INUS Northumbria School of Design (BNSD) aspires to become the best design school in the region. Indonesia and ASEAN is currently one of the fastest growing regions in the world; and with that fast growth, we see a need for skilled professionals who are able to solve problems through design.

We at BNSD are excited about fulfilling that need with a new concept and branding this year. BNSD is a concept result from intense collaborative efforts between BINUS INTERNATIONAL and Northumbria University, United Kingdom.

Although BINUS has a proven academic track record in producing quality graduates, this new level of collaboration with Northumbria University will further enhance the value package for our students. Students will exit with two degrees, one from BINUS and a BA (Hons) Global Design degree from Northumbria. Through the new curriculum our students will gain a more global perspective of the field in preparation for a truly international career.

Northumbria University’s eminent School of Design has a long history in producing internationally recognized graduates with careers all over the world.

Minaldi Loeis, M.Sc, MM.
Dean
BINUS NORTHUMBRIA SCHOOL OF DESIGN
ABOUT BINUS

For more than 35 years, BINA NUSANTARA (BINUS) has been well-regarded as an education provider committed to contributing services and innovations with the aim of furthering education in Indonesia. BINUS has become one of the leading education providers in Indonesia which offer Information Technology-based education.

The BINUS education family has all levels of courses, from kindergarten programs all the way up to doctorate degrees. BINUS continues to innovate and embraces future prospects with solid foundations, dedication and a clear vision of its destiny. Each step forward is a realization of that vision: to be a world-class knowledge institution, in continuous pursuit of innovation and enterprise.

ABOUT NORTHBUMBRIA UNIVERSITY

Northumbria University, Newcastle is a research-rich, business focused university with a global reputation for academic excellence.

Today, Northumbria is internationally renowned for its distinct combination of academic excellence, outstanding experience, and responsiveness. Based in the UK’s two best cities for students, Newcastle and London, Northumbria is one of the largest universities in the UK with more than 35,000 students from 136 countries.

The university works with 560 employers and 60 professional bodies to help give its students and stakeholders a competitive edge in today’s global marketplace. Northumbria is among the top 10 universities in the UK for the number of graduates entering professional employment, with 92% in work or further study six months after graduation, and is 4th in the UK for graduate start-ups.

The university puts students at the heart of an outstanding experience, with world-leading research and award-winning partnerships driving and informing academic excellence, to make Northumbria a new kind of university.
Supportive Counselling Services
Assists students in resolving study-related obstacles including English, thus ensuring their on-time graduation.

Campus-wide Free Internet Access
Fast and free Wi-Fi internet access is available in all classrooms and corridors.

Extensive Library Collection
Extensive book collections allow students to conduct in-depth research for various projects or papers.

Compact High-Tech Classrooms
24 classrooms with variable seating capacities up to 32 seats include facilities such as LCD projectors and wireless internet.

Leading-edge Computer Labs
Four up-to-date, 32-seat computer laboratories connected to the web for presentations, lectures, and practice.

Comfortable Discussion Areas
Equipped with Wi-Fi internet network for browsing and discussion on each floor.

Fully Equipped Study Labs
Provided with studio facilities such as garment productions workrooms, fabric lab, computer lab, drawing tables and photography studio.
HYBRID-MODULAR CURRICULUM

The curriculum that encourages self-discovery

The Hybrid-Modular curriculum aims to create high quality students that will turn into exceptional global graduates who are ready for the world. Students are placed at the center of learning and encouraged to unleash their innate innovative and entrepreneurial mindsets. The curriculum also equips them with relevant and applicable skills that will help prepare them for their future global careers.

STUDENT - CENTERED LEARNING

In Binus Northumbria School of Design, students are put in the center of learning. They will have their needs prioritized and encouraged to explore and achieve their highest potential as they are challenged to develop an innovative and global mindset.

Fewer Courses = More Advantages

The curriculum is formulated so that courses in the same pre-requisite chain are combined to form one bigger Semester Credit Unit (SCU) module. With fewer courses, there will be bigger focus, more projects, more challenges and more relevant experience with the professional world.
Holistic Learning Process
Integrative and thematic content + engaging learning activities + competency-level based grading method + more frequent feedback + facilitation skills & project-based workshop and clinics = a holistic learning process.

