projects.

**Courses : Advanced Design**

**Code : DKV 700**

**Credits : 4**

**ELO :**

- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to solve real project-based problems with the involvement of practitioners and design associations.

**Description :**

This course studies and executes solutions related to problems from the perspective of visual communication design science that departs from case studies in the industrial world, to communicate a product or service brand with the approach of 3 pillars of UMN visual communication design. In this course, students will learn to build a creative team, learn to work together to achieve solutions and creative goals in answering the problems of a brand/entity based on real projects. In this course, students will also learn to understand design problems and targets, develop brand strategies, generate ideas, design production and implementation, combine visual branding and interactivity science in communicating and implementing them in a solution and creative design design that brings out novelty in answering a brand's problems. At the end of the Advanced Design course, students exhibit their work which is a solution to a real case on a brand/entity represented in the product or service they handle.

**Courses : IP Monetizing**

**Code : DKV 790**

**Credits : 4**

**ELO :**

- **ELO A** (Ethics Value) – Able to adapt and implement ethics and continuous improvement in design process.
- **ELO G** (Project Management) – Able to manage visual communication design projects as a professional and entrepreneur.

**CLO :**

- **CLO 1** – Students are able to manage intellectual property rights strategies in the creative industry that are legal and ethical.
- **CLO 2** – Students are able to plan the implementation of intellectual property rights in the creative industry that are legal and ethical.

**Description :**

This course studies the process of developing creative Intellectual Property (IP) strategies and creating economic benefits from IP management. In this course, students learn the stages in IP Monetizing, the first stage is about creative IP administration, which includes the creation of IP assets, the process of researching and developing products, and converting them into IP, studying IP from a legal perspective. The second stage is creating economic benefits through IP portfolio management, integrating IP into business strategies, 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 the right IP strategy.

## OTHER ELECTIVE

**Courses : Design and Sociology**

**Code : DKV 400**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** – Students are able to correlate community behavior as a basis for consideration in designing visual communication designs.

**Description :**

This course is a strategic design thinking in responding to the market economy and traditional culture in society. The model in Design and Sociology dissects social phenomena. This course can be seen as a process of analyzing reading human abilities which in turn contribute to their well-being. The dimensions of Design and Sociology are related to science and lifestyle, trends that shape modern society.

**Courses : Writing in Design**

**Code : BD 492**

**Credits : 3**

**ELO :**

- **ELO F** (Design Methodology) – Able to implement design methods and academic writing.

**CLO :**

- **CLO 1** – Students are able to compose creative writing according to the needs of the pillars of visual communication design.

**Description :**

This course explores the three basic pillars of design writing: copywriting, content writing, and UX Writing. Through examples and applications, students gain comprehensive insight into each element, honing their ability to craft compelling brand narratives. By mastering persuasive communication, students will create text that leads users to take action, learning to create informative and engaging content while maintaining readability standards. Students learn the importance of concise, user-focused writing in both analog and digital media. This course equips students to become skilled in crafting design writing creations, able to produce holistic and impactful design communications that resonate with audiences, and support brand identity.



**Courses : Sound Design**

**Code : DKV 500**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** - Students are able to produce sound as a supporting element for visual communication design needs.

**Description :**

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

**Courses : Experimental Design**

**Code : DKV 601**

**Credits : 3**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to apply elements of interactivity and gamification to convey messages in visual communication design.

**Description :**

This course aims to introduce students to the fundamental principles and methodologies of designing and conducting experiments within the context of visual communication design. The course focuses on developing an understanding of how to design relevant and effective experiments to collect data that can be used in the design process for interactive and gamified designs, with a particular focus on interactive campaigns.

**Courses : Brand Mascot Design**

**Code : BD 491**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to design mascots as a representation of brand identity and communication.

**Description :**

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

**Courses : Font Design**

**Code : BD 492**

**Credits : 3**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to create letter creations using digital techniques that are ready to be implemented in designs.

**Description :**

This course provides students with an understanding to have advanced skills in typography. In the learning process, students learn about designing new digital letters (fonts) in the Latin language system using the right font design application at the intermediate level. At the end of the course, students can design new original digital letters (fonts) that are ready to be implemented in various media.

