



BNSD

BINUS NORTHUMBRIA School of Design

Sub – Sectors of Indonesia Creative Economy

- Game Applicaton and Developer
- Architecture
- Interior Design
- Visual Communication Design
- Product Design
- Fashion
- Animation
- Photography
- Craft
- Culinary
- Music
- Advertising
- Film
- Fine Arts

Indonesia Creative Economy Infrastructure

- Venture Capital
- Creative Cities Prototype(Bandung, Jember, Banyuwangi)
- Asset and Data Center
- Logistic Center
- Entertainment Center
- Board of National Collection Management

Indonesia Creative Target

- 2030 – one of world main creative locos
- 2025 – one of world fashion center
- 2019 – center of world moslem fashion

Business Figures

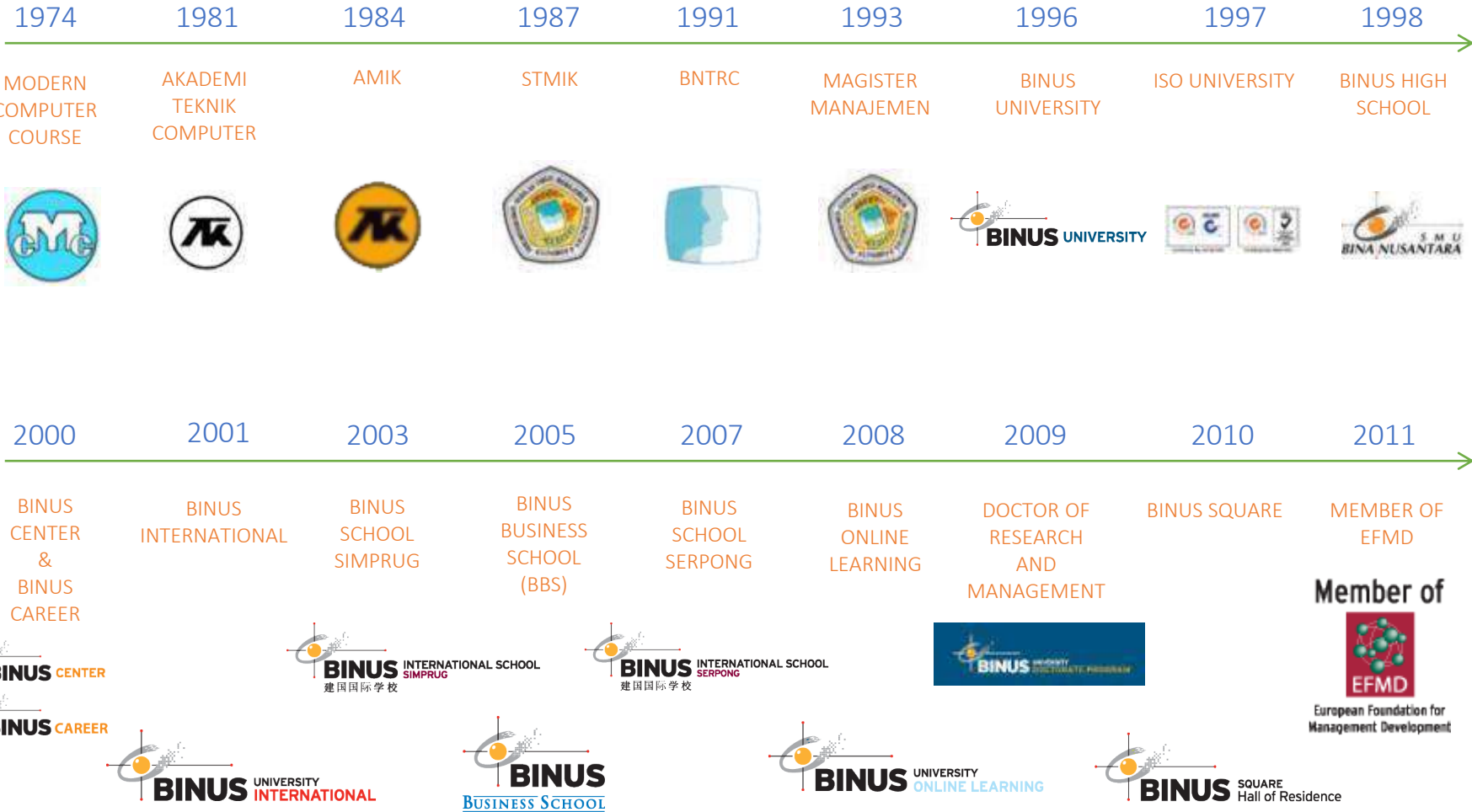
- Fashion business contribution to Indonesia Gross Domestic Brutto = IDR 182 T = 28,3 %
- 2014 Indonesia's fashion export value = USD 13,93 B (average 18,24 % growth/year to US, Japan, Germany, UEA, South Africa)

