



UPH
UNIVERSITAS PELITA HARAPAN

FACULTY
OF DESIGN



Faculty of Design

2024



About UPH Faculty of Design

UPH Faculty of Design encompasses four exciting programs: Design Thinking in Interior Design, Narrative Visual Communication Design, Circular Product Design, and Transformational Architecture. As an integrated Faculty of Design with a comprehensive curriculum, UPH Faculty of Design places a strong emphasis on design that is deeply intertwined with social innovation.

Our aim is to equip students to become not just exceptional designers but also the visionary designers of tomorrow.



30 years
of experience as one of the
leading Schools of Design



70+
National &
International
Achievement
for Students

20+
Experiencing Labs

60+

National &
International
Acknowledgement
& Achievement for
Lecturers

180+
National & International
Cooperation & partners with
70%
is from the National &
International design
industry and renowned
consultant





Digital Arts



Digital arts program will enrich students in digital animation and illustration works to produce globally scaled artworks.

Graphic Design



The program will broaden students' understanding in narrative design through images and letters, visual identity, and various communication media.

Film



This program will prepare students in crafting their stories through cinematography, directing, and film production.

Interior Design



Our students are equipped to implement the Design Thinking approach in their works. They are equipped to produce designs that are not only practical and visually striking, but also user and environmental friendly, culturally and socially relevant.

Product Design

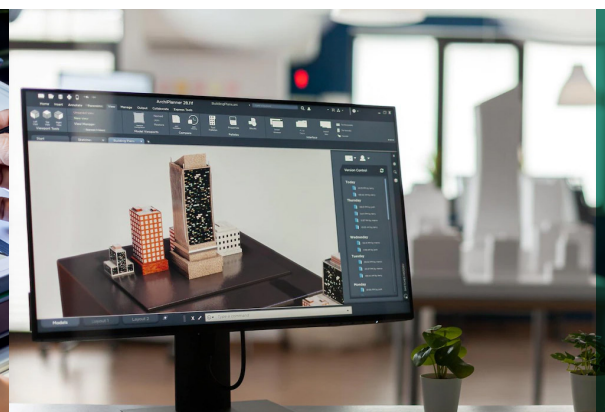


Equipping students with the essential knowledge and technical skills needed to design innovative physical or digital products that improve everyday life. Specializations in ceramics, jewelry, user experience design, furniture, or automotive styling are available, empowering graduates for careers in companies or entrepreneurship.

Architecture



The program provides students with an explorative method for designing architecture based on environmental awareness, future technology skills, creative research ways of thinking, and artistic sense.





UPH VCD Digital Arts

Study Program at a glance

DEGREE

Sarjana Desain (S.Ds.)

STUDY DURATION

3.5 years

ACCREDITATION

A



Digital arts will enrich students in digital animation and illustration works to produce globally scaled artworks.

