



2023/2024

Visual Communication Design | Universitas Pelita Harapan



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Foreword

The academic year 2023/2024 has been a period of growth and achievement for the Department of Visual Communication Design at Universitas Pelita Harapan. Grounded in a commitment to academic excellence and creative innovation, we have continued to strengthen our curriculum, foster research, and expand our contributions to the design community.

This year marked the implementation of our revised curriculum, emphasizing design research and industry-relevant practice. Students and faculty have actively engaged in research projects, competitions, exhibitions, and conferences, including SINTA-accredited national journals and peer-reviewed international proceedings and journals.

Our community's accomplishments, both academic and professional, reflect the department's vision to shape designers who are thoughtful, socially engaged, and globally aware. The achievements documented in this report highlight our collective dedication to integrating design education with critical inquiry and real-world impact.

We extend our appreciation to all who contributed to this year's success. May this report serve as both a reflection and a roadmap as we move forward.

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

Department Chair of Visual Communication Design
Universitas Pelita Harapan

(Cover page) Regita Putri Maharani in Desa Krebet Mask Workshop, as part of the Jogjakarta Study Tour

(Previous page) Tiara Kiatama, head of Focal Point Exhibition presenting the exhibits.



About VCD UPH

VISION

The Vision of the Visual Communication Design Program at Universitas Pelita Harapan is: UPH Visual Communication Design is **Christ-centered**, aiming to develop visual communication design practitioners who act as stewards with a **holistic understanding** of visual culture, to bring **restorative impact** through various forms of visual communication.

MISSION

The Mission of the Visual Communication Design Program at Universitas Pelita Harapan is:

TEACHING:

To assist students in discovering their identity and calling within the discipline of visual communication design by understanding visual language as a medium that conveys values of integrity, responsibility, and ethics within a Christian worldview.

To develop future professionals in visual communication design through holistic and integrated design education that encompasses values of art, design, social sciences, technology, ethics, and culture.

To provide students with various opportunities to apply their knowledge and skills both intra-disciplinarily and inter-disciplinarily.

To create a learning environment that emphasizes critical thinking, design processes, and cultural understanding and interpretation to address social issues as a form of restorative action.

To foster a habit of practicing design thinking and creation as a life skill rooted in process.

RESEARCH:

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

To directly apply research findings to student learning processes through class projects and extend them to the community through community projects.

To build a culture of interdisciplinary collaboration to create a comprehensive impact on targeted communities.

COMMUNITY SERVICE

To continually develop CSR projects that bring restorative impact and foster relationships that bear witness to God's goodness.

To cultivate a culture of achievable CSR projects involving the entire faculty and community in collective participation.

OBJECTIVES

The Objectives of the Visual Communication Design Program at Universitas Pelita Harapan are:

To produce graduates capable of taking on roles as:

Scholars who consciously acknowledge God's sovereignty and design in every process of thought, decision-making, and response to the world as the foundation of their creative work.

Leaders who contribute to the advancement of fine arts, design, culture, and particularly the discipline of visual communication design, aiming to achieve harmony between humanity, the world, and God.

Stewards who utilize their abilities to serve God through visual communication design creations that foster growth and goodness in society.

Visual Communicators who uphold critical and conceptual design thinking and processes in conveying ideas and messages through visual imagery, utilizing technology and contextual understanding of culture, humanities, and social sciences.

To provide outstanding and transformational Visual Communication Design programs through:

Integrated and holistic design education that incorporates values of art, design, social sciences, technology, ethics, and culture from a Biblical perspective.

Publishing research to develop and advance the discipline's contribution to society.

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

VALUES

To conduct visual communication design education as a tool for shaping culture (**design as a culture shaper**) through meaningful and responsible holistic narratives (**design as storytelling**), and as a driver of positive change through visual communication in mass media (**design as stewardship**).

Highlights



The academic year 2023/2024 marks a significant milestone for the Department of Visual Communication Design at Universitas Pelita Harapan. In alignment with UPH's achievement of Akreditasi Unggul (Excellent Accreditation), the department introduced an updated curriculum that reinforces our educational philosophy through three concentrations: Graphic Design, Digital Arts, and Film. This year also celebrates the achievement of Charissa Myandra Amirah, who was selected to join the prestigious Indonesian International Student Mobility Awards (IISMA), reflecting the department's growing global engagement and academic excellence.

UPH Achieves Unggul Accreditation Status

Universitas Pelita Harapan (UPH) has officially been awarded the "Unggul" accreditation status by the Badan Akreditasi Nasional Perguruan Tinggi (BAN-PT), the highest level of institutional recognition within the Indonesian higher education accreditation system. This prestigious status reflects UPH's consistent commitment to academic excellence, institutional governance, research productivity, quality assurance, and community engagement.