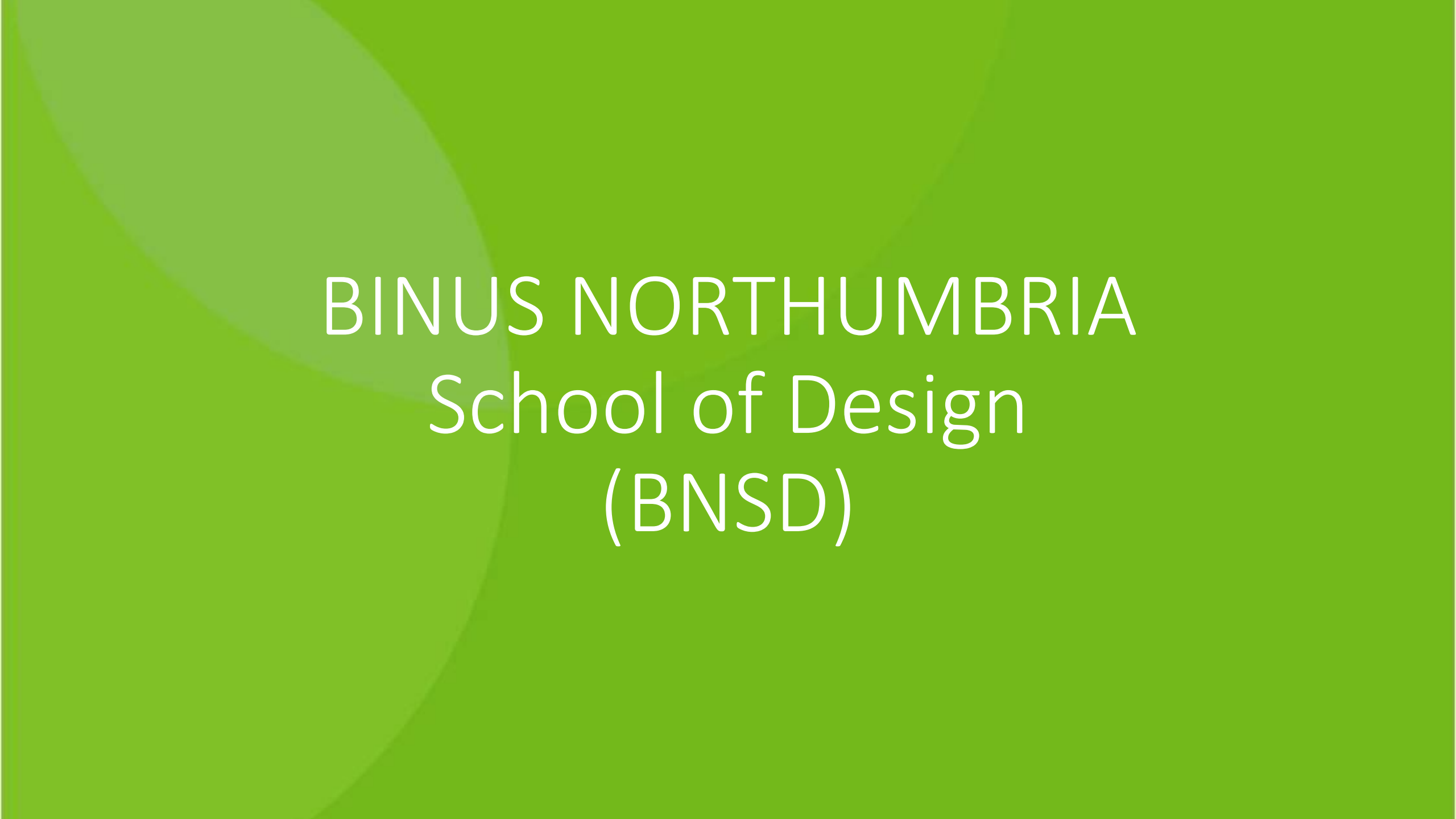
The background is a solid green color. On the left side, there are several overlapping, semi-transparent, curved shapes in a lighter shade of green, creating a layered, organic effect.

