



UPH Universitas
Pelita
Harapan

**#BEYOND
ACADEMICS**

DISCOVER YOUR PASSION



**FACULTY OF
DESIGN**

Undergraduate
Program
2025

DISCOVER THE FUTURE OF CREATIVE IMPACT

Entering the Faculty of Design at UPH means stepping into a vibrant environment where creativity is nurtured, challenged, and brought to life. With four distinctive programs, Interior Design, Narrative Visual Communication, Product Design, and Exploratory Architecture, students have the opportunity to explore their passions and develop their unique creative voice. With more than 30 years of experience, over 70 awards, and a strong network of industry connections, UPH's design faculty is recognized as one of the leading design schools in the country. Our 20-plus design and production labs give students the tools they need to bring their ideas to life through animations, storyboards, prototypes, and more.

What makes this faculty truly special is its focus on meaningful design and social innovation. Students engage in real projects, from developing branding for local startups to producing short films that promote sustainability. It is a place where creative thinking meets purpose and has a meaningful impact. With a supportive community, dedicated mentors, and a culture that encourages exploration, students grow into bold and thoughtful designers ready to shape the future. The Faculty of Design at UPH is more than a place to study. It is a space to create, collaborate, and make a lasting difference.





"We cultivate creative leaders for a global design ecosystem-grounded in empathy, growth, and technological-cultural resilience."

~ Dr. Ir. Susinety Prakoso, MAUD., MLA.
Dean of Faculty of Design

ACHIEVEMENTS

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

20+
experiencing labs

30 years
of experience as one of the leading schools of design

60+
national & international acknowledgement & achievement for lecturers

70+
national & international achievement for students

90%
of alumni start working within 3 months

180+
national & international cooperation & partners with 70% is from the national & International design industry and renowned consultant

Personalized learning with a
1:15
faculty-student ratio



VCD DIGITAL ARTS

DEGREE

Sarjana Desain (S.Ds.)

Ready to dive into the thrilling world of digital arts? The Visual Communication Design (VCD) program at UPH is your gateway! Earn your Sarjana Desain (S. Ds.) degree in just 3.5 to 4 years while enjoying an impressive "Unggul" accreditation. With a fantastic 10:1 student to lecturer ratio, you'll receive personalized guidance from industry



CAREER PATH

Digital Arts • Animator • Illustrator

pros who will help you sharpen your skills. Choose between Animation Design or Illustration for a hands-on experience that prepares you for exciting careers as a digital artist, animator, or 3D modeler! UPH boasts cutting-edge tech and software, so your creativity can truly shine. Get ready to make your mark in the digital arts!



VCD GRAPHIC DESIGN

DEGREE

Sarjana Desain (S.Ds.)

The Visual Communication Design program at UPH is perfect for those passionate about creating impactful visuals and telling stories through design. In just three and a half to four years, you can earn a Sarjana Desain (S. Ds.) degree from a highly accredited program.



CAREER PATH

Digital Imaging • Advertising

You'll learn essential skills in logo design, typography, and brand strategy, crafting visual solutions that connect with audiences and enhance businesses. Whether you're aiming to be a graphic designer, brand identity expert, or UI/UX designer, this program prepares you to stand out. At UPH, it's all about shaping stories that leave a lasting impression.





VCD FILM

DEGREE

Sarjana Desain (S.Ds.)



CAREER PATH

Film Director • Movie Maker • Script Writer

In UPH's Film VCD program, I am excited to share my enthusiasm for this fantastic journey with anyone eager to tell stories through film! In just 3.5 to 4 years, you'll earn a Sarjana Desain (S. Ds.) degree from a program with top-notch Unggul accreditation. Get ready to dive deep into the world of Indonesian cinema while mastering global filmmaking skills! Whether you're passionate

about directing, cinematography, editing, or photography, this program is incredibly hands-on, guiding you from that first spark of an idea to the final edit. It's your chance to shine in the film industry! Whether you're dreaming of calling the shots or capturing breathtaking visuals, this program will help you discover your creative vibe and transform into a filmmaker with a unique style. Let's make some film magic together!