**Courses : Packaging Design**

**Code : BD 590**

**Credits : 3**

**ELO :**

- **ELO H** – (Design Implementation) - Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to create packaging works through a visual communication design approach.

**Description :**

This course equips students with the understanding and skills in creating packaging designs that meet the needs of delivering information content, are attractive, and can add value to the packaged product. Students' abilities are honed by considering the suitability of materials, forms, functions, and visual elements that can increase the aesthetic value of the packaging. Introduction to packaging materials provides students with references in choosing the right materials for the product to be packaged. Material on the form and function of packaging provides students with the ability to understand the basics of effective forms in packaging a product and its considerations with the ease of packaging in the transportation process from the factory to the hands of consumers. Material on visual elements provides students with the ability 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** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to create digital media-based advertisements based on communication and design strategies.

**Description :**

This 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 the advertising design method combined with the latest digital technology and digital media. At the end of the Digital Advertising course, students produce advertising work that applies digital technology to website media, social media and mobile advertising.

**Courses : Environmental Graphic Design**

**Code : BD 690**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** – Students are able to create graphic systems in the environmental graphic design discipline.

**Description :**

This 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** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to produce digital interactive media using visual programming languages.

**Description :**

The Visual Programming course offers a comprehensive introduction to the principles and practices of programming for interactive media. Students will learn about programming logic, data structures, and algorithms, and apply this knowledge to develop interactive applications and games. Through hands-on projects, students will gain practical experience in using visual programming tools to create dynamic and engaging digital experiences



**Courses : Immersive Design**

**Code : ID 492**

**Credits : 3**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to design digital-based immersive media through a visual communication design approach.

**Description :**

The Immersive Design course explores various interactive applications and equips students with the skills to create visual assets and implement them in immersive media. This course focuses on developing and producing immersive media such as extended reality (XR) and mixed reality (MR), as well as interactive projections, to provide solutions to design challenges within the creative industry. Upon completion, students will be able to develop immersive content plans and produce interactive media in the form of AR, VR, MR, or interactive projections.

**Courses : 3D Digital Sculpting**

**Code : ID 590**

**Credits : 3**

**ELO :**

- **ELO H** (Design Implementation) – Able to produce and present visual communication design works.

**CLO :**

- **CLO 1** – Students are able to produce comprehensive 3-dimensional digital visual assets.

**Description :**

The 3D Digital Sculpting course provides a comprehensive understanding of the techniques and workflows involved in creating digital 3D models. Students will learn how to use industry-standard software to model a wide range of objects, from organic forms like characters and creatures to hard-surface models such as vehicles and architecture. The course covers topics such as topology, sculpting, retopology, and texturing. Students will also explore the applications of 3D modeling in various fields, including gaming, film, and product design.

**Courses : Game Design and Play**

**Code : ID 691**

**Credits : 3**

**ELO :**

- **ELO E** (Design Process) – Able to determine solution of visual communication problem through design research.

**CLO :**

- **CLO 1** – Students are able to design game concepts and user gaming experiences in the form of physical and digital games.

**Description :**

The Game Design and Play course offers a comprehensive overview of game design, covering topics such as game mechanics, level design, narrative, and player psychology. Students will learn to apply game design theories and principles to create engaging and innovative game experiences. Through hands-on projects, students will develop prototyping skills and gain experience in using game design software. The course also emphasizes the importance of playtesting and user research, equipping students with the tools to evaluate and refine their game designs.

**Courses : Human Computer Interaction**

**Code : ID 790**

**Credits : 3**

**ELO :**

- **ELO D** (Design Concept) – Able to explore concepts in designing with the utilization of ICT.

**CLO :**

- **CLO 1** – Students are able to create interactive designs that focus on human needs, interactions with systems, and other technological objects.

**Description :**

The course delves into the core concepts of usability and interactive design, exploring the intricate relationship between humans and technology, particularly in the context of the Internet of Things. Through a combination of theoretical lectures, practical exercises, and real-world case studies, students will develop a solid foundation in human-computer interaction. The curriculum emphasizes the importance of understanding user needs, conducting user research, and designing intuitive and effective user interfaces. Students will learn about various usability evaluation methods and design principles to create engaging and user-friendly experiences. Upon completion of the course, students will be well-prepared to design interactive systems that meet the evolving needs of users in the digital age.