Jointly Developed with Industries
Binus Northumbria School of Design is closely partnered with many companies in various industries. Students are provided with a selection of companies that will help them map out their future careers.

TRADITIONAL LEARNING VS PROJECT-BASED LEARNING

- Textbook learning
- Theory memorizing
- Task given to practice theories

- Problem assigned up-front
- Identify applicable theories
- Learn and apply theories to solve problems
Our programs are designed to prepare students for professional practice in both corporate and entrepreneurial setting. Supported by excellent well-maintained facilities and labs, our students are able to develop their skills and competences in a high standard learning environment.

The program challenges students’ research skills and their understanding of cultural aspects of art and design. Students may also choose to spend one-year abroad at Northumbria University in Newcastle, United Kingdom.
Our multi-ethnic campus and multidisciplinary subjects imbedded in our curricula provide opportunities for our students to mingle and develop their cultural awareness and communication skills.

DESIGN (BNSD) also provides opportunities for our students to take part in immersion trips within Indonesia and abroad. BNSD also takes part in and creates yearly events for students to showcase their masterpieces. Selected students' works may be showcased during the yearly Jakarta Fashion Week, Pop con, Comicon and other great events.
FASHION DESIGN

The four-year and dual award program at BNSD serves the expanding global workplace. Graduates are responsive to the dynamic market of ready to wear; women’s wear, men’s wear and children’s wear. In addition, graduates are equipped with the knowledge of trend forecasting in order to shape their visions. They are also taught communication skills to convey meaning to the end user and production experience to meet industrial requirements.

During their study, there is one dedicated semester focusing on an internship, which prepares the graduates as fashion professionals. To support these exciting learning activities, BNSD invites lecturers and guest lecturers who are industry professionals, and provides studio facilities such as garment production workrooms, a fabric lab, computer lab, and photography studio.

Students may pursue a dual award to obtain a Sarjana Seni (S.Sn.) and a Bachelor of Art with Honours (BA-Hons).

Career Outlook

Graduates are ready for industry and can respond to various market levels, from medium to mass production. They are ready to work in design consultancies, fashion styling, media communication, textile design, trends forecasting consultancy retail chain networks, or as budding entrepreneurs creating their own lines to capture the diversity of styles and needs in the world of fashion.
FASHION MANAGEMENT

This dual award program includes management and creative skills to develop creative expertise for the fashion industry, and business knowledge for running it. Students are groomed to become qualified, professional experts in the fashion industry with knowledge in promotion, branding, visual communication skills and product development.

The internship program, field trips and real projects within the industry are practical, industrial, hands-on and eye-opening experiences. These programs develop students' abilities to function professionally and learn ethical and organizational responsibilities.

Aside from providing students with work experience, the industrial internship program teaches them to cope with work demands and pressures. This can help and support individual career aspirations and provide social and professional networks.

Career Outlook

Focusing on acquiring knowledge of fashion business strategy and promotion, today’s graduates can engage in creative product development and in business management skills. These graduates are ready to work in retail industries; in fashion trends forecasting consultancies; in trends research companies; as well as in the media, advertising and public relations companies.
GRAPHIC DESIGN & NEW MEDIA

The Graphic Design and New Media Program offers a variety of opportunities in the creative industries. It is for any student who wants to enhance their creativity and knowledge in challenging the competition of professional designers and the global creative industry.

The four-year study program is dual award; it dedicates the first year building a solid foundation, and the remaining three years for enhancing students’ skills in creative product development. In this program, the students learn how to integrate technical skills, theoretical knowledge and imagination in art and design to meet industry standards.

Career Outlook

Graphic Designer
Publication Design
Branding Consultant
Illustrator
Photographer
Web Designer
Television and Broadcast Studio
Corporate & Retail Industry
Government Institutions
INTERACTIVE DIGITAL MEDIA

The Graphic Design and New Media program offers a variety of opportunities in the creative industry. It is for any student who wants to enhance their creativity and knowledge in the challenging competition of professional designers and the global creative industry. It is a four-year study program, during which the foundation courses in art and design are offered in the first year program. In the following three years specific courses are provided to enhance students’ skills in creative product development. In this program, the students will learn how to integrate technical skills and theoretical knowledge in art and design to meet industry standards.

