



ITB SUMMER SCHOOL 2019
VISUAL COMMUNICATION DESIGN



EcoCultour 360 VR Video For
Biodiversity Urban Education

Warm Greetings From ITB

Institut Teknologi Bandung (ITB) or Bandung Institute of Technology, was founded on March 2, 1959 by the Indonesian government. We are not only the most prestigious engineering university in Indonesia (QS World University Ranking, DIKTU & Webometrics 2019), but also famous for Indonesia culture and tradition development through Faculty of Art and Design (FSRD). Up until now, we have several international students and established many International collaborations.





Sampurasun ! 🙏

ITB Summer School – Visual Communication Design 2019 is aiming to introduce Indonesian culture to overseas students through various types of foods, music, games, performance and local genius of Indonesia. This year's theme is Exploring Eco-Culture Tourism in Creative City. The participants will engage in the process of design thinking and making project with diverse student groups.

Furthermore, all participants will get valuable experience by learning traditional art. They also will get the chance to create their own Batik (one of Indonesian cultural heritage masterpiece), experience the adventurous outdoor activities, and explore the city with its riches of culinary, history, and local hospitality. This programme is designed so that participants can learn while enjoying the culture simultaneously.

WELCOME TO ITB SUMMER SCHOOL 2019
VISUAL COMMUNICATION DESIGN





Hallo Bandung !

The city of design and Unesco Creative City



This Summer Program will be located in Bandung, West java. Bandung as one of the most wanted city to be visited and known for Sunda culture, has a lot things to be discovered from it's cuisine, heritage, traditional game, music, dance and many more

Experience the culture authenticity and create unforgettable moments along with the locals & communities.



Facts and Figures

about
Bandung, Indonesia

Inhabitants

Around 2.5 million (3rd largest city in Indonesia)

Area

167.56 km2

Educational institutions

More than 4 vocational schools and
10 universities concerned with
creativity and design

Capital of the province West Java

4 major Museums

Designated National Creative City

Tourism Award for Most Favorite City
and Best Service City





ITB SUMMER SCHOOL 2019
VISUAL COMMUNICATION DESIGN



FULL PROGRAM (3 Weeks) : Exploring Eco-Culture Tourism + Discover West Java Coffee

SHORT PROGRAM (10 Days) : Discover West Java Coffee

Start from



June 2019



Start from



Aug 2019





Collaborative team-
based project training
for designers &
content creators.

Theme : Exploring Eco-Culture Tourism in Creative City



Collaborative
team-based project
training for designers
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Puntang Coffee : A Cup of Java

Indonesia is the 4th largest coffee producer in the world with 39 variances of speciality coffee. Puntang is a well known area for coffee producer in West Java which produce organic coffee.

Puntang coffee is also bestowed as the most expensive coffee at Specialty coffee Association of America Expo at Atlanta 2016.



Theme : Discover West Java Coffee and Culture



VR 360 Project



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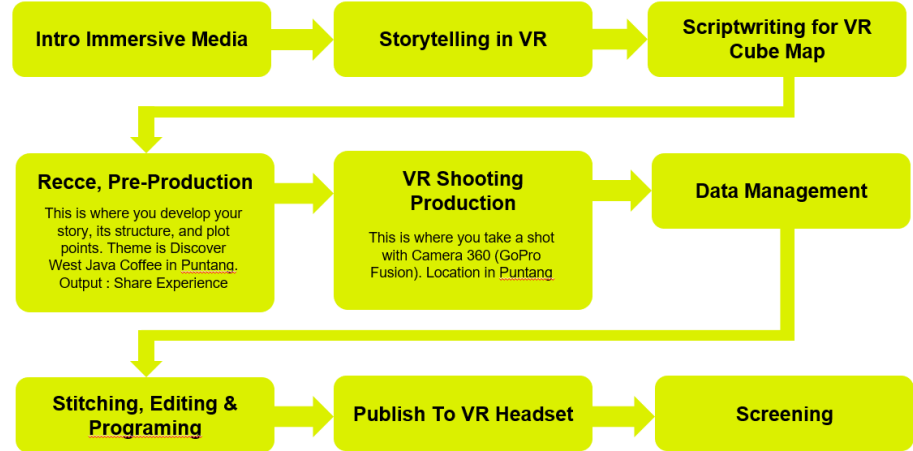
Theme : Discover West Java Coffee and Culture

Activities : Discover West Java Coffee and Culture



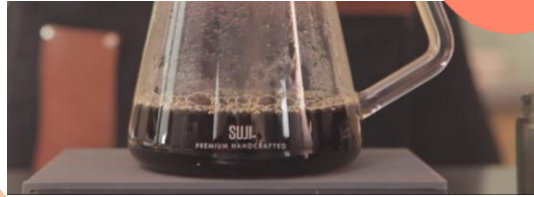
This summer school prepares designers to be able to create their VR 360. Students have the opportunity to study comprehensively about designing a media including storytelling, visual narrative, immersive & media production (VR 360).

