



UPNVJT VISUAL COMMUNICATION DESIGN

Visual Communication Design (VCD) aims to strengthen the characteristics of graduates by giving the students a chance to choose their specialization (multimedia, advertising and graphic design). Besides that, VCD obligated students to join the “Independent Campus, Freedom to learn” program by providing opportunities for students starting in semester 5 to choose elective courses both on campus and outside campus. The main competencies of VCD graduates professional Designer, Creative Director, Design Researcher and Creativepreneur.

Learning Outcomes applied in the curriculum are aimed at producing graduates to become professional visual communication designers who master both theory and practice. To support this, the university facilitates students with Printing and Illustration Laboratory, Design Laboratory, Computer Graphics Laboratory, and a Recording Media Laboratory as part of the learning process.



VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL
VETERAN JAWA TIMUR

CONTACT
US

- dkv.upnjatim.ac.id
- dkv.upnvjt
- synakaryadkvupn

CURRICULUM

SEMESTER 1

- Pancasila
- Religion Courses
- History of Art & Design
- Basic Drawing I
- Basic Design I (Nirmana I)
- State Defence Education
- Creativity

SEMESTER 2

- Civics
- Archipelago Visual Culture
- Basic Drawing II
- Basic Design II (Nirmana II)
- Design Presentation
- Computer Graphics
- Design Thinking
- Visual Semiotic

SEMESTER 3

- Infographic Design
- Basic Illustration
- Basic Typography
- Basic Photography
- Graphical Method
- Visual Narrative
- Entrepreneurship

SEMESTER 4

- Visual Identity Design
- Design Project Management
- Applicative Typography
- Animation
- Applicative Photography
- Digital Illustration
- Audio Visual

SEMESTER 5

- Field of Interest Course
- Field of Interest Course
- Field of Interest Course
- Elective Course 1*
- Design Method

SEMESTER 6

- Field of Interest Course
- Elective Course 2*
- Leadership
- Job Training
- Research Method in Design
- Professional Ethics

SEMESTER 7

- Field of Interest Course
- Community Service
- English
- Bahasa Indonesia
- Seminar

