



UPH
UNIVERSITAS PELITA HARAPAN

Architecture

Visual Communication Design

Interior Design

Product Design

@sod_uph

**SCHOOL OF
DESIGN**

ARCHITECTURE

Regular Program

Degree:
Sarjana Arsitektur
(S.Ars.)

CAREER OPPORTUNITIES

- **Architectural Design Consultants**
- **Architects**

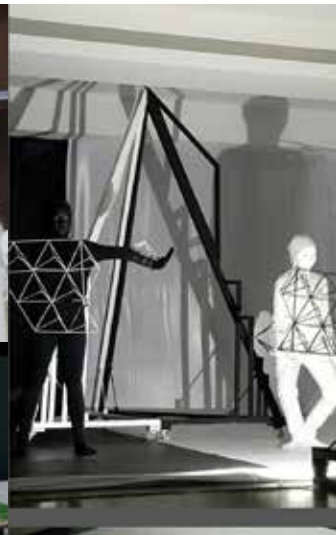
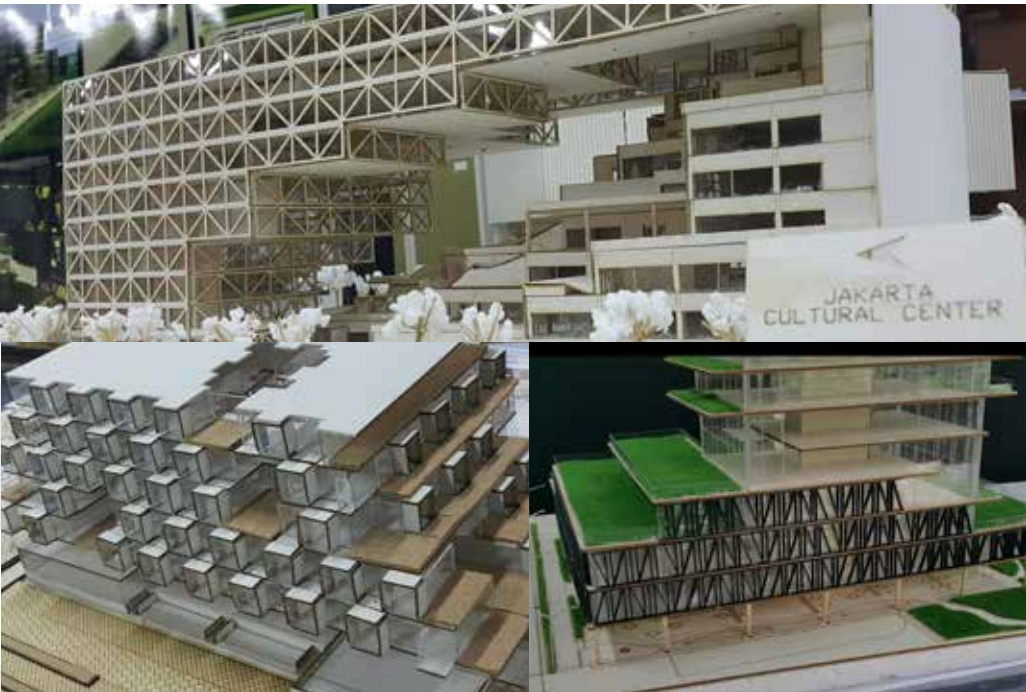
Undergraduates enroll in a four-year program leading to the Bachelor of Architecture degree. This curriculum provides a broad educational base and pre-professional competency sufficient for entry-level employment in the architecture and design field. It also prepares the undergraduate for graduate studies.

Architecture is concerned with the design of buildings defined in an inclusive way that encompasses aspects of the built environment ranging from interiors to whole settlements. Architect combines art and sciences and demand a balance in the humanistic disciplines, writing, drawing, two and three-dimensional visual design, quantitative analysis, physical, social, and environmental sciences. UPH Architecture believes that students need to have wide exposure to the rapid progression of architectural discourses and technologies yet possess a strong but fundamental architecture knowledge and skills. Critical thinking and broad knowledge are virtues that are strongly encouraged while learning in the school. The school believes that in order to stand out in the global competition, those virtues are necessary along with fine sensibilities and understanding of local surrounding and environment.

Instagram: @gamatara

COURSE OFFERINGS

- Basic Design
- Introduction to Architecture
- Introduction to Structure and Construction
- Material and Construction
- Theory of Modern Architecture
- Architecture Design I
- Architecture Design II
- Architecture Design III
- Architecture Design IV
- Architecture Design V
- Introduction to Passive Design
- Digital Simulation in Architecture
- Architecture Documentation
- Introduction to City and Settlement
- Introduction to Professional Practice
- Architecture Design Research
- Liberal Arts



VISUAL COMMUNICATION DESIGN

Regular Program

Degree:

**Sarjana Desain
(S.Ds.)**

CAREER OPPORTUNITIES

- Advertising Agency
- Branding Agency/Branding Consultant
- Graphic Design Agency/Graphic House
- In-house Promotion Design Department
- Printing & Digital Printing
- Web / Software Development Company
- Mobile App Design & Development Company
- Game Development Company
- Television / Broadcasting
- Publication Company
- Video Production
- Photography
- Animation Studio
- Production House
- Film Production

Students enrolled into this three-year program will have the first year of learning all types of skills needed to be a visual artist. In their second year, they will choose their concentration in Graphic Design, Animation or Cinematography.

