

## Visual Communication Design Education and Its Relevance to Creative Industry

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### ABSTRACT

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*This study aims to describe the Visual Communication Design education in Indonesia in terms of curriculum, methods and the relevance to the industries. The research method used is qualitative. The data are taken from the curriculum documents of 6 universities that administer the Visual Communication Design study program in Indonesia, interviews and focus group discussions. The results of the study indicate that the Visual Communication Design Curriculum is prepared as a response to technological developments and the shifting needs of mass communication so that it is always relevant to the development of science and technology in Visual Communication Design. The project-based learning model is an important point to associate students with real problems by involving industry, tourism, government, MSMEs, in order to build student confidence. Human resource development for lecturers and preparation of student graduate competencies are important points to continue to be developed through various trainings and industrial collaborations in the form of industrial internships. The industry expects there will be cross-sectoral collaboration involving brand owners, academia, media and industry; the competence of DKV graduates is able to become experts who communicate products to the consumers effectively.*

Kata Kunci: *Visual Communication Design Education, Creative Industry, Curriculum*