SEMESTER 8

- Thesis

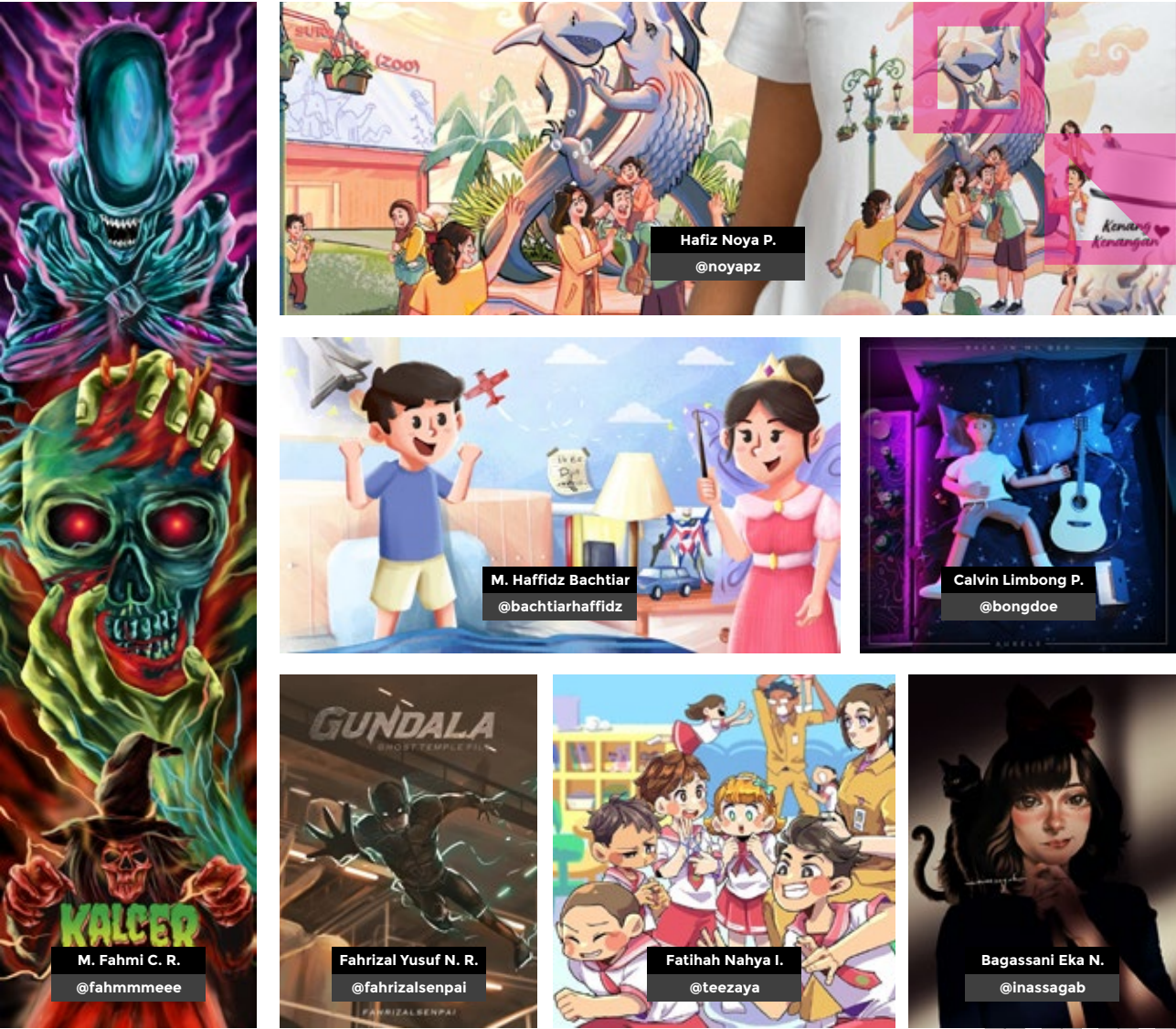
PREPARATION STAGE
SEMESTER 1-2

ADVANCED STAGE
SEMESTER 3-6

GRADUATE STAGE
SEMESTER 7-8

FIELD OF INTEREST COURSE	MULTIMEDIA VISUAL COMMUNICATION	VISUAL MARKETING	GRAPHIC DESIGN
SEMESTER 5	Multimedia Visual Communication 1 (Company Profile), Interface and Interactive Design, Cinematography	Visual Marketing 1 (Advertising), Advertising Industry, Communications and Media	Graphic Design 1 (Print Media Appearance), Experimental Graphic, Visual Language
SEMESTER 6	Multimedia Visual Communication 2 (Region Branding)	Visual Marketing 2 (Social Campaign)	Graphic Design 2 (Packaging Design)
SEMESTER 7	Multimedia Visual Communication 3 (Branding)	Visual Marketing 3 (Branding)	Graphic Design 3 (Branding)

STUDENT ARTWORKS



AND MANY MORE!

ELECTIVE 1	ELECTIVE 2
Videography Game Social Media Marketing Environment Graphic Comic Event Organize Permadi/Permata	Web Desain Event Organize Applicative Photography Children Book Urban Art Permadi/Permata

LABO-
RATORY



ACADEMIC FACILITIES



Administration Gazebo Lecturer Room Studio Room FAD Reading Room Journal Room
Printing and Illustration Laboratory Computer Graphic Laboratory Design Laboratory
Recording Media Laboratory Assembly Room Student Organization Secretariat

FACULTY OF ARCHITECTURE
AND DESIGN
UPN VETERAN JAWA TIMUR
SURABAYA - INDONESIA

EMAIL: dekave@upnjatim.ac.id
INSTAGRAM: [dekaveupnvjt](https://www.instagram.com/dekaveupnvjt)

ADMISSION PATHWAYS

- **SNMPTN PATHWAY**
 - **SBMPTN PATHWAY** (+Portofolio)
 - **MANDIRI SELECTION:** Pola Jalur Mandiri Prestasi (JMP), Pola Jalur Mandiri Kemitraan (JMK), Pola Jalur Mandiri Regular (JMR)
- REGISTRATION INFO: www.upnjatim.ac.id



EVENTS UPNVJT VCD



Plaza Kreatif Jelajah Tipografi MEGADIMAS Exhibition Dies Natalis Work Visit
Web Seminar Visit Lecture And Many More!