UPH Department of Visual Communication Design is aiming to be the center of contemporary design innovation in Indonesia by 2018, emphasizing in the development of modern design and research on reinterpretation of Indonesian multifaceted visual cultures.

Our teaching and learning environment fosters innovative, conceptual, strategic thinking in design related problem which requires methodological and creative thinking. In the first year, our students learn to master technical and artistic skills, followed by the fundamental understanding of communication through visual means by the second year. On the third and fourth years in Visual Communication Design, students will learn about professionalism and ethics based on the integration of wisdom and faith to achieve the spirit of constant creation and innovation.

"A" accreditation since 2015

Instagram: @hmdkv_uhp

COURSE OFFERINGS

• 1st year

- Art & Design Foundation Studies
- Basic Design Studios
- Philosophy of Art
- Design Theories

• 2nd year

- Choose among three concentrations
- Graphic Design
 - Cinematography
 - Animation Design

• 3rd year

- Advance Design Studios & Theories

• 4th year

- Internship and Final Project



INTERIOR DESIGN

Regular Program

Degree:

**Sarjana Desain
(S.Ds.)**

CAREER OPPORTUNITIES

- Interior Design Consultant
- In-house Designer
- Exhibition Designer
- Lighting Designer
- Furniture Designer
- Visual Merchandiser
- Product Designer
- Color Consultant
- Material Consultant

Students will learn how to design spaces of experience and emotion, that serves public interaction, for the purpose of sustainability and transformation. Students will learn about design history, design theory, conceptual formation and development, furniture design, lighting design, materials study, color study, human ergonomics, digital technology (CAD, 3D Max, Rhino), project management, presentation and construction management skills.

Interior design is a form of response that is closely linked to cultural values and traditions of human as a user (human centered design). The design process is done through research of human needs, the building and environmental potential that could be considered in the design space according to the goals and needs of the projects.

Professional interior designers are those who are qualified by education, experience, and test to transform the function and quality of interior spaces for improving the quality of life, increase productivity, and protect the health, safety and welfare of the community.

Instagram: @hmdi.uph

COURSE OFFERINGS

- Two Dimensional Design
- Three Dimensional Design
- Color & Lighting
- Drawing & Presentation
- Material & Construction
- Ergonomics
- Furniture Design
- History of Visual Art & Culture
- Aesthetics
- Sustainable Design
- Multi-sensory Design
- Interior Styling
- Design Psychology
- Design & Culture
- Design Ethics
- Design Thinking
- Personal Space Design
- Residential Design
- Retail Design
- Office Design
- Public Space Design
- Professional Practice
- Internship



PRODUCT DESIGN

Regular Program

Degree:
Sarjana Desain
(S.Ds.)

CAREER OPPORTUNITIES

- **Product Designer**
- **Industrial Designer**
- **Entrepreneurship**
- **Textile Designer**
- **Jewelry Designer**
- **Ceramics Designer**
- **Accessories Designer**

The Product Design program emphasizes the study of everyday-use products, such as toys, furniture, lighting, design accessories, consumer products and automotive accessories.

Product Design students get hands on experiences to develop their concepts, create it in the workshops and labs, market it and sell it. State-of-the-art facilities are provided to ensure maximum exploration and product development. The purpose is to find solutions to product design with respect to contextual aspects such as sociocultural ones, including local culture, technology, economic value, management, and environmental concerns, in order to provide valuable benefits to consumers.

Instagram: @desainproduku

COURSE OFFERINGS

- Product Design Studio
- Workshop Modeling
- Computer Modeling
- Craft & Advance Craft
- Furniture Design 1 & 2
- Lifestyle & Fashion Product
- Jewelry & Acces sories Design
- Sustainable Product Design
- Transportation Design
- Product Photography
- Ceramics



EVENTS

Our graduate profiles are groomed to become scholars, leaders, and stewards. We believe in exposure and experience as part of the learning process. Therefore, SoD students are being exposed to a wide array of events to widen their perspective, teach them discipline and professionalism, and improve their communication and collaboration skills.