The Unggul accreditation is a testament to UPH's alignment with national higher education standards and international benchmarks, particularly in areas such as curriculum relevance, graduate employability, faculty qualifications, digital infrastructure, and student support systems. It also signifies that UPH has exceeded minimum requirements in key performance indicators and has demonstrated a sustained culture of quality improvement and innovation across all academic programs.

Achieving the Unggul status strengthens UPH's positioning as a leading private university in Indonesia, enhancing its appeal to prospective students, academic collaborators, and industry partners both domestically and globally. It also reflects UPH's foundational vision to develop transformative leaders through Christ-centered holistic education.

From Skills to Leadership: VCD UPH 2024 Curriculum Update

In 2024, the Visual Communication Design (VCD) Program at Universitas Pelita Harapan (UPH) launched a new operational curriculum based on an Outcome-Based Education (OBE) framework. This curriculum represents a major shift from a purely technical focus to one that emphasizes design comprehension, critical thinking, and the ability to lead design projects. Rather than concentrating solely on tool proficiency, the curriculum is designed to cultivate students' understanding of design processes and their capacity to manage creative solutions effectively.

Structured into foundational, supporting, interdisciplinary, and specialization courses, the curriculum allows students to progressively build both breadth and depth. Foundational courses cover visual literacy, drawing, photography, and basic digital tools, while supporting courses extend into typography, interface design, illustration, and animation. Interdisciplinary modules explore broader cultural, social, and environmental themes, emphasizing the role of design as a transformative discipline.

Students may choose from three concentrations: Graphic Design, Digital Art, and Film. The Graphic Design track focuses on communication strategies, branding, and editorial design. Digital Art explores digital illustration, concept art, and 3D modeling, blending traditional and digital practices. The Film concentration introduces storytelling, directing, cinematography, and production techniques for narrative media.

Spanning four years, the curriculum is designed to be developmental—starting with essential skills, followed by specialization and collaborative projects, and concluding with a capstone project. Throughout the program, students engage in research-informed design, develop professional portfolios, and are trained to navigate real-world design challenges with leadership and integrity.

Through this transformation, VCD UPH seeks to graduate designers who are not only technically capable but also critically aware and ready to lead meaningful design initiatives in diverse professional contexts.



VCD UPH Student Selected for IISMA Korea

Charissa Myandra Amirah, a Visual Communication Design student from the 2021 cohort at UPH Karawaci, specializing in Graphic Design, has been selected for the prestigious MBKM IISMA program at Hanyang University, South Korea. Her acceptance into this highly competitive scheme—part of Indonesia's Kampus Merdeka initiative—reflects both her academic excellence and her readiness to represent UPH on the global stage.

Throughout her time in the Graphic Design concentration, Charissa has consistently demonstrated a sophisticated understanding of visual communication, creative problem-solving, and project leadership—qualities that align closely with the program's goals of cultivating globally competent, research-informed graduates. By studying at a top-tier institution like Hanyang University, she is poised to deepen her design knowledge, engage with diverse cultural perspectives, and return equipped with fresh insights that can contribute to both her personal development and UPH's position in international education exchange.

(Previous page) UPH Leaders accepting the “Unggul” Accreditation. (This page)
Charissa Myandra Amirah in Hanyang University, Korea.

Activities



During the 2023/2024 academic year, the department organized various activities to support student learning outside the classroom, such as exhibitions, field studies, and gatherings for students and alumni.

UPH Animation Convention (AICON)

Focal Point Exhibition

Konferensi Mahasiswa Desain Komunikasi Visual (KOMADKV) 2023

Jogyakarta Study Tour & Adhikari Exhibition

Ilustaria Exhibition

UPH Film Festival 2024: “Urbanity”

Typolog 2024: “Anatomy”

Learning Express (September 2023 & March 2024) with Singapore Polytechnic

Bandung 2024 Studio Visit

VCD UPH 2018 Alumni Gathering

Doodleheimer

PDKT: Perkumpulan Desainer Kurang Tidur



(Top-left) Students in Borobudur Temple for Jogjakarta Study Tour. (Bottom-left) Students in Doodleheimer Student Gathering. (Top-right) Participants in AICON. (Bottom-right) Committee in UPH Film Festival 2024.



Partnerships



In the 2023/2024 academic year, the department has actively expanded its academic and professional collaborations to enhance interdisciplinary learning, industry relevance, and cross-institutional exchange. These partnerships reflect the department's commitment to providing students with real-world exposure, collaborative project opportunities, and access to diverse creative ecosystems. .

