



2025/2026

Universitas Pelita Harapan

Visual Communication Design

Student Handbook

**DKV**  
**UPH**

# Foreword

Hello.

Welcome to the 2025/2026 Academic Year at the Visual Communication Design Program, Universitas Pelita Harapan.

This Student Handbook is designed to guide you through your academic journey, creative development, and professional preparation in the field of visual communication design. The content of this year's edition reflects significant updates aligned with the Operational Curriculum 2024, which carries our renewed vision and mission as a Christ-centered design program committed to cultivating impactful design leaders.

The handbook also includes our updated curriculum structure, course descriptions, and academic guidelines, along with a new section outlining our policy on the responsible and ethical use of Generative AI in creative practices. As technology rapidly evolves, we believe it is essential to equip students with not only skills and knowledge, but also wisdom and discernment in applying digital tools with integrity.

We invite you to engage fully with the learning experience ahead of you academically, creatively, and spiritually. May this year be one of growth, purpose, and excellence.

May you have a great academic year.

Warm regards,

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

Department Chair, Visual Communication Design

Universitas Pelita Harapan

### Vision

The Visual Communication Design program at UPH is Christ-centered in developing knowledge and nurturing leaders in visual communication design who create a positive impact on their environment and society.

### Mission

Educating students to grow in character and competence to become leaders in the field of visual communication design through a comprehensive, contextual, and professional learning experience.

Developing knowledge in visual communication design both fundamentally, applicatively, and collaboratively.

Fostering collaborative projects that create a positive impact on the environment and society.

# 2024 Operational Curriculum

## First Year

### Odd Semester

Basic Design Studio 1  
Drawing 1  
Computer Graphics 1  
Photography  
History of Art & Civilization 1  
Indonesian Language  
Servanthood Leadership

### Even Semester

Basic Design Studio 2  
Drawing 2  
Computer Graphics 2  
Videography  
History of Art & Civilization 2  
Christian Religion OR World Religions

### Accelerated Semester

Indonesian Visual Culture  
History of Art & Civilization 3  
Pancasila

## Second Year

### Odd Semester

Design Studio 1  
Visual Narrative Design 1  
Typography 1 OR Illustration 1 OR  
Cinematography 1  
Graphic Design History OR Design History  
of Comic & Animation OR Film History  
God and Creation OR God and Universe

### Even Semester

Design Studio 2  
Visual Narrative Design 2  
Typography 2 OR Illustration 2 OR  
Cinematography 2  
Visual Perception  
God and Sin OR Humanity and Morality

### Accelerated Semester

Design Management  
Civics  
God and The New Creation OR History and  
Society

## Third Year

### Odd Semester

Integrative Design Studio 1  
Elective Course  
Elective Course  
Aesthetics  
Creative Industries  
Design Methods  
Texts and Context

### Even Semester

Integrative Design Studio 2  
Elective Course  
Elective Course  
Design, Media, and Culture  
Portfolio & Career Preparation  
Design Research Methods  
Reflective Reasoning

### Accelerated Semester

Internship\*

## Fourth Year

Final Project\*\*

### Elective Courses

Graphics & Marketing  
Graphics & Technology  
Contemporary Graphics  
Art & Intellectual Property  
Game Art & Design  
Interactive Entertainment Media  
Art Direction  
Audio Visual  
Acting & Directing  
Design & Society  
Design & Environment  
Design Leadership  
Introduction to Narrative & Storytelling

\*Students are permitted to enroll in the Internship course once they have successfully passed all studio courses.

\*\* Students are eligible to take the Final Project course upon completion and successful passing of the Internship course.

## 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:

Refrain from committing crimes.

Refrain from plagiarism and forgery.

Refrain from cheating and unethical behavior during exams/ assignments.

Maintain honesty in attendance for lectures.

Abstain from consuming alcoholic beverages.

Avoid engaging in pornography.

Abstain from smoking.

Refrain from fighting and violent behavior.