BINA NUSANTARA

High Commitment in Education Excellent



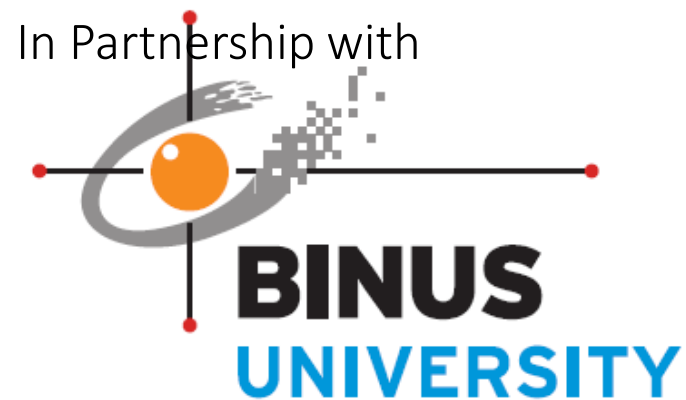




BINUS NORTHUMBRIA School of Design (BNSD)



People
Innovation
Excellence



BINUS NORTHUMBRIA School of Design

What is BNSD?

People
Innovation
Excellence



BINUS UNIVERSITY
BINUS INTERNATIONAL



NORTHUMBRIA UNIVERSITY

Our Programs

Graphic Design & New Media

Interactive Digital Media

Fashion Design

Fashion Management



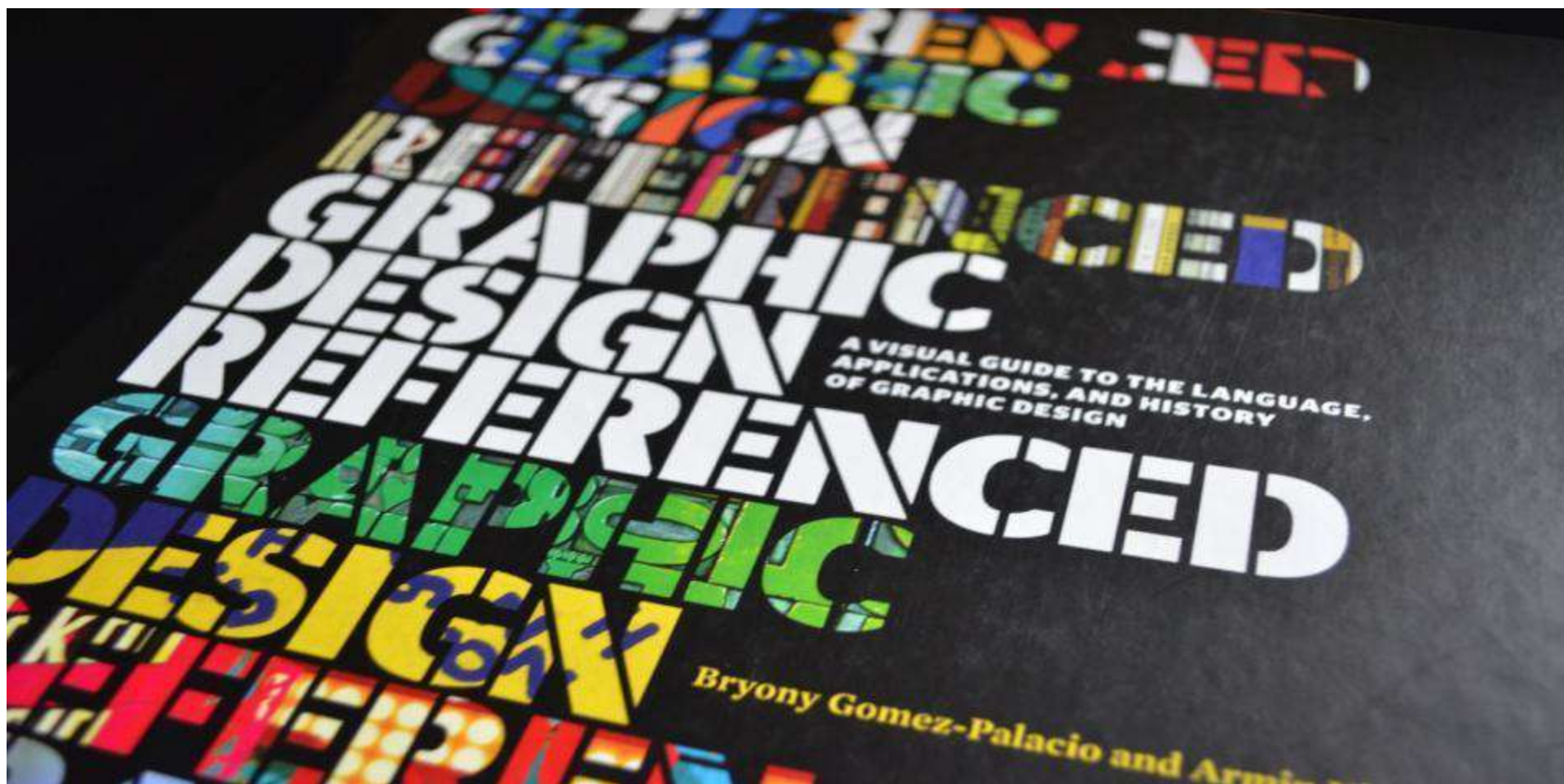
Graphic Design & New Media

Graphic Design & New Media

The work of graphic designers is ever-present in our lives: the layout of your favourite magazine, the brand logos you recognize, annual reports and company websites, the label on your choice of wine and the characters of your favourite computer games.

Our Graphic Design and New Media offers stimulating challenges for individuals who are passionate about computers and seeking a creative career involving design, digital imaging, sound and animation.





Graphic Design



Multimedia Design



Photography



3D Animation

Graphic Design & New Media

Career Opportunities:

- Graphic Designer
- Website Designer
- Product Designer
- Movie Maker
- Photographer
- Etc.





