

INTERNATIONAL PROGRAM

# Graphic Design

Elevating your design thinking.



**LaSalle College  
Jakarta**

In Graphic Design Program LaSalle College Jakarta, we are incorporating design thinking and creative solutions method into your core study. Our courses are designed to elevate your ability to see any design problems from multiple angles and find the most suitable solution.

In our program, students will also learn a greater depth of the core study and exploring the application of graphic design principles in various platforms and formats such as website, video, and photography based on industry's best practices.

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## AVAILABLE CREDENTIALS

International Diploma of Graphic Design

International Certificate of Graphic Design

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### Curriculum:

## INTERNATIONAL DIPLOMA IN GRAPHIC DESIGN

24 months/6 terms

### Year 1

Students are getting the fundamental knowledge of design principles as well as basic design elements. In each course, students will be encouraged to practice their knowledge through various projects.

#### TOPICS OF STUDY INCLUDE:

- Drawing
- Color Theory
- Fundamentals of Design
- Life Drawing
- History of Art & Graphic Design
- Concept development
- Digital Illustration
- Photoshop for Prepress
- Typography
- Computer Animation for Multimedia
- Corporate Identity
- Electronic Design
- Production Procedures
- Fundamentals of the World Wide Web

### Year 2

In the second year, students will learn the management aspect of working as creative team as well as developing an idea into various design iterations and mediums by incorporating other creative elements such as photography, website design, etc.

#### TOPICS OF STUDY INCLUDE:

- Portfolio
- Design and Technology
- Advertising Design
- History and Analysis of Design
- Website Development
- Editing
- Art Direction
- Foundation of Electronic Production
- Digital Visual Composition
- Dimensional Design
- Broadcast Advertising
- Photography
- Professional Management
- Motion Design
- Senior Project

## INTERNATIONAL CERTIFICATE IN GRAPHIC DESIGN

12 months/3 terms

Get a packed and highly practical knowledge to become a graphic designer in this one-year course.

#### TOPICS OF STUDY INCLUDE:

- Drawing
- Color Theory
- Digital Imaging
- Fundamentals of Design
- Life Drawing
- History of Graphic Design
- Concept Development
- Digital Illustration
- Photoshop for Prepress
- Typography
- History of Art in Early Civilization
- Corporate Identity
- Electronic Design
- Production Procedures
- Advanced Typography
- Advertising Design







From left to right: 1L bottle design, 500ml bottle design, Take-away food packaging, and chopstix.

## FACULTY MEMBER

**Teddy Suteja**

*Digital Media Design Program Director*

Graphic Design Bachelor Graduate from from Rochester Institute of Technology in New York. A practicing professional graphic designer whose experiences range from working for New York based design house and agencies, to commission-based project, to a full-time lecturer at LaSalle College Jakarta for 17 years.

### CAREER PATH

#### ENTRY LEVEL:

- Illustrator
- Data Visualization and Infographic Designer

#### MID-LEVEL:

- Print & Publication Designer
- UI/UX Designer
- Motion Graphic Designer

#### HIGH LEVEL:

- Art Director
- Running your own Advertising/Design Agency

**Scholarship available\***

**International pathway (Bachelor & Master Degree)\***

*\*tnc and specific program applied*



## LASALLE COLLEGE JAKARTA

LaSalle College Jakarta is a member of the LCI Education network, whose mission is to connect our people to opportunity through quality education. Present today on 5 continents, the LCI Education network consists of 23 select higher education institutions, and some 2,500 employees offering instruction to over 15,000 students throughout the world each year. From one country to the next, LCI Education favors the harmonization of its programs, which makes for greater flexibility, better control over the quality of its services, and deeper respect towards the various cultures it works with.

### JAKARTA

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