In addition to the partners listed, there are several other collaborators that have contributed meaningfully to our academic and creative initiatives throughout the year, though they cannot all be mentioned individually. We extend our sincere gratitude to all partners for their valuable support and continued collaboration.

Here are the some of the collaborative partners of the department in the 2023/2024 academic year:

Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi

Fujifilm

Kanekin

Minikino

Scientia Square Park

UPH Food Technology

Singapore Polytechnic

Binus Malang

Universitas Ciputra Surabaya

Universitas Mercu Buana

Universitas Multimedia Nusantara

Universitas Trisakti

Achievements

In the 2023/2024 academic year, students from the Visual Communication Design (VCD) Program at Universitas Pelita Harapan continued to demonstrate excellence through various national and international competitions. These achievements reflect the program's commitment to fostering creativity, innovation, entrepreneurship, and social responsibility among its students. From visual storytelling to sustainable design and creative entrepreneurship, UPH VCD students have actively contributed to design discourse and practice beyond the classroom, often in collaborative or interdisciplinary teams. The following are notable achievements from this academic year:

Ilhan Defiska

ULTIGRAPH 2023: Askara Arunika

Selected Works

Jessica Valencia

Kewirausahaan Mahasiswa Indonesia (KMI) Expo XIV Tahun 2023

Selected Entry (Team-based project)

Carla Christina, Filber Oscar Setiawan, Tiffany Angelica Hadi

Kiehl's Trash to Art University Competition

2nd Place Winner

Elisabeth Katie Soleman

Bali International Film Festival (BIFF) 2024

Official Selection

(Previous page) Collaboration with Singapore Polytechnic on Learning Express 2024 . (This page-top) Jessica Valencia & team in KMI Expo IV; (This page-bottom) Elisabeth Katie and supervisor, Alfiansyah Zulkarnain, S.Sn., M.Ds., in BIFF 2024



Research

In line with its commitment to integrating research and design, the department continues to strengthen a research-based design approach across its academic activities. This direction emphasizes not only creativity and visual execution, but also critical inquiry, contextual relevance, and evidence-based problem solving. Design projects are encouraged to emerge from structured research processes—whether through qualitative observation, ethnographic studies, user experience mapping, or cultural analysis—enabling students to address real-world challenges with greater depth and responsibility. During the 2023/2024 academic year, a range of collaborative research initiatives between faculty members and students were carried out, reflecting diverse themes and societal concerns.

Designing Environmental Graphic Design for Sea World Ancol

Student: Carren Miquella Chen

Lecturers:

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

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

Kartika Magdalena Suwanto, S.Ds.

Visualizing the Devotion of the Stations of the Cross Based on The Passion

Student: Sharon Hardjono

Lecturers:

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

Alfiansyah Zulkarnain, S.Sn., M.T.

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

Typography Design Based on the Vernacular Object of Batak's Ulos Sadum Textile

Student: Yolanda Ruth Theophanie Tumilisar

Lecturers:

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

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

Vanya Alessandra, S.Sn., M.M.

Visual Concept Design for a Game Adaptation of the Novel "Katarsis"

Student: Patricia Aurelie Bernice

Lecturers:

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

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

Redesigning the Visual System of the Board Game Gathering a Garden into an Indonesian Agricultural Visual Narrative

Student: Grace Indahyanty Lie

Lecturers:

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

Donny Ibrahim, S.Sn., M.I.Kom.

Academic Publications

The department is committed to fostering a strong academic and research culture, evident through its active contributions to national and international scientific publications. These publications demonstrate the integration of research-based learning and the department's dedication to advancing design knowledge and critical inquiry.

During the 2023/2024 academic period, the department successfully published 58 scientific works, consisting of journal articles and conference proceedings. These works span a variety of research themes, including branding, visual storytelling, graphic identity, participatory design, educational games, and digital media analysis.

A total of 24 articles were published in national journals. Among these, 13 articles appeared in SINTA-indexed journals (accredited by the Ministry of Research and Technology of the Republic of Indonesia), ranging from SINTA 3 to SINTA 5. These publications reflect the department's active involvement in the national academic community and its commitment to developing scholarly discourse in the field of design.

The department published 1 article in a reputable international journal, marking a highlight in the faculty's scholarly achievements. This article, featured in the *International Journal of Designs for Learning*, focuses on project-based learning through card game design in a graphic design course. It exemplifies best practices in design education and innovation in pedagogy, making it the department's most distinguished faculty publication to date.