"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 (VCD - 2013)
Creative Director at Samara Media



VCD PRODUCT EXPERIENCE DESIGN

DEGREE

Sarjana Desain (S.Ds.)



CAREER PATH

UX/UI Design • Service Design

Curious about how products can spark emotions and shape everyday life? Product Experience Design at UPH is your chance to become a designer who goes beyond visuals. Here, you'll learn to craft powerful interactions between humans and products—whether it's a physical object, smart packaging, or a digital service. In just 3.5

to 4 years, you'll earn your Sarjana Desain (S.Ds.) degree while working on real projects with real brands. From user research to prototyping and experience mapping, you'll master the full journey of how people see, feel, and use products. Get ready to design not just objects—but experiences that people remember.



VCD INTELLIGENT MEDIA DESIGN

DEGREE

Sarjana Desain (S.Ds.)



CAREER PATH

AR/VR Experience • AI-Based Content Creation
• Creative Technology

Fascinated by AI, interactive tech, or futuristic visuals? Intelligent Media Design at UPH equips you to become a creator of next-generation digital experiences. This isn't just about making cool visuals—it's about designing media that responds, learns, and interacts with its users. You'll explore creative coding, immersive environments

like AR/VR, and AI-driven visuals guided by industry experts in small, focused classes. Earn your Sarjana Desain (S.Ds.) degree in 3.5 to 4 years while building a portfolio that blends art and intelligence. If you're ready to turn imagination into smart experiences, this is your playground.

INTERIOR DESIGN

DEGREE

Sarjana Desain (S.Ds.)

At UPH Interior Design, you'll learn how to design spaces that are not only beautiful but also meaningful. You'll experience what it's like to work just like a real interior designer in our interactive and collaborative studios. You'll practice design thinking, from creativity and planning to creation and execution, and developing ideas that truly make a difference. Our program connects design with other fields,

so you'll see how everything works together and how people always come first in every design decision. Here, you'll grow as a globally minded, creative professional, ready to shape the future of design with innovation, empathy, and confidence. Whether you want to be an Interior Designer, Exhibition Designer, or Furniture Designer, UPH helps you build a portfolio that's both creative and meaningful.



CAREER PATH

Interior Designer



ARCHITECTURE

DEGREE

Sarjana Arsitektur (S.Ars.)

Get ready to embark on an incredible journey in architecture! At UPH's Architecture program, you can earn your Sarjana Arsitektur (S. Ars.) degree in just four years. Dive into exciting courses like Sustainable Architecture and Digital Fabrication, using state-of-the-art 3D tools and mixed reality tech. With a strong reputation for winning national and international

Architect • Computational Architect • Artist

competitions, you'll collaborate on real projects with top firms and have the chance for a two-semester internship. Learn from renowned architects and explore cutting-edge topics like AI and parametric modeling, all while building a solid network and problem-solving skills in a dynamic 24/7 studio. Get ready to design the future!

CAREER PATH



COURSE OFFERED

- Thematic - Integrated Architectural Design Studio
- Fabrication of Digital Architecture
- Integration of Digital Architecture
- Art and Culture of Global & Indonesian Architecture
- Criticism of Architectural Media and Culture
- Sustainable Architecture System
- Well-being of Sustainable Urban Architecture
- Architecture Internship
- Introduction to Extended Reality

PARTNERS

Industrial



OUTSTANDING

- **Equipped with Future Technologies throughout research and design process**
UPH Architecture provide students with Future technologies such as digital fabrication, parametric modelling, building information modelling, extended reality, AI for architecture supported with Architecture in Digital Age Laboratory.
- **Innovative research and design studio to elevate skills of problem solving,**
UPH Architecture follows an explorative and integrative approach. Students explore architecture through thematic and integrated design studios using cutting-edge technology.
- **Collaborative real project studio learning with well-known architecture firms**
UPH Architecture collaborate with well-known architecture firms, reputable international universities, and government to improve quality of learning and to broaden student's professional experience and network.

Institution



UPH 3D Printing Lab.





LIPPO VILLAGE CAMPUS

Jl. M.H. Thamrin Boulevard 1100, Lippo Village
Tangerang 15811, Banten - Indonesia



START TODAY!