BINUS UNIVERSITY
NORTHUMBRIA UNIVERSITY
SCHOOL OF DESIGN
DESIGN YOUR LIFE HERE

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

@BinusBNSD
Supportive Counselling Services
Assist 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 Equip Study Labs
Provided with studio facilities such as garment, productions workrooms, fabric lab, computer lab, drawing table and photography studio.
ABOUT BINUS

For more than 30 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, high 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 NORTHUMBRIA 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 excellent university.
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 place 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 really take pride when many of our successful graduates attribute their successful studies due to the friendly, helpful, and accessible faculty members. Northumbria University's faculty members also take part in delivering special subjects in various programs.

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.

Has a Master of Multimedia Design (MMD) 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.

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.

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, Mmika Air, GT Air, Med Air (Dubai).
Has a MA in Fashion Design from Kent Institute of Art and Design 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, Bazaar and many more. She also worked as a stylist for various commercial ads for national and international brands.

Has a Master Degree in Design from Trier University, Germany. 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 Merchandser at Karstadt Quelle Neckermann.

Completed a master degree in Fashion Marketing at Northumbria University in Newcastle Upon-Tyne, UK. She worked in marketing communication at PT Dupa Indonesia and opened the Amenomachi boutique in Kemang for acquired 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 ad 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 in designing prints for T-shirts, for the biggest department store in Spain and one of the biggest dept. store in Europe, named El Corte Ingles. And 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, Paris, Munich, and Dublin. She was working with Yves Saint Laurent Foundation Paris as 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 form Padjadjaran University in the faculty of communication science, majoring public relations. He pursued his Master from Magister Management Corporate Social Responsibility at Trisakti University.

Michelle is a graduate from Binus International School of Art and Design, majoring in Graphic Design. She also holds a master degree in Business Management from Binus Business School. Aside from having worked at Edward Suhadi Photography, she has years of experience as a freelance graphic designer, handling various clients with differing project briefs. She is currently taking her second Master in Design at Universitas Trisakti.
INU 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, Newcastle.

Although BINUS have 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’ reference is made to the Dual Awards and that students will exit with 2 degrees, one from BINUS and a BA (Hons) Global Design degree from Northumbria.

Students through the new curriculum will gain a more global perspective of the field in preparation for a truly international career. Northumbria University’s prominent School of Design has a long history in producing internationally recognized graduates with careers all over the world.

Minaldi Loeis
Dean
BINUS NORTHUMBRIA SCHOOL OF DESIGN
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 offers dual award, 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

Graduates will be able to pursue attractive career possibilities worldwide at graphic design houses, creative houses, art galleries, brand development consultancies, corporate communication consultancies, as well as becoming entrepreneurs and freelancers.
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 consultancy, 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.
ALUMNI TESTIMONIALS

Studying in Binus Northumbria School of Design was the best decision I have made in pursuing my dreams in the fashion industry. I got a lot of both national and international experience, and learned from lecturers who are professionals in the field. The supporting facilities and programs were really valuable for me in expanding my knowledge about fashion and the industry itself. Studying in BNSD has been a wonderful experience for me.

Choosing Bina Nusantara International was one of the best decisions I have made so far. Because of that, I have experienced living and working abroad in the UK and France. These are great experiences that only happen to some people my age. I became qualified to compete in the professional business world. After only two and a half years of my career, I have opened my own creative agency called Mutualist Creatives, based in Jakarta.
Our programs are designed in preparing students for professional practice in both corporate and entrepreneurial setting. Supported by excellent well-maintained facilities and labs, our design students are able to develop their skills and competences in a high standard learning environment. Additionally, that complement 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.

In helping to launch and expose our students’
our multi ethnic campus and various multi-disciplinary subjects imbedded in our curricula provide opportunities for our students to mingle and develop their cultural awareness and communication skills. BNSD also provide opportunities for our students to take part in immersion trips within Indonesia and abroad. Innovative work to the world, BNSD also take part and create yearly events for students to showcase their masterpieces. Selected students works may be showcased during the yearly Jakarta Fashion Week or other design focused events.