Graphic Designer



Web Designer



Product Designer



Movie Maker



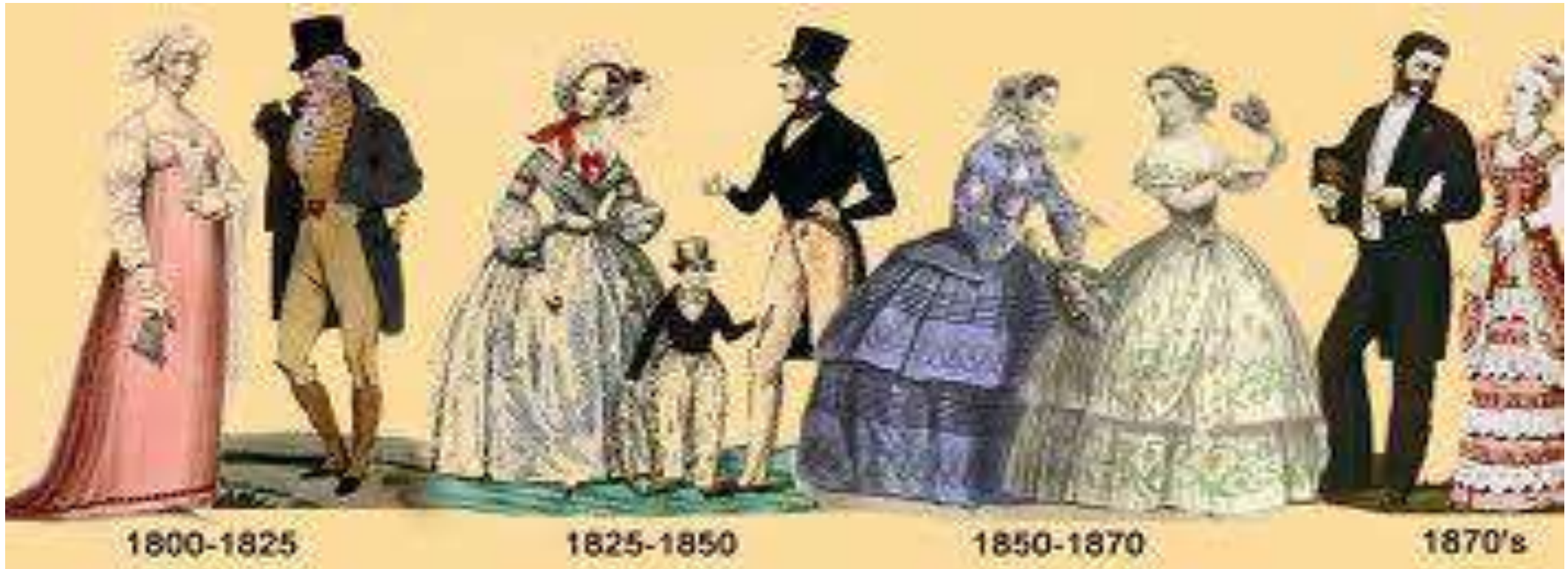
Photographer

Fashion Management

Fashion Management

Fashion Management defines itself as the "successful corporate" side of fashion. It is the business of integrating design into a fashion product to sell. This extremely competitive environment offers great challenges for people with entrepreneurship, leadership and dynamism. With a specific focus on **marketing and sales**, this program trains the creative minds of tomorrow to contribute to the fashion business hype.





Tina
Turner,
'Mad Max 3'



'CLASH of The
titans' 2010



Tank girl (centre) &
Steampunk style



Isabel
Marant
ss 2010



BALMAIN (RIGHT)
& SASS & BIDE
SS 2010



Trend Analysis

Three-Year Quarterly Capital Budget

(\$000's)

Total Budget

	Q1FY03	Q2FY03	Q3FY03	Q4FY03	Year 1	Q1FY04	Q2FY04	Q3FY04	Q4FY04	Year 2	Q1FY05	Q2FY05	Q3FY05	Q4FY05	Year 3
Revenue	304	2,736	5,568	8,560	17,168	12,999	19,316	27,700	39,473	99,489	51,155	63,054	80,050	100,149	294,408
Bad Debt	3	27	56	86	172	130	183	277	395	985	512	631	801	1,001	2,944
Cost of Goods	38	342	684	1,027	2,091	1,522	2,096	3,099	4,320	11,037	5,479	6,612	8,222	10,079	30,392
Net Revenue	263	2,367	4,828	7,448	14,906	11,347	16,037	24,324	34,759	86,467	45,164	55,811	71,028	89,069	261,071
Employee Expenses															
Employee Comp	736	1,222	1,441	1,460	4,859	1,593	1,629	2,104	2,186	7,501	2,430	2,497	2,998	3,095	11,020
Empl Benefits & Taxes	277	467	549	563	1,856	602	619	804	833	2,859	925	949	1,142	1,179	4,994