ARE YOU READY TO TAKE A
PART OF OUR JOURNEY?

STUDENT ACHIEVEMENTS

- | | |
|------------------------------|---|
| DANA PRIMA (2018) | 2nd Winner Video Infografis Sejarah Perkembangan Kereta Api |
| DANNA NORISA PUTRI (2018) | 1st Winner Desain Seragam Administrasi Niaga (Poltek Malang) |
| ANDRIAN FERDI (2018) | 1st Winner La Zone.id Talent Fest #1 Film Tema Kasih Saying |
| AZIZ MAHMUDDIN (2019) | 2nd Winner ICF Drawing Competition "Indonesian Superhero Character Design" |
| NUR LATIFATUZ ZAKIYAH (2020) | 1st Winner Desain Kemasan INACO Jelly 2020 |
| SHAFIRA NUR RAHMA (2020) | 1st Winner Lomba "Mask by You" acara ART.FM Fakultas Industri Kreatif UBAYA |
| CANDRA YUDISTIRA (2020) | 1st Winner Lomba Video PT Peti Kemas tema Hari Batik Indonesia |
| DINDA MAULIA (2020) | 1st Winner Lomba Chiisai Manga Japan Pop Culture UNESA |

GRADUATE'S JOB

- | | |
|------------------------|--|
| WIEAN RIZKY PRIHANDINI | Graphic Designer - PT. Cemerlang Statistika Indonesia cabang Jatim (Mojokerto) |
| FREDO EKA PRATAMA | Type Designer dan Previewer Font - Din Studio Jogja |
| RAHMAD ILHAM | CEO ciri.identity |
| EKI CAHYA IMANI | Illustrator - Din Studio Solo |
| YUNIAR MISLACHUL U. | Graphic Designer & Digital Marketer - PT. Indotank Surabaya |
| AHMAD AKHARIS | Photographer - Machtwatch PT. Ming Jata Sejahtera |
| NIA WULANDARI | Graphic Designer - PT Sepanjang Pangan Jaya Sidoarjo |

GRADUATE'S JOB

- | | |
|-----------------------|---|
| HANIDA NORMA F. | Graphic Designer - Bebe Studio Surabaya |
| MIKE NUR KARTIKA S. | Graphic Designer - PT Revolusi Sejuta Rasa |
| SARAH ZHAFIRAH | Brand Social Marketing - PT. Ecart Webportal Indonesia Jakarta |
| SEPTIAN ANOM A. | Animator - Koff and Gold Studio |
| IRVAN FERDI | Illustrator - Studio Wisageni Jogja |
| RAMA RIANDSURYA | Designer PT. Java Vapor Indonesia |
| M. A. ZUMARTPUTRA P. | Project Manager and Storyboard Artist - Meta Studio |
| DANAR RIZKIARDI | Graphic Designer - JCK Enterprise Surabaya |
| CANDRA YUDISTIRA | Content Creator - Sidoarjobisa.id |
| ARFINDI | Freelance - PT. Lamong Energy Indonesia |
| PUTRA ALAM | Graphic Designer, Videographer, Photographer, Content Planner - Self-Employee |
| NUR LATIFATUZ ZAKIYAH | Graphic Designer - Laboratorium Klinik Pramita PT. Pramita Surabaya |
| DANNA NORISA P. | Graphic Designer - Din Studio Solo |
| ARVINSYAH | Junior Designer - PT. Jenama.co |
| FAIRUZ ZUYIYINA P. | Graphic Designer - Din Studio Solo |
| ANDHIKA PUTRA P. | Illustrator - Koff and Gold Studio |
| ALAN BACHTIAR | Illustrator - Koff and Gold Studio |
| HAFIZ NOYA PRASETYO | Fulltime Freelance Illustrator |

"All our dreams can come true if we have the courage to pursue them." - Walt Disney