By the end of the program students will have shared their immersion about coffee and West Java culture through VR 360.



Learn how to tell stories through VR 360
(Share Experience about west java coffee)

Activities : Discover West Java Coffee and Culture



Suji is known for their artisan handcrafted glassware from Bandung. They created a sophisticated coffee machine dedicated for all of Dutch coffee maker enthusiast.

Crafted by masters in glassware, each has been proceed by deliberate attention and meticulous detail for very finest products. Therefore, Suji - Premium Handcrafted is ready to serve you authentic coffee ritual.



Collaboration with Community Coffee



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Keynote Speaker SummerSchool 2019



Professor Jae Soh

Keynote Speaker

Professor Jae Soh, Film Department. he has been teaching Non-linear Storytelling Class (CultureHub class) using 360 camera. Jae Yong Soh, MFA UCLA Film/TV, BA UC Berkeley, Chair of Film Department, Film writer/producer/director of feature film LET ME OUT (2014 Gold winner NYFF's best award), Director/writer of TV CELLO, 2017 Screen X(CGV Theater's cinerama-like system), Producer of various VR shorts. Co-founder of Culturehub Program at Seoularts."



Dr. Tita Larasati

Keynote Speaker

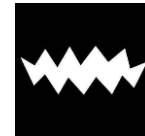
Chair of BCCF ,
Focal Point, Bandung City of Design
for UNESCO Creative Cities Network

Instructors & Partners

festivo



SUJI
PREMIUM HANDCRAFTED



Bandung Creative City Forum

What will you learn in



ITB SUMMER SCHOOL 2019
VISUAL COMMUNICATION DESIGN

Participants Requirements :

- University student majoring in Visual communication design, digital media, engineering, language and arts.
- Highly interested in coffee and culture
- Proficient in digital media software
- Each student must bring their own laptop and smartphone which eligible for VR and game development.

Collaborative Skill

With team based-project, you will have an opportunity to interact with overseas students with various countries, major & expertise

Coffee Processing

Experience 'A cup of Java' Puntang coffee, a journey from the plantation to shops and beans to cup of coffee

Urban Living Experience

Bandung as a design and UNESCO creative city, layered with cultural and social ingenuity.

Indonesia & West Java Culture

Discover it's dynamics by exploring the traditional game, gastronomy culture, traditional clothes, etc

Simulation & VR 360

Produce game & VR 360 for your portfolio. Start from 360 panoramic video to create immersive and interactive VR experiences

Design Thinking

Unleash your creative potentials by learning how to think like a designer



Participants

The total number of students who take part in this summer school are 40 students. Therefore, there will be around 5 until 8 students to form a team.

Each team will create 2 videos in the workshop using the Go Pro Fusion 360 degree camera that will be provided. The students have to bring their laptop and smartphone. The output will be a 360 video that can be uploaded to Youtube, so the video can be viewed using smartphone with or without VR Box/ headset.

Facilitation

One facilitator from Graduate program will be in charge to take care the students for each team. To support the activities, we will provide translators for each country during the program which will be fully conducted in English.

Hardware and Software

We expect every participants equipped with basic skill in any design software such as Adobe Suite (Adobe Illustrator, Photoshop, Premiere, After Effect, etc) or development software such as Unity, Unreal Engine, HTML, etc. specification of devices.

To support the program, at least any laptop with RAM 4GB and Processor i5 is required. For smartphone, gyroscope and accelerator sensors is a must. But higher specification for the devices is better for production process.



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Study Program

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Bandung Creative City Forum



SEAMEO VOCTECH
BRUNEI DARUSSALAH



WUXI INSTITUTE OF TECHNOLOGY
PEOPLE REPUBLIC OF CHINA



KOPERTIP INDONESIA

**ASEAN-CHINA TEACHER TRAINING
AND DEVELOPMENT CENTER**



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