Integrating Entrepreneurship into the Visual Communication Design Curriculum

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Abstract

Will there be enough job vacancy for Indonesia’s visual communication design graduates? Many people in the academic world believe that entrepreneurship is the answer. This idea has been expressed recent event was the “DKV Indonesia Ekreaprener”, which was organized by the Indonesian Ministry of Education and Culture together with the Visual Communication Design School of Universitas Sebelas Maret Solo, held in Solo in 2012. The main topic was on “Revitalizing Visual Communication Design Curriculum based on Creative Economy and Entrepreneurship. Based on the research we’ve done in 2013 entitled, “The Development of an Entrepreneurship-based Visual Communication Design Course”, this article will try to address some fundamental issue regarding the integration of entrepreneurship into the design education, especially visual communication design curriculum.

Keywords: creativity; visual communication design; entrepreneurship; design thinking/ human-centered design; and design entrepreneur

1. Background

Many higher education institutions in the design area have tried to introduce the concept of entrepreneurship in various methods in hopes that visual communication design graduates would be entrepreneurs in the creative industry, to create jobs rather than solely depends on the availability of it, but some fundamental questions still need to be further explored and discussed. In 2013, a