Discretionary Empl Costs	49	82	48	47	225	56	51	66	65	259	84	72	109	89	353
TOTAL Empl Exp	1,062	1,770	2,038	2,069	6,959	2,241	2,299	2,994	3,084	10,619	3,439	3,518	4,250	4,363	16,367
External Labor Exp															
Temp Help/Contractors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Consultants Fees	60	60	120	120	360	120	120	120	120	480	240	240	240	240	960
Outsourcing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	60	60	120	120	360	120	120	120	120	480	240	240	240	240	960
TOTAL LABOR EXP	1,122	1,830	2,158	2,209	7,319	2,361	2,419	3,114	3,204	11,099	3,679	3,758	4,490	4,603	17,287
Equipment/Software	778	867	820	965	3,430	1,472	1,853	2,507	3,268	9,100	4,362	5,038	6,244	7,371	23,016
Utilities	9	14	16	23	63	27	36	45	54	162	72	90	108	126	396
Telecom Services	4	6	8	8	26	9	9	11	11	40	13	13	15	15	56
Offices/Infrastructure	140	141	142	185	608	302	302	304	384	1,291	545	545	546	549	2,189
Marketing Exp	30	60	90	120	300	120	150	180	180	630	240	240	240	240	960
Travel/Entertainment	26	34	38	40	138	42	43	50	51	187	58	58	67	67	249
Misc. Exp	12	18	24	30	84	36	48	60	72	216	96	120	144	168	528
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GRAND TOTAL EXP	2,131	3,017	3,332	3,823	12,103	4,409	4,910	6,352	7,326	22,999	9,183	10,030	12,036	13,349	44,568
CONTRIBUTION	(1,868)	(650)	1,497	3,826	2,803	6,937	11,127	17,972	27,433	63,469	35,982	45,811	68,992	75,719	216,604

Budget Planning



Marketing Communication



Advertising

Fashion Management

Career Opportunities:

- Fashion Buyer
- Retail Manager
- Fashion Merchandiser
- Fashion Editor
- Boutique Owner
- Etc.