STUDY TOURS

- DKV Japan
- DKV Singapore
- ID Bali
- ID Singapore
- PD Bali
- PD Cirebon
- UPH Architecture goes to Thailand
- UPH Architecture goes to Japan

WORKSHOP

- Rattan
- Jewelry
- Ceramic
- Printmaking
- Rhino
- Revit
- Photography
- Animation
- SOD Design Camp
- Digital Tectonics

EXHIBITIONS

- UPH Film Screen
- Senandung Arsitektur
- UPH Design Week
- IndoBuildTech
- Satu Ruang
- Product
- UPH Architecture Triennale

INTERNSHIPS/ PROF. PRACTICE

- Studio Tonton:
- Antony Liu + Ferry
- Ridwan Architects
- DP+HS Architects
- Chameo Couture
- Nagicia
- Sunaka Jewelry
- Kevala Ceramics
- Alvin T
- KMK Global Sports
- Rosalyn Citta
- Frank & Co
- Atelier Pedra
- Born Goods
- Elegance Jewelry
- House of Rattan
- Studio Hiji
- Juno Home
- TSDS
- Fabelio
- From Tiny Islands
- Jenggala

REAL PROJECT

- LV Taman Permata
- SPH Sentul Library
- LV Christmas
- PD Pasar Jaya

SEMINAR

- ICHEC
- Kengo Kuma
- Habitat for Humanity Indonesia
- Som & Gehl
- Massimiliano Fuksas

INTERNATIONAL INTERNSHIP

- New Elegant, Ltd. (Ho Chi Minh)
- Room Co., Ltd. (Bangkok)
- New Arriva Co., Ltd (Bangkok)

CSR

- Pondok Pucung
- Aku peduli RPTRA
- Pasar Santa Revitalization

RESEARCH

Collaborative projects in Kampung Prapatan, Pondok Pucung and Pasar Minggu

COMPETITIONS

- Aspac (Asian Student Package Design Competition), Japan
- Bravacasa
- Sinarmas Land Young Architect Competition
- Asia Young Designer Award

OUR PARTNERS

We believe in a holistic and integrated ecosystem in our curriculum. Therefore, collaboration with external partners is one of our key values. SoD partners with commercial brands, real-estate developers, consulting firms, media and advertising firms, and academic institutions to collaborate events, seminars, workshops, exhibitions, internships and competitions. Listed below are some but not limited to:

- Arbor and Troy (Retail furniture)
- Aryaduta Hotel (Hospitality)
- Berita Satu (Media)
- Cinemaxx (Film)
- CV. Property (Rattan Furniture)
- DP Architects (Architecture & Design)
- HomeDeco (Building materials)
- Institut BIM Indonesia
- Lippo Mall (Retail)
- Lippo Karawaci (Real-estate)
- Lippo Village (Town management)
- MaxxAnimation (Animation)
- PD. Pasar Jaya (Market Management)
- PT. Graha (Design & Build)
- Universitas Kristen Duta Wacana (Academic)
- Viro (Materials)
- Yayasan Pendidikan Pelita Harapan (Non-profit)
- Yayasan Pendidikan Harapan Papua (Non-profit)

STUDENT FACILITIES

SCHOOL OF DESIGN LABS AND STUDIOS

Our 1,000 design students can freely access all the specialized spaces and labs to work, experiment, collaborate and learn. The Pelita Gallery exhibits students' artwork all year round. The Pelita Shop sells consumer products designed and made by SoD students. The 24-hour student lounge has free wi-fi, a clean and safe environment for students to learn and work. Most of the labs are 24-hours by special request to accommodate students' need to experiment and work on their coursework.



Multi-Purpose Room



Lighting Lab



Jewelry Lab



Mac Lab



Metal Workshop



Wood Workshop



Fine Arts Studio



Printmaking Studio



Ceramics Studio



Computer Graphics Lab



Studio Classroom



Pelita Gallery



Pelita Shop



Video Production Lab



Film Viewing Studio



3D Modeling Lab



SoD 24-hour student lounge



3D Lab



Photography Studio



SoD Cafe



Lasercutting Lab



Materials Library

OUR FACULTY

SoD is strongly represented by a balanced ratio of academic and professional lecturers. Our academic lecturers ensure a strong theoretical foundation while our professional lecturers keep us relevant and updated to the industry standards. We handpick our lecturers due to the specific disciplines and expertise required by our curriculum. We believe in interdisciplinary practices and therefore our faculty are free to teach cross disciplines in all the four programs. A third of our faculty are overseas graduates, bringing in the global experience and exposure to our local students.





Our locally-graduated lecturers are from:

- Institute Teknologi Bandung
- Universitas Katolik Parahyangan
- Universitas Pelita Harapan
- Universitas Tarumanagara
- Universitas Trisakti
- Universitas Indonesia

Our overseas-graduated lecturers are from:

- AA School of Architecture
- Auckland University of Technology
- Bartlett School of Architecture
- California State University
- Hochschule Wismar
- Iowa State University
- Lim Kok Wing Institute of Technology
- MIT
- Parsons School of Design
- Pratt Institute
- Politecnico di Milano
- Savannah College of Art and Design
- University of Colorado
- University of Wisconsin

SCAN HERE FOR



UPH 360°
VIRTUAL
TOUR

UNDERGRADUATE ADMISSION CENTER

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