10:1

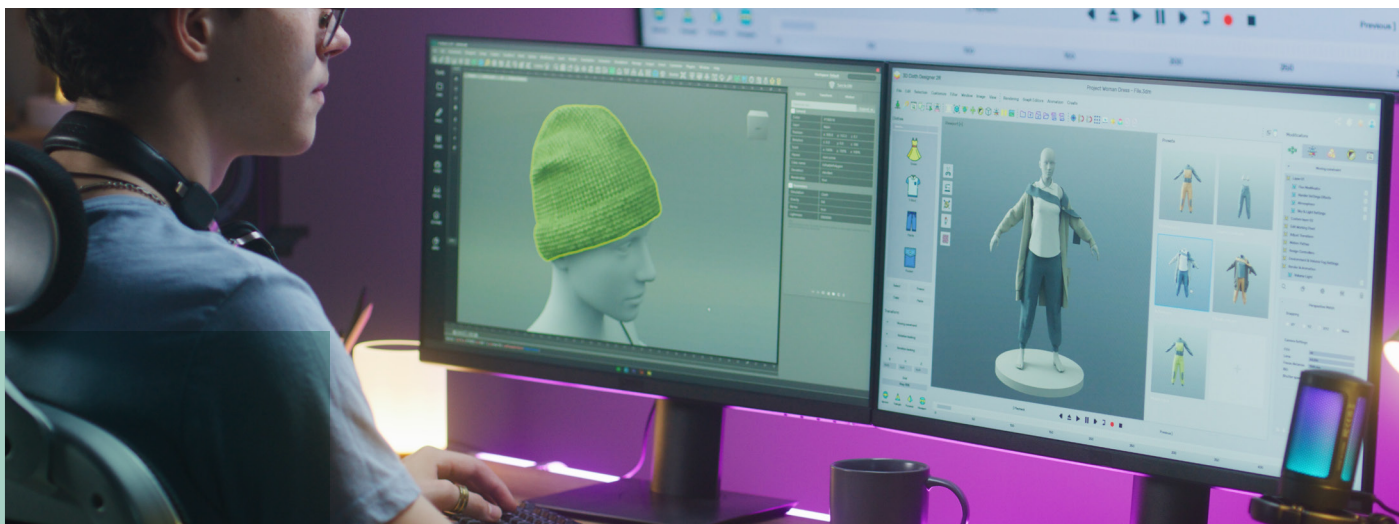
Student-Lecturer Ratio

UPH boasts a 10:1 student-lecturer ratio, meaning you'll receive personalized attention and guidance from experienced professionals in the digital art field. These faculty members will share their industry knowledge and help you hone your artistic talents. Additionally, UPH provides access to cutting-edge facilities with the latest technology and software, ensuring you have the tools you need to bring your creative visions to life.

COURSES OFFERED

- Digital Artist
- Animator
- Illustrator
- Visual Artist
- Concept Artist
- 3D Modeller





UPH's Visual Communication Design program offers a curriculum that equips you with the skills and knowledge needed to thrive in the creative industry,

specifically in digital animation and illustration. You can choose a specialization track focusing on Animation Design and Illustration, allowing you to develop in-depth expertise in your chosen field. This targeted approach will prepare you for a successful career creating captivating animations and illustrations.



TESTIMONY

UPH excels at teaching students the fundamental and conceptual aspects of design, especially the "design thinking" concept.

Ronaldo Kilimandu
Dinguamah

2017

Lighting and Compositing Artist
at Pixel Zoo, Australia





UPH VCD Graphic Design

Study Program at a glance

DEGREE

Sarjana Desain (S.Ds.)

STUDY DURATION

3.5 years

ACCREDITATION

A



Graphic design will broaden students' understanding in narrative design through images and letters, visual identity, and various communication media.

The graphic design landscape is constantly evolving. UPH's program prepares you for a dynamic future.

By mastering narrative design, visual identity, and diverse media, you'll be well-equipped to tackle any design challenge that comes your way.

COURSES OFFERED

- Graphic Designer
- Brand Identity Designer
- Editorial Designer
- UI & UX Designer





OUTSTANDING FEATURES

The UPH Graphic Design program goes beyond creating visuals.

Here, you'll learn the art of narrative design, weaving stories through images and letters. Craft compelling messages that resonate, shaping brand identities and user experiences.

Visual identity is the heart of any successful brand.

At UPH, you'll dive into the world of logo design, typography, and brand strategy. You'll graduate with the skills to create identities that resonate and help businesses stand out in a crowded marketplace.



TESTIMONY

UPH provided me with a strong foundation in design.

Back then, I knew nothing about design, and frankly, I was quite afraid of falling behind other students who I presumed already knew one or two things. Thankfully, the curriculum and the lecturers were very helpful in guiding me through the lessons.

Evan Widjaya

2013

Creative Director at Samara Media



UPH VCD Film

Study Program at a glance

DEGREE

Sarjana Desain (S.Ds.)

STUDY DURATION

3.5 years

ACCREDITATION

A



Film will prepare students in crafting their stories through cinematography, directing, and film production.

You'll explore the history and traditions of Indonesian film, develop your creative voice within this framework, and potentially contribute to the thriving film scene in Indonesia.