This program also offers Interactive Digital Media streaming that integrates skills of visual design, experience design and new media design. Interactive Digital Media is focuses on producing a meaningful experience for people in new digital media such as web pages, smart phones, UI devices and screen based interface designs. Within four years our students will have a multitude of experience in learning and practicing to produce their own project that will be related to the current Digital Design industry development. Graphic Design and New Media offers two streams: Graphic Design, and Interactive Digital Media.

Career Outlook

Multimedia Designer, Motion Designer, Game Designer, UI/UXDesigner, Game Artist
ALUMNI TESTIMONIALS

Studying in BNSD has been a wonderful experience for me. I learned a lot and gained experiences about fashion design and the fashion industry, both nationally and internationally, throughout my years in BNSD and it helped me in building myself as a designer.

Current activities:
• Fashion Lecture Assistance
• Fashion Designer and Creative Consultant
• Owner of AVRIDYA KÉUM

Achievement:
• 2nd Runner Up in Indonesian Fashion Design Competition (IFDC) at Indonesia Fashion Week
• The Best 53 Talents from Graduate Fashion Week 2015 as chosen by Vogue Italy
• 1 of the Best 15 International Students at International Catwalk Show at Graduate Fashion Week, London

Studying in the right place and on the right major, has allowed me to experience the best opportunities throughout my career as a graphic designer. This background also enabled me to work as a creative in Ogilvy & Mather Champs Elysees, Paris, in 2014.

These experiences also shaped me to be able to manage my present company. Although Mutualist Creatives is only two years old, we have managed to serve some big names in the industry like: Menkominfo, Pos Logistic, BFI Finance, Ikea, Indosat, and many more clients."

AVRIDYA KEUMALAAVRIDYA KEUMALA
FASHION MANAGEMENT PROGRAM
BINUSIAN 2014

ANDRE ADITYA MANGGALA
GDNM PROGRAM BINUSIAN 2014
CREATIVE DIRECTOR
MUTUALIST CREATIVES
www.mutualist.co
ALUMNI TESTIMONIALS

JASMINE HANNY SUKATTY
GRAPHIC DESIGN
NEW MEDIA
BINUSIAN 2015

The comprehensive global curriculum of BNSD exposes me to a great variety of projects & wide industrial connections.

- Head of Design Team for Star Wars Weekend Art Project Exhibition
- Character Costume Designer for Skylar Pictures Valentine LIVE Action Movie
- Illustrator for Frank Komik’s Komik Rame-Rame project
- “Lapak Panghadena” Award for Best Booth in Pasar Komik
- POPCON’s 1st POPBABE Creative Ambassador
- Winning Design for Jakarta Fashion Week

LIEM BENIGNA MARYBETH KENNA M
FASHION DESIGN
BINUSIAN 2017

Best design campus experience & lifestyle of BNSD supports my wildest creative inspirations.

- One of the designers for Miss World, Bali.
- Finalist of Indonesia Fashion Design Competition at Indonesia Fashion Week.
- Finalist & Favorite Winner of New Young Promising Designer by Cita Tenun Indonesia, at Jakarta Fashion & Food Festival.
- Finalist of Nissan March Invasion.
- Runner up of Lomba Perancang Mode at Jakarta Fashion Week.
INSPIRING FACULTY

The core strength of BNSD is its devoted core faculty members. Like any great design schools, our faculty has an extensive professional background in various design fields. Combined with a proven and rigorous curriculum that places students at the center of learning, we created an environment where all of our students can exercise their creativity and craftsmanship to the fullest. We take pride when many of our successful graduates attribute their successful studies to the friendly, helpful, and accessible faculty members. Northumbria University’s faculty members also take part in delivering specialist subjects in various programs.

NOVI DILA KANA

She holds a bachelor’s degree in Graphic Design from Bandung Institute of Technology (ITB), Indonesia and a master’s degree from Savannah College of Art and Design, Georgia, USA. She has more than 10 years experience as a graphic designer in the industry as well as teaching experience at several universities before joining BinaNusantara University School of Design as a full time faculty member. She is also a member of the Indonesia Graphic Designer Association (ADGI) and certified as a associate fellow of Higher Education Academy (HEA) UK.