Fashion Buyer



Retail Manager



Fashion Merchandiser



Fashion Editor



Boutique Owner

Fashion Design

Fashion Design

The Fashion Design is designed for students wishing to express their creative talents.

Its purpose is to teach each step of the creative process, training designers to create original collections while respecting predetermined criteria.

The stimulating courses develop students' **creativity, dexterity and good taste**.

With state-of-the-art equipment and facilities, lecturers with extensive experience in the industry and a strong curriculum, the fashion design program at BNSD is the perfect study path for every aspiring designer.



Fashion Illustration & Style



Fashion Production



Fashion Theory

Fashion Design

Career Opportunities:

- Fashion Designer
- Retail Stylist
- Fashion Editor
- Costume Designer for Film & TV Production
- Etc.





Fashion Designer



Fashion Stylist



Fashion Editor



Costume Designer for Film & TV Production

Our Uniqueness

1

Dual Award Program (The Only One Design School in Indonesia)

S.Sn. + B.A. (Hons)

2

Best Lab Facilities

Weaving, knitting & sewing machine, batik and tie dye room, silk screen printing room

3

The only fashion school in Indonesia that subscribe to www.wgsn.com

www.wgsn.com (international fashion portal)

4

Professional Lecturer

Master overseas graduated lecturer with local and international experiences

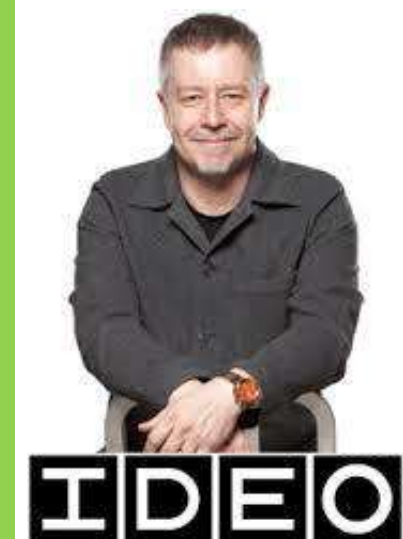
5

Jakarta Fashion Week

No need to pay for Jakarta Fashion Week



Northumbria University Alumni



Fashion Student Projects



Jakarta Fashion Week 2015



International Immersion Trip

People
Innovation
Excellence



London Fashion Week

Hongkong Fashion Week



Local Market in Hongkong (Sham Shui Po Market)

Annual Immersion Trip to Barcelona, Amsterdam & London

Graphic Design & New Media Student Projects



Febby Tan

Digital Artworks on Computer Arts Magazine – UK

1

Ferry Adinata

Fashion Photographs on online Vogue Italy

2

Andre Manggala

Logotype Design on Logo Lounge 8 – US

3

Lavena Esperanza

Designers at Anna Lou of London (Jewelry)

4

Many more...

Graphic Design & New Media Student Projects

People
Innovation
Excellence



Andre Manggala



Okky Permana S.