While UPH exposes you to global filmmaking techniques, the program has a strong focus on the unique context of Indonesian cinema.

COURSES OFFERED

- Director
- Director of Photography
- Cinematographer
- Film Editor
- Photographer





OUTSTANDING FEATURES

The UPH film program emphasizes practical experience,

giving you the opportunity to learn every stage of filmmaking, from developing concepts in pre-production to editing and finalizing your film in post-production. This comprehensive approach will prepare you to hit the ground running in the professional film industry.



UPH's program can target students with a specific interest within filmmaking.

By mentioning cinematography, directing, and film production as separate areas of focus, it shows students they can tailor their studies to their passion, whether it's behind the camera, leading the creative vision, or managing the production process.

TESTIMONY

Everything taught here has a significant impact on those who want to enter the workforce.

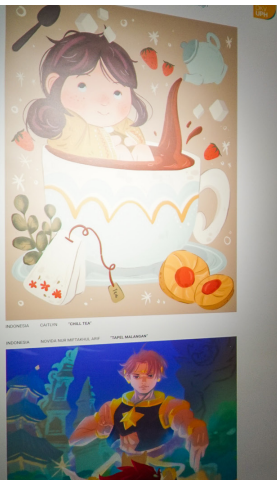
It's not just about readiness for work; it will also refine your identity.

Gilbert March

2013

Film Director at Niamo Studio





Achievements

2023 Nominated for Best International Student Short

Palm Springs International ShortFest 2023 (California, US)

2023 Official Selection

Flickers' Rhoda Island International Film Festival 2023 (US)

2023 Nomination for NextGen Student Competition

Nashville Film Festival 2023 (Nashville, US)

2023 Nomination

Minikino Film Week 2023 (Bali, Indonesia)

2021 3rd Prize Winner

Pangram: International Student Competition on Font and Calligraphy 2021

2021 Nomination

Typography day 2021

2021 Winner

Garuda Indonesia "Fly Your Design Through The Sky"

2020 Finalist

ASPAC Indonesia Online 2020

Partners



Industrial

INTERNATIONAL

FUJIFILM

NATIONAL

gambAran/brand

KOMPAS.id

suara.com

Institution

INTERNATIONAL

SINGAPORE
POLYTECHNIC **SP**

NATIONAL

ASPRO
Di **dkv**

Asosiasi Program Studi
Desain Komunikasi Visual
Indonesia

Events

- Konferensi Mahasiswa Desain Komunikasi Visual
komadkv.uph.edu
- Typography Dialogue
typolog.uph.edu
- UPH Film Festival
www.instagram.com/uphfilmfestival
- UPH Animation
www.uphanimation.com
- Final Project Exhibition
www.pamerantadkv.uph.edu

Alumni & Student Testimony



Katarina
Monika

2015

Creative Director
SOSJ Design Bureau
and Consultancy &
Logo Designer HUT
78 Kemerdekaan
Republik Indonesia

My time in the university's study program was characterized by an atmosphere of inspiration and collaboration.

Engaging with fellow students and faculty members provided valuable opportunities for critique, discussion, and artistic growth. The university's teaching and learning activities became a sanctuary where creativity flourished, fostering an environment that nurtured our imagination and allowed ideas to come to life.

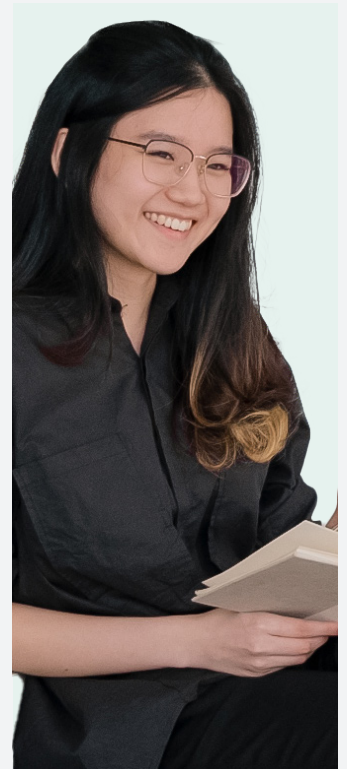
Helena Calista

2019

Garuda Indonesia "Fly Your Design Through The Sky"
Winner, Aspac Indonesia Online
2020 Finalists, Representative
For Kemenparekraf's Beda'kan
Batch 8 & 9

Studying at Universitas Pelita Harapan (UPH) has been an incredibly positive journey for me.