EMANUEL HIMAWAN SAPTAPUTRA

Has a Master of Multimedia Design (MMDes) qualification from the University of Sydney, Australia. He is an expert in graphics and marketing support. He was a Graphics and Marketing Support Officer at Pentel (Australia) Pty Ltd and was a Creative Promo Assistant at GME Standard Communication Australia, a Multimedia Design Assistant at the University of Sydney, Australia and developed Interactive CDROM tutorials for Australian Education training and teaching systems at the Board of Studies Australia.

WILDAN ALI

Has a Master of Arts degree in Media Production from Hochschule Ostwestfalen-Lippe International in Germany. He is an all-round visual communicator with a passion for storytelling. As a Media Producer, he has been involved in music video clips, company profiles and short films, and is in charge of the various steps of a production from pre-production to post-production. As an illustrator he created artwork for varying target audiences including books for children and for teenagers, cartoons and caricatures, and fashion illustrations or short stories for women’s magazines.

BAYU PRAKOSO DIRGANTORO

Has a Master of Multimedia Design from Swinburne University of Technology, Australia. He has over 10 years of work experience in the multimedia design industry. He was a multimedia designer, an event organizer, a video editor and worked in a production house prior to joining BINUS.

VERA JENNY BASIROEN

Completed a master degree at the Academy of Art University in San Francisco, USA. She was a creative director for corporate design at PT Melati Cipta Mandiri for clients such as Papua Air, Mimika Air, GT Air, Med Air (Dubai).
Has a MA in Fashion Design from University for the Creative Arts (UCA) in Rochester, UK. After completing her master’s degree, she worked in London for Issa, a London-based fashion brand as an assistant designer. In Jakarta, she worked as a fashion editor and journalist for many lifestyle magazines such as Elle, Cosmopolitan, and Bazaar. She also worked as a stylist for various commercial ads for national and international brands.

Has a bachelor degree in Fashion Design from Trier University German and master’s degree from Trisakti University. She has 5 years’ experience of lecturing at international college and fashion school in Jakarta. She has over 20 years of working experience in fashion and design and worked with several top MNC fashion companies. She was Chief Fashion Designer at PT Texmaco Graha Busana and Senior QA Merchandiser at Karstadt Quelle Neckermann.

Completed a master’s degree in Fashion Marketing at Northumbria University in Newcastle Upon-Tyne, UK. She worked in marketing communication at PT Dupont Indonesia and opened the Amenomachi boutique in Kemang to acquire hands-on experience in the fashion industry. She also worked in retail as a visual merchandiser, freelanced as a wardrobe stylist for TV and print commercials, and as a uniform designer for national and international brands.

Has a Master of Arts degree in Textile Design at Chelsea College of Art and Design, University of Arts London and Bachelor Degree in Fashion Design at IED Madrid, Spain. She has won several design awards in Spain, such as the winner of a design competition to design prints for T-shirts, for the biggest department store in Spain and one of the biggest dept. store in Europe, El Corte Ingles. She was also a winner of designing art deco prints for Value Retail chic outlet shopping, Las Rozas Village, Madrid, Spain that was competing with top design schools in Europe, including London, Milan, Pans, Munich, and Dublin. She has worked with Yves Saint Laurent Foundation Paris as a post-production assistant.

He has been working in the world of marketing, communication and branding for 14 years in the Several international brands and prominent fashion designer Indonesia and helping some fashion designers In Indonesia in marketing and also for setting up the boutique. He has experience in lecturing for 7 years At international college and fashion school in Jakarta. He also managed the communication agency for lifestyle And fashion industry in Indonesia. He finished his bachelor degree from Padjadjaran University in the faculty of communication science, majoring public relations. He pursued his Master from Magister Management Corporate Social Responsibility at Trisakti University.

Has a Master’s Degree from the Bandung Institute of Technology. She has been teaching about textile and apparel design for over 5 years. She has also been involved as a researcher and trainer in research and training events for batik artisans in Batang, Central Java, Indonesia. Her research interests include natural dyes and Indonesian traditional fabrics.