



7-8 Semesters
Degree: Bachelor of Design (S.Ds.)

UNDERGRADUATE
STUDY PROGRAM

<https://industrikratif.ubaya.ac.id/>

Faculty of CREATIVE INDUSTRIES

"Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works."

-Steve Jobs-



The Faculty of Creative Industries provides opportunities to utilize individual creativity and skills to develop design capabilities through 3 programs: Product Design & Management, Visual Communication Design, and Fashion Design & Lifestyle Product with a Bachelor of Design (S.Ds.) degree.

This study program obtained "A" accreditation from the National Accreditation Board for Higher Education (BAN-PT) in 2019 and international certification from ASEAN University Network for Quality Assurance (AUN-QA) in 2022.

TEACHING METHODS

Generally, teaching at the Faculty of Creative Industries is carried out by combining theory and practice through face-to-face learning in the classroom and online, project-based studio learning, laboratory practicum, and field lectures that allow students to explore information around them.

Furthermore, students with specific interests are allowed to deepen their skills; in addition to the material provided on campus, students can also study at several collaborative companies to explore particular subjects such as photography, transportation equipment design, packaging design, traditional design, lifestyle design such as shoes, bags, jewelry, and accessories, logo and corporate identity design, visual merchandising, aero model design, and decorative variety.





PRODUCT DESIGN & MANAGEMENT

This program focuses on synergizing industrial design and product management knowledge. Product Design and Management (DMP) also answers various social phenomena to produce ready-to-sell products. The goods produced take into account various aspects of product design, such as appearance, users, value, ergonomics, production, and management, supported by communication design as the key to the marketing success of a product.

This program invites students to integrate various design aspects comprehensively, both manually and computerized.

DMP learning includes Visual Aesthetics & Ergonomics, Product Technicalities & Basic Physics, Product Semantics, Social & Culture, and Lifestyle & Business to guide creative thinkers to unleash their inner potential, thrive in the professional world, and contribute to the times.

Graduates of the DMP Program can work as Product designer, Model maker, Graphic designer, Visual merchandiser, Project manager, Brand manager, Market researcher, and Design entrepreneur.

Keyword:
Product, Management, Ergonomics



Product Designer

Understand problems, see opportunities, create solutions, design, and evaluate the results of designs made to meet the needs of society.



Production Designer

Understand the brand value and lead design projects to achieve goals built together in a team.



Model Maker

Prototype maker who specializes in designing and evaluating prototypes using various modeling and rapid prototyping techniques.



Design Entrepreneur

Build a business that applies design thinking and innovation to compete in the global market.

VISUAL COMMUNICATION DESIGN

In the digital and social media era, visual content that is attractive and easy to understand has become a must. Visual Communication Design (DKV) Ubaya is here to meet the demands of a society that increasingly expects quality visual design so that messages can be conveyed clearly and interestingly through various visual media.

The uniqueness of DKV Ubaya is in teaching and applying storytelling in visual design. DKV Ubaya students are taught how to utilize design elements such as composition, color, typography, and illustration to create exciting and memorable stories. Students are also taught to understand the audience and incorporate various related aspects, including communication psychology, design, communication techniques, and digital technology in design. This allows DKV Ubaya graduates to become visual narrators who are not only strong and able to deliver messages effectively through visual media, but also able to develop students' skills in creating influential visual works.

DKV Ubaya also provides a good learning environment with prominent facilities and resources to encourage creativity and collaboration with other students.

Keyword:
Visual, Communication, Technology



VISUAL COMMUNICATION DESIGN



Design Consultant

assisting companies or clients in developing effective branding and visual communication strategies.



Content Creator

they are expected to have the skills and knowledge to design attractive and compelling visuals and be able to produce diverse visual content, such as illustrations, animations, graphics, videos, and web design.



Graphic Designer

they are expected to be experts in designing visual materials such as posters, brochures, logos, and designs for social media and websites.



UX/UI Designer

they responsible for designing intuitive and engaging user interfaces.



Illustrator and Animator

expected to have skills in drawing and creating illustrations, as well as understanding animation.



Photographer

they can work as professional photographers, both in commercial fields such as advertising and fashion photography, as well as in documentaries or journalism.



FASHION DESIGN & LIFESTYLE PRODUCT

The Fashion Design & Lifestyle Product (DFP) program focuses on creating fashion and lifestyle products such as bags, shoes, and jewelry. Fashion and lifestyle products are part of the human need for clothing. As basic needs, fashion and lifestyle products will always have potential consumers and evolve according to the development of society. The process of fashion and lifestyle product creation involves creativity that begins with concept development, material processing, and finished product manufacturing. The DFP program invites students to think and process creatively in producing fashion and lifestyle products needed by society. Not only that, but the program also equips students with the ability to combine fashion and lifestyle products so that they have selling value. Graduates of the DFP program can pursue careers as fashion designers, fashion research & development, educationists, stylists, illustrators, and entrepreneurs.

Keyword:
Fashion, Textile, Styling





FASHION DESIGN & LIFESTYLE PRODUCT



Fashion Designer

Design a collection of ready-to-wear fashion in various categories such as casual, informal, and formal.



Fashion Illustrator

Illustrate a garment or look, either manually or digitally.



Fashion Stylist

Provide knowledge about fashion and styling, creating mix-and-match fashion and accessories products to create a stylish appearance.

be
creative
or
die
trying



INFORMATION

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