

2023/2024

# Universitas Pelita Harapan Visual Communication Design Student Handbook

[dkv.uph.edu](http://dkv.uph.edu)

DKV  
UPH

# Foreword

Hello everyone, this student 2023/2024 handbook marks the first official publication for the 2023/2024 academic year.

Universitas Pelita Harapan Festival's theme this year is: "Godly Transformational Leadership," based on Ephesians 4: 22 – 24. The visual communication department hopes to implement and manifest the theme by providing a more transformational experience for students.

For three years the pandemic had given each of us challenges we had never encountered before. Yet, we have managed to prevail only by God's grace, and I believe that this year is the year that we can move forward.

I pray that we will experience many beautiful things throughout this year as I believe God will lead us and transform us better and brighter each day.

*Brian A. Hananto*

Head of Department  
Universitas Pelita Harapan  
Visual Communication Design

# Vision, Mission, and Objective

## Vision

UPH Visual Communication Design is centered around Christ, aiming to develop visual communication designer practitioners who serve as stewards with a holistic understanding of visual culture, in order to bring about a restorative impact through various forms of visual communication.

## Mission

### *TEACHING*

Assisting students in discovering their identity and calling within the discipline of visual communication design through an understanding of visual language as a medium that articulates the values of integrity, responsibility, and ethics from a Christian worldview.

Developing future professionals in the field of visual communication design through holistic and integrated design instruction, which touches on the values of art, design, social sciences, technology, ethics, and culture.

Providing students with various opportunities to apply their knowledge and skills both intradisciplinarily and interdisciplinarily.

Creating a learning environment that emphasizes critical thinking, the design process, as well as cultural understanding and interpretation to address social issues as a form of restorative action.

To cultivate a habit of practicing thinking and design as a life skill grounded in the process.

### *RESEARCH*

To develop research in design, culture, and art grounded in a Christian worldview approach.

To directly apply research findings into the student learning process through class projects and also to be applied to the community through community projects.

To foster a culture of interdisciplinary collaboration to bring comprehensive impact to the targeted community.

## COMMUNITY SERVICE

To continue developing CSR projects that bring about restorative impact and cultivate relationships that serve as living testimonies to God's goodness.

To cultivate a culture of achievable CSR projects that involve the entire faculty and community in collaborative participation.

## Objective

To produce graduates who are capable of taking on the roles of:

1. A scholar who consciously recognizes the sovereignty and design of God in every process of thought, decision-making, and response to the world as a foundational basis for creative work.
2. A leader who contributes to the advancement of art, design, culture, and specifically the field of visual communication design, with the goal of achieving harmony between humanity, the world, and God.
3. A steward who utilizes their abilities to serve God through the design of visual

communication that fosters development and goodness within society.

4. A visual communicator who upholds critical and conceptual design thinking and processes to convey ideas and messages through visual imagery, utilizing technology and a contextual understanding of culture, humanities, and social sciences.

Providing exceptional and transformative visual communication design programs through integrated and holistic design instruction that touches upon the values of art, design, social sciences, technology, ethics, and culture from a biblical perspective.

Publishing research for the development and advancement of the discipline's contributions to society.

Pursuing community service with the aim of redemption and restoration for individuals and society.

# 2020 Operational Curriculum

## Visual Communication Design Courses

### First Year

#### Foundational Year

Foundational Studio 1 & 2  
Drawing 1, 2, & 3  
Photography 1 & 2  
Computer Graphic 1 & 2  
History of Art & Civilization 1, 2, & 3  
Indonesian Visual Culture  
Design & Color  
Time & Movement  
Introduction to Typography

### Third Year

#### Concentration Year + MBKM

Visual Communication Design  
Studio 3 & 4  
Concentration Studio 3 & 4  
Design Methodology  
Introduction to Visual Aesthetics  
Introduction to Creative Industry  
Design or Film Management  
Design, Media, and Culture  
Internship  
Electives

### Second Year

#### Concentration Year

Visual Communication Design  
Studio 1 & 2  
Concentration Studio 1 & 2  
Design or Film History  
Electives

### Fourth Year

#### Final Year

Pre-Final Project  
Final Project  
Introduction to Research for Design

Note:

Does not include Liberal Art Courses

Courses are subject to change

# The Department

## *Department Chair*

Brian Alvin Hananto, S.Sn., M.Ds.

## *Deputy Chair*

Ellis Melini, S.Sn., M.T.

## *Lecturers*

Alfiansyah Zulkarnain, S.Sn., M.Ds.

Baptista Anton, S.Sn., M.Ikom.

Chandra Djoko, S.Sn., M.Ds.

Donny Ibrahim, S.Sn., M.Ikom.

Dr. Ernest Irwandi, S.Sn., M.Ds.

Eston Kamelang Maleti, S.Sn., M.Ds.

Ferdinand Indrajaya, S.Sn., M.Hum.

Hady Soenarjo, S.Sn., M.Ds.

Jessica Laurencia, S.Sn., M.Ds.

Juliana Suhindro Putra, S.Sn., M.Ed.

Dr. Lala Palupi Santyaputri, S.Sn., M.Si.

Naldo Yanuar Heryanto, S.Sn., M.T.

## *Asistant Lecturers*

Kartika Magdalena Suwanto, S.Ds.

Lorentius Calvin, S.Ds.

Shannon Glenda Tenardi, S.Ds.

# Academic Calendar

## Odd Semester

Start of Odd Semester  
28 September 2023

Mid Semester Examination Week  
16 - 20 October 2023

Final Semester Examination Week  
11 - 15 December 2023

## Even Semester

Start of Even Semester  
8 January 2024

Mid Semester Examination Week  
26 February - 1 March 2024

Final Semester Examination Week  
29 April - 6 May 2024

## Accelerate Semester

Start of Accelerate Semester  
20 May 2024

Last Day of 2023/2024 Academic Year  
26 July 2024

# Student Ethical Code

Based on the Rector's Regulation of Universitas Pelita Harapan No. 003.001 of 2023 regarding the "**Code of Ethics for Universitas Pelita Harapan Students**," all Universitas Pelita Harapan students are expected to:

1. Refrain from committing crimes.
2. Refrain from plagiarism and forgery.
3. Refrain from cheating and unethical behavior during exams/ assignments.
4. Maintain honesty in attendance for lectures.
5. Abstain from consuming alcoholic beverages.
6. Avoid engaging in pornography.
7. Abstain from smoking.
8. Refrain from fighting and violent behavior.
9. Refrain from misusing bullying.
10. Avoid environmental pollution.
11. Refrain from vandalism.
12. Maintain appropriate attitudes and appearances.
13. Promote tolerance.
14. Reject discrimination.
15. Avoid hate speech in the online world.
16. Refrain from indecent acts in the online world.

These guidelines are established to uphold ethical standards and foster a positive and respectful university community.