The department contributed 27 papers to national conference proceedings, the majority of which were presented at the Konferensi Mahasiswa DKV (KOMA DKV) 2023. These proceedings served as platforms for undergraduate students to present their research on diverse topics such as visual identity problems, board game design, illustration analysis, cultural representation in design, and UI/UX analysis. The high number of contributions reflects the department's emphasis on research-based education and its success in encouraging students to engage in scientific discourse early in their academic journey.

In addition, the department published 6 papers in international conference proceedings, including those from the International Moving Image Cultures Conference (IMOVICCON 2023) and Springer's *Advances in Science, Technology & Innovation* (ASTI). These publications cover a range of topics from media aesthetics, visual culture, and transmedia storytelling to analysis of cinematic narratives and global fashion trends.

This international presence signals the department's growing influence in global design research networks.

Through a robust portfolio of publications across national and international platforms, the department demonstrates a balanced integration of academic excellence, research mentorship, and student involvement. The department's scholarly output not only contributes to the advancement of visual communication design as a discipline but also prepares its students and faculty to participate meaningfully in global academic dialogues.

Faculty highlighted international journal publication:

Hananto, B. A. (2024). Cardgame design project-based learning for a graphic design course. *International Journal of Designs for Learning*, 15(2). <https://doi.org/10.14434/ijdl.v15i2.35895>

Student highlighted SINTA 3 national journal publication:

Calista, H., Hananto, B. A., & Wijaya, A. M. S. (2024). Signage & wayfinding design for the Indonesian National Library. *Jurnal Bahasa Rupa*, 7(1). <https://doi.org/10.31598/bahasarupa.v7i1.1471>

Faculty

Department Chair

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

Deputy Chair

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

Head of Animation Concentration

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

Foundational Courses Coordinator

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

Event & Promotion Coordinator

Shannon Glenda Tenardi, S.Ds.

Head of Cinematography Concentration

J. Baptista Anton, S.Sn., M.I.Kom.

Theory Courses Coordinator

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

Student & Alumni Affairs Coordinator

Lorentius Calvin, S.Ds.

Head of Graphic Design Concentration

Kartika Magdalena Suwanto, S.Ds., M.Ds.

Internship Coordinator

Kartika Magdalena Suwanto, S.Sn., M.Ds.

Head of Illustration Concentration

Donny Ibrahim, S.Sn., M.I.Kom.

Final Project Coordinator

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

Lecturers

Alfiansyah Zulkarnain, S.Sn., M.Ds.
Chandra Djoko Zuki, S.Sn., M.Ds.
Ferdinand Indrajaya, S.Sn., M.Hum.
Hady Soenarjo, S.Sn., M.Ds.
Dr. Lala Palupi Santyaputri, S.Sn., M.Si.
Naldo Yanuar Heryanto, S.Sn., M.T.

Part-Time Faculty

Ade Maradhona Shantio Wijaya, S.Sn.
Anastasia Callista Winata, S.Sn.
Andrea, S.Sn., M.T.
Ary Dananjaya Cahyono, S.Sn., M.Litt.FA
Bernadus Yoseph Setyo Prabowo, B.
MediaA&Prod., M.ScrPr.
Calandra Alencia Haryani, S.E., S.Si., M.Ti.
Dhani Agustinus Syah, S.Sn., M.A.
Ferric Limano, S.Sn., M.Ds.
Heidi Tirza, S.Sn.
Jefferson Kurnia, S.Ds.
Jeffrey Rahmad Gunadi, S.Sn., M.Ds.
Drs. Julianto, M.Ds.
Meivina Husein, S.Sn.
Muhammad Adhi Suryabuana, S.T.

Noor Wirama, S.Sn., M.Ds.
Patrick Owen, S.Sn.
Pipin Budilou, S.Kom.
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Rizky Nawawi Putra, S.Sn., MFV.
Drs. Setiabudi Gunawan
Sabrina Sidharta, B.F&SMP, M.SP.
Siswanto Sidharta, B.Sc., MBA.
Stella Katherine, S.Sn., MCCL.
Taufik Thahir, S.Sn.
Drs. Winoto Usman
Yulia Amanda, S.Sn.

Teaching Assistants

Felicia Karen Rawung, S.Ds.
Tabita Elora Widiasih, S.Ds.

(Next page) Dr. Martin Luqman Katoppo, S.T., M.T., The Dean for School of Design UPH, Nikko Purnama Lukman, Alumni from the 2006 cohort, and Dr. Lala Palupi Santyaputri, S.Sn., M.Si.



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