



COURSES TAKEN IN VISUAL COMMUNICATION DESIGN

Academic Year 2018/2019

CENTER OF EXCELLENCE IN TEACHING

Welcome to President University, where tomorrow's leaders come together. You will be entering dynamic university environments where international students make up over 10% of the student population so your experience will be truly international. You will be able to learn and share not only with your Indonesian peers but also those from other countries.

Our strong industry and professional partnership – with more than 1700 multinational companies from 30 countries [USA, Canada, UK, Germany, France, The Netherlands, China, Korea, Japan, Taiwan, Malaysia, Singapore, Australia] at JABABEKA INDUSTRIAL ESTATE, will ensure our graduates will leave with the skills and knowledge employment value most. The following is the key and brief courses will be taken for each study program.

COURSE GUIDELINE

CORES

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| 1. Entrepreneurship | 10. Typography, Advanced
Typography and
Experimental Typography | 16. Advertising and
Copywriting |
| 2. Creativepreneurship | 11. Photography, Basic &
Advanced | 17. Branding |
| 3. Basic Drawing | 12. Computer Graphic, Basic
& Advanced | 18. Web Design, Basic &
Advanced |
| 4. Illustration | 13. Psychology of Perception | 19. 3D Animation |
| 5. Basic Design Principle | 14. Cultural Studies &
Semiotics | 20. Motion Graphics |
| 6. Color Theory | 15. Applied Semiotics and
Design Thinking | 21. Design Production
Methods |
| 7. Historical Review of VCD | | 22. Design Management |
| 8. Graphic Design | | 23. Visual Communication
Design Portfolio |
| 9. Visual Communication
Design | | |

ELECTIVES COURSES

1. Book Design
2. Comics
3. Game Design
4. Animation Movies
5. Surface Packaging Design