The inclusive and inspiring academic environment, along with UPH's unique commitment to being a Christ-centered university, has allowed me to blend academic pursuits with personal growth seamlessly. Beyond the classroom, UPH has offered diverse experiential learning opportunities, mentorship, and guidance, making it more than just an institution but a gateway to boundless possibilities. I am grateful for the privilege of higher education at UPH.





UPH Interior Design

Study Program at a glance

DEGREE
Sarjana Desain (S.Ds.)

STUDY DURATION
4 years



Emphatic design

Interior Designs that enhance people's quality of life.

Environmental concern

Creative approach to interior design which concern of environment.

Collaborative projects

Interior Projects that encourage collaboration.

CAREER OPPORTUNITIES

- Interior Designer
- Project Manager
- Interior Contractor
- Exhibition Designer
- Lighting Designer
- Furniture Designer
- Visual merchandiser
- Interior Design Scholar
- Material Specialist
- Researcher

COURSES OFFERED

- Foundational Design Studio
- Integrative Interior Design Studio
- Design Thinking Studio
- Art & Design History
- Design & Culture
- Lighting Design
- Material & Interior Finishing
- Sustainable Design
- Design in Context
- Design, Society, and Environment
- Research in Design
- Certification





Partners



Industrial



Institution



OUTSTANDING FEATURES

Design Thinking Approach

Our students are equipped to implement the Design Thinking approach in their works. This creative problem-solving method encompasses ideation, planning, creation, and design execution. They are equipped to produce designs that are not only practical and visually striking, but also user and environmental friendly, culturally and socially relevant.

International Standard Curriculum

Our curriculum aligns with international standards established by the Council of Interior Design Association Accreditation (CIDA), ensuring our graduates are well-prepared for the demands of the national and international design industry.

Highly Qualified and Experienced Lecturers

Our lecturers are experienced professionals and academics with national and international track records. Their academic backgrounds and qualifications ensure top-tier education and mentorship, preparing students for successful careers as professional interior designers upon graduation.

Extensive Industry Network

UPH has an extensive national and international network that includes brands, industry leaders, and renowned design studios. This ensures that our graduates have a solid network to support their career journey as interior designers.

Achievements

STUDENTS

- 2022 Young Interior Designer Award (Y.iD Award)
- 2018 – 2021 Asia Young Designer Awards (AYDA) - Indonesia Region
- Exhibitor in Bamboo Craft Center - Beppu, Japan

HONORARY MENTION

- 2022 – 2023 Asia Young Designer Awards (AYDA) - Indonesia Region
- 2023 Young Interior Designer Award (Y.iD Award)

ALUMNI

- 2021 Good Design Award | The Chicago Athenaeum
- 1st Prize Winner | Asia Young Designer Award 2020
- Good Design Indonesia | GDI Best 2018



UPH Product Design

Study Program at a glance

DEGREE

Sarjana Desain (S.Ds.)

STUDY DURATION

3 years 8 months



12% of our students

have received international study scholarships abroad through the Indonesian International Student Mobility Awards (IISMA) by LPDP

81% of our alumni

work within (product) design industries in the last 3 years

89

international, national, local companies in various industries with internship programs in the last 3 years

CAREER OPPORTUNITIES

- Product Designer
- UX Designer
- 3D Modeler
- Design Consultant
- Design Researcher
- 3D Visual Designer
- Sustainable Material Researcher
- Product Developer
- Industrial Designer
- Lighting Designer
- Furniture Designer
- Jewelry Designer
- Potter

AREA FOCUS ELECTIVE COURSES

- Jewelry: Fashion & Fine
- Ceramics: Hand-building, Mass Production, Decoration, Glazing
- Automotive: Styling & Modeling
- Furniture: Space Material Interior

DESIGN SUPPORT ELECTIVE COURSES

- Design & Business
- Advance Computer Modelling





Partners



Industrial



Institution



OUTSTANDING FEATURES

Creative Industry Centric Curriculum with Two Times Internship Opportunities

We collaborate with industry experts to offer hands-on training in essential software, process knowledge, skills, and design concepts, along with two internships, preparing students for careers in the most sought-after creative industry sectors: Craft Design, Furniture Design, and User Experience Design.