Andre Tan

Admission Stage



Complete an
Application
Form



Take the Exam



Result
Announcement



Re-Registration

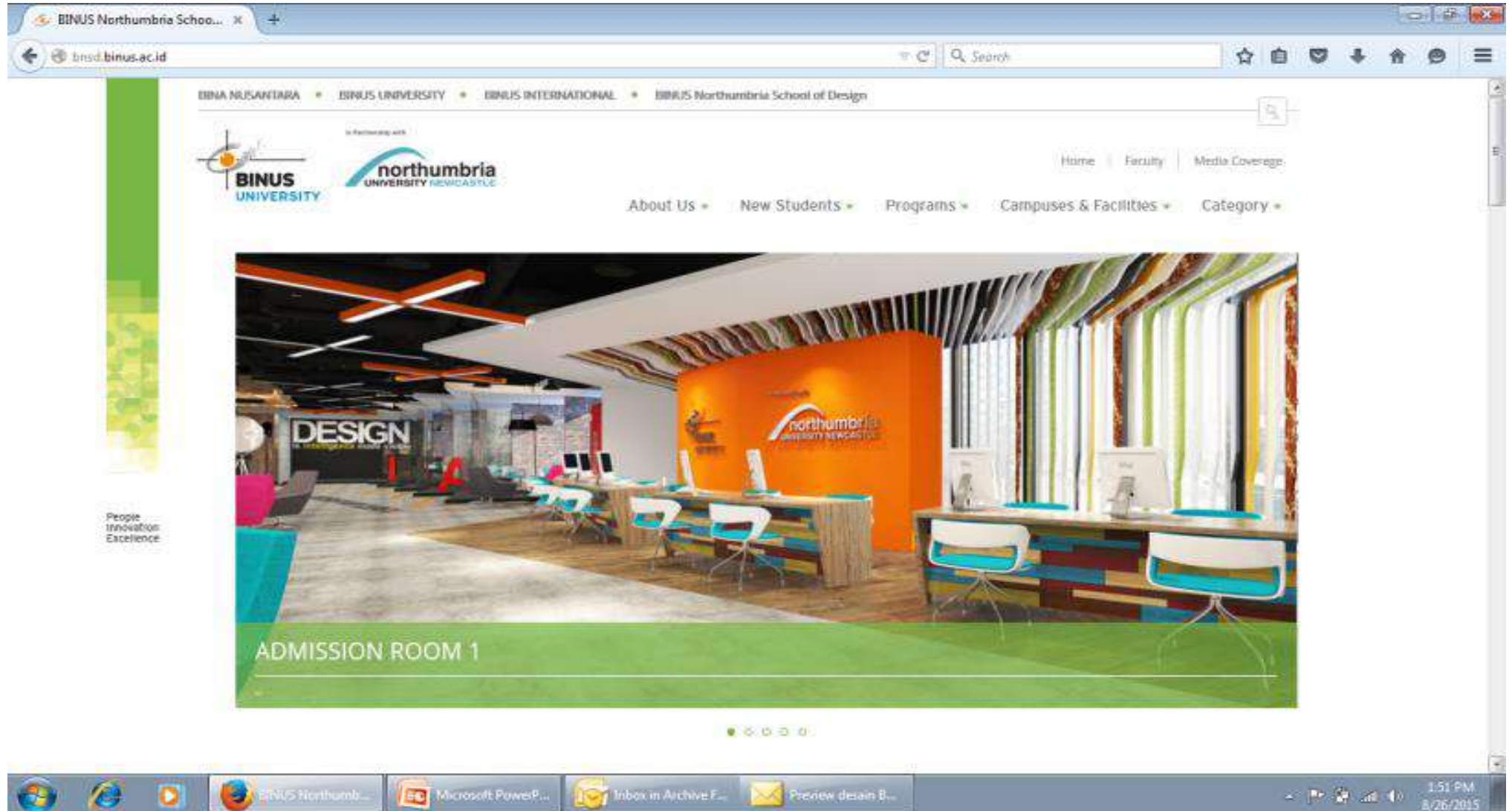


BINUSIAN 2019

Entry Requirements

General Requirements	Entrance Test
<ul style="list-style-type: none"> • Passing BINUS NORTHUMBRIA SCHOOL OF DESIGN Entrance Test • International TOEFL Score of 550 or better • Test of Written English Score of 4,0 or better • <i>OR Official IELTS 6.5 overall or better WITH 5.5 for Writing Module or better</i> • <i>OR Official iBT (internet based TOEFL) of 80 overall or better WITH 15 for Writing Module or better</i> • Pre University English 150 hours if TOEFL scores are between 475–549 and/or TWE between 2,5 – 3,9 	<ul style="list-style-type: none"> • Interview • BNSD English Proficiency Test • Aptitude Test • Drawing Test

OUR CAMPUS







GALLERY CORNER





BINUS Northumbria



@binusBNSD



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Admission :

fX Campus, fX Sudirman, f6

Jl. Jend. Sudirman - Pintu Satu Senayan

Jakarta 10270, Indonesia

Telp : +6221 - 720 2222 ext. 3760

Joseph Wibowo Center (JWC)

Jl. Hang Lekir I No. 6, Senayan

Jakarta 10270, Indonesia

Telp : +6221 - 720 2222 ext. 3760

<http://bnsd.binus.ac.id>

<http://binus.ac.id/daftaronline>