Refrain from bullying.

Avoid environmental pollution.

Refrain from vandalism.

Maintain appropriate attitudes and appearances.

Promote tolerance.

Reject discrimination.

Avoid hate speech in the online world.

Refrain from indecent acts in the online world.

Refrain from committing acts of sexual misconduct or immoral behavior that violate social, cultural, or religious norms, including harassment or dishonorable treatment of others.

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

# Student Communication and Conduct Etiquette

Students of the Visual Communication Design Program are expected to uphold respectful and professional behavior in all academic interactions. Communication with lecturers and staff should be conducted during working hours (Monday–Friday, 08.00–16.00 WIB) via official platforms such as Microsoft Teams, UPH email, UPH Online, or the LMS. Personal messaging apps should be avoided unless specifically permitted.

Messages must be clear, polite, and professional—always stating your full name, student ID, course name, and purpose. Informal language, abbreviations, or excessive emojis are not appropriate in academic contexts. Students are expected to wait patiently for responses (1–2 working days) and avoid repetitive follow-ups.

Professional appearance is also required. Students must dress modestly and neatly for all academic activities—both in-person and online. For online sessions, students should turn on their camera when requested and maintain appropriate attire and setting.

Punctuality, readiness, and a respectful attitude toward feedback and collaboration are essential. By following these guidelines, students contribute to a healthy, responsible, and creative academic environment.

# Guidelines for the Use of Generative AI

## Purpose

This guideline aims to provide clear and responsible directions for the use of generative artificial intelligence (AI) in academic, creative, and professional contexts within the Visual Communication Design (VCD) program at Universitas Pelita Harapan.

## Definition

Generative AI refers to artificial intelligence technologies capable of generating content—such as text, images, video, sound, and other media—based on user input or prompts.

## Academic Integrity

AI should be used to enhance learning, not to replace students' intellectual or creative effort.

Students must provide disclosure or acknowledgment if AI tools were used in their assignments or projects.

Presenting unmodified or uncredited AI outputs as personal work constitutes academic misconduct.

## Originality and Intellectual Property

Students are responsible for ensuring the originality of their work, including content generated with AI assistance.

Only use AI platforms that comply with open licensing or fair use policies and avoid infringing on third-party content.

AI outputs are not automatically copyrighted; students must transform or creatively curate the results.

## Contextual Use in Assignments

Permitted: Using AI for idea exploration, initial visualization, writing concept drafts, and design experimentation.

Not Permitted: Submitting AI-generated work as final output without creative intervention or development.

Required: Including a note explaining how AI contributed to the process (in project reports, captions, or documentation).



## **Student Responsibilities**

Students must demonstrate a clear design process, including exploration, selection, and revision stages.

Lecturers reserve the right to request revision or clarification if AI usage is found to be excessive or unethical.

Misuse or misrepresentation of AI-generated work may result in academic sanctions as per university regulations.

## **Closing Statement**

The VCD Program at Universitas Pelita Harapan encourages the creative and responsible use of AI technologies. AI is a tool—not a substitute—for a designer’s critical thinking, ethical judgment, and aesthetic sensitivity. What sets a designer apart is not what tools they use, but how and why they use them.

## **Fun Fact**

This guidelines for Generative AI is generated by ChatGPT.

# The Department

## Department Chair

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

## Lecturers

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

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

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

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

Felisa Naomi Sitorus, S.Ds., M.Ds.

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

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

Monica Cahyaningtyas, S.Sn., M.Ds.

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

Rie Naftali Sebastian, S.Sn., M.Des.

Shannon Glenda Tenardi, S.Sn., M.Ds.

## Teaching Assistants

Felicia Karen Rawung, S.Ds.

Tabita Eleora Widiasih, S.Ds.

## Academic Advisors

### 2019

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Hady Soenarjo, S.Sn., M.Ds. - [hady.soenarjo@uph.edu](mailto:hady.soenarjo@uph.edu)

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