

**Visual Communication Design/Creative Digital Design
BA degree in New Media Design Concentration, typical course sequence**

Students will complete general education requirements that generally include:

	Language and Communication	4 courses
	Arts, Humanities, and Social Sciences	9 courses
	Economics and Business	2 courses
	Mathematics and Science	3 courses
	Design Core	15 courses
	Design Concentration	9 courses
	Non-Design Electives	5 courses
	Total Credit Hours 144-147	

YEAR 1, SEMESTER 1		
CODES	COURSE TITLES	UNITS
ENC1101	Composition I	3
REL2300	World Religions	3
HLP1081	Total Wellness	2
MAC1105	College Algebra	3
SU	The Origin of Design	3
SU	Narrative Concepts and Storytelling	4
	Semester Credit Load	18

YEAR 1, SEMESTER 2		
CODES	COURSE TITLES	UNITS
	Composition II	3
	General Chemistry I	3
	General Chemistry I Lab	1
	Perception Analysis and Creation	4
	Introduction to Online Publishing	4
	Introduction to Interactive Media	3
	Semester Credit Load	18

YEAR 2, SEMESTER 3		
CODES	COURSE TITLES	UNITS
SPC1608	Introduction to Public Speaking	3
ECO2013	Principles of Macroeconomics	3
EVR1001	Introduction to Environmental Science	3
STA2023	Statistics	3
SU	Introduction to 3D Imaging	3
SU	Video Diaries I / Moving Image Syntax	4
	Semester Credit Load	19

YEAR 2, SEMESTER 4		
CODES	COURSE TITLES	UNITS
LIT2000	Introduction to Literature	3
PSY2012	General Psychology	3
SU	Creative Narratives: Online Storytelling	4
SU	Graphical User Interface	3
SU	Video Diaries II / Interactive Storytelling	4
SU	ICT-New Media	3
	Semester Credit Load	20

YEAR 3, SEMESTER 5		
CODES	COURSE TITLES	UNITS
	Programming for Creative Design	3
	Digital Humanities: Indonesian Cultural History	3
	Video Diaries/Moving Images III: Hybrid Compositing (Live action with 2D animation)	4
	Visual Culture	3
	Technology, Humans, and Society	3
	Concentration Elective I	3
	Non CDD Elective I	3
	Semester Credit Load	22

YEAR 3, SEMESTER 6		
CODES	COURSE TITLES	UNITS
	Video Diaries/Moving Images IV: Virtual Worlds (MoCap, photogrammetry, and 3D simulation)	4
	Research Methodology	3
	Independent Project Towards Major (concentration)	4
	Independent Project (with Instructors advising)	4
	Technopreneurship	3
	Non CDD Elective I	3
	Semester Credit Load	21

YEAR 4, SEMESTER 7		
CODES	COURSE TITLES	UNITS
	Professional Practice Portfolio	3
	Project-Based Directed Collaboration (with other fields)	3
	Internship	3
	Concentration Elective I	3
	Concentration Elective I	3
	Concentration Elective I	3
	Semester Credit Load	18

YEAR 4, SEMESTER 8		
CODES	COURSE TITLES	UNITS
	Final Project I (Design Object)	4
	Final Project II (Senior Thesis)	4
	Indonesian Language	3
	Pancasila	3
	Semester Credit Load	14

COURSE DESCRIPTION

The course descriptions below are only for Visual Communications Design/CDD courses. General Education courses should be referred to SUAC course descriptions.

- **The Origin of Design** (VCDD1301 – 3 credits)
This course introduces the student an understanding of Design Fundamentals including design’s method and process. Comparing design practice in the past and present, interpreting as to reflect design is a way of thinking. This will be in the form of information design. The nature of this course is to provide an introduction to Design contexts, histories and sociologies. The course ‘class’ will always be referred to as a “studio session” and begin the journey toward professional studio practice relevant to design methodologies currently in play.
Pre-requisite: -

- **Narratives, Concepts, & Storytelling** (VCDD1402 – 4 credits)
The student is introduced to the concepts and outcomes of different narrative forms, including the historical and theoretical. They will understand wider cultural contexts and develop a personal storytelling structure that can be interacted with by others. New approaches to storytelling are intrinsic to digital storytelling and the viral aspect of narrative dissemination.
Pre-requisite: -

- **Visual Cultures** (VCDD3304 – 4 credits)
This course will survey visual cultures from the Renaissance period to the present. While the factors that influence the visual with regard to their cultural impact count, this course will focus on exploring how visual cultures influence society, and will explore art/design/media as a means of (visual) communication between the artist/designer and society. Students will study, aesthetically evaluate, and critically analyze many works of visual culture across format, time period, social and cultural dynamics, and geography.