Master a Diverse Range of Artisanal Skill

Our program combines design and craftsmanship, offering hands-on exploration led by experienced instructors. Gain technical proficiency in various artisanal crafts, including leather making, ceramics, woodworking, and metalworking, honing expertise in various materials and techniques for crafting artisanal products.

Global Perspectives and Cross-Disciplinary Opportunities

Our program offers global perspectives through international study opportunities and cross-disciplinary learning fostering a comprehensive understanding of product design.

Facilities

- Ceramic Studios
- Digital Modeling Studios
- Jewelry Studios
- Wood & metal working Workshops
- 3D Printing Laboratory
- Material exploration workshop
- Computer Graphic Studios
- Photography Studios
- Video Production Studios
- Video Editing Studios





UPH Architecture

Study Program at a glance

DEGREE

Sarjana Arsitektur (S.Ars.)

STUDY DURATION

4 years



1st
Winner

on more than 10
national & international
student competitions
for the last three years

2 semester
internship
program

at leading architecture firm
for selected students

MORE THAN

10 well-known
architects
conducting class and studio

CAREER OPPORTUNITIES

- Architect
- Architecture Researcher
- Architecture Historian
- Spatial Designer or Artist
- Computational Architect or Designer
- Digital Architect or Designer
- Environmental Designer

COURSES OFFERED

- Architecture Research - Design Studio
- Digital and Fabrication in Architecture
- Production & Fabrication in Digital Architecture
- Building Simulation & Analysis
- Advance Architecture Theory
- Theory and History of Architecture of the City
- Architecture History
- Sustainable Urban Architecture
- Architecture Project Simulation





Partners



Industrial



Institution



OUTSTANDING FEATURES

Comprehensive Approach to Architecture

Our intensive four-year program provides a holistic perspective on structure, buildings, and cities as interconnected aspects. Students not only learn technical 2D and 3D drawing and design but also enhance their critical and quantitative analysis skills. These skills are combined with a deep understanding of physical, social, and environmental sciences.

Explorative and Integrative Architecture

UPH Architecture follows an explorative and integrative approach. Students explore architecture through research and design studios using cutting-edge technology and collaborate with architecture firms during their thirds and fourth-years studio.

Systematic Learning Method

At the beginning of their study journey, students will explore architectural humanistic disciplines through art and science, engaging in writing skills, drawing exercises, 2D and 3D visual design, testing, model making, and theoretical thinking.

In the next phase of the program, students delve into professional architectural disciplines, focusing on building organization, systems, and ergonomic needs. They develop programming and design skills, grasp material and tectonics operations, engage in computational design, conduct quantitative building analysis, and investigate social and environmental impacts.

Achievements

- **1st & 2nd Winner for Two Categories**
Architecture Student Final Project International Competition 2022, ITS
- **1st Winner**
People Crossing Suspension Bridge Design Concept Competition 2022, Kementrian PUPR
- **1st Winner**
Saint Gobain Architecture Student Competition 2023 (National Stage), Lisbon, Portugal
- **1st Winner**
Saint Gobain Architecture Student Competition 2022 (National Stage), Warsaw, Poland

Facilities

- Metal Working Laboratory
- Wood Working Laboratory
- Advance Design Computer Laboratory
- 3D Print Laboratory
- Mix Realities Equipment
- 24 hour Studio Available





FACULTY
OF DESIGN



UNDERGRADUATE ADMISSION CENTER

LIPPO VILLAGE CAMPUS

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