- **Introduction to Online Publishing** (VCDD1404 – 4 credits)
Students will be introduced to the concepts and outcomes of different forms of online publishing through a historical and theoretical scope. Following a wider cultural context and developing a personal storytelling structure, students will join creative practice with aesthetics in order to affect a more comprehensive understanding of new digital possibilities and thought in the field of online publishing.
Pre-requisite: Pre-requisite: VCDD1301, VCDD1402

- **Perception Analysis and Creation** (VCDD1403 – 4 credits)
This course will introduce students to advanced knowledge of human perceptual functioning as

part of the techniques central to the design of effective visualization. The course will introduce students to psychology with a focus on design-relevant areas and orientations including cognitive psychology, action psychology, communication, and digital media design. Students will conduct design projects that focus on structuring and visualizing complex information to produce efficient visual design.

Pre-requisite: VCDD1301, VCDD1402

▪ **Introduction to Interactive Media** (VCDD1305 – 3 credits)

In this course students will explore the different types of interactive media, including the different design styles, transformation, distortion, and masking. Other topics covered in the course include motion techniques and character animation, interactivity and games, and animation effects. Students will be introduced to the concepts and outcomes of different forms of interactive digital media through a historical, theoretical and practical scope of contents and activities. Following a wider cultural context and developing a personal storytelling structure, students will join creative practice with aesthetics in order to affect a more comprehensive understanding of new digital possibilities and thought in the field of Interactive Digital Media.

Pre-requisite: VCDD1301, VCDD1402

▪ **Creative Narratives: Online Storytelling** (VCDD2403 – 4 credits)

This course will introduce the student to narrative-making across multiple forms of media, including comic books or novels, film, television, audio, video-games, websites and other forms of user-driven content. Story-telling through social media and digital technology in video/moving images and media industry is studied in order to take advantage of each platform and enhance the audience's experience. The student will gain an understanding of these media-specific concerns to lead into developing a project. The students will learn how to develop a brief, work on a live project, write an element of a story world, produce media content, and then launch the project in social media. The development process includes documentation of research, practical and conceptual exploration, production and critical reflection.

Pre-requisite: VCDD1402

▪ **Video Diaries/Moving Images I: Moving Image Syntax** (VCDD2402 – 4 credits)

This course introduces digital technologies for moving image identifying contemporary approaches of remixing appropriated footage and the mashing together of footage from disparate sources. The student will be introduced to online cross media dissemination. The student will be introduced by demonstration to editing platforms and in particular pre-production, production, and post-production processes for the development of their own videos. They will be introduced as well to storyboarding and concepts of moving image. The student will undertake practical workshops in camera and lighting techniques. Students will undertake self-initiated experimental work to produce a moving image outcome. The course will expect students to present

development regularly in each session and disseminate the final outcome online on various platforms such as YouTube and links from their blogs that they will establish at the outset of the course. The course will explore themes and genres within moving images.

Pre-requisite: VCDD1403, VCDD1404, VCDD1305

- **Research Methodology** (FST3301 – 3 credits)

This course introduces the students research processes, including formulation of research problem, research design, sampling and measurement methods, research proposal writing, literature review, data collection, data processing, and reporting.

- **Internship** (VCDD4303 – 3 credits)

Internship is a formal apprenticeship, work-based training, temporary employment or other form of a guided professional experience that a student undertakes externally at an organization or under the auspices of a professional or practitioner. The Internship is conducted within the final two years of a study program. The Internship is a component of the professional development curriculum and is an opportunity for students to apply their classroom-attained knowledge in a real-life situation. It consists of supervised work-experience in an external company, organization, or institution.