



Surianto Rustan

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CURRICULUM VITAE

*I'm reading while I'm writing
 I'm listening while I'm talking
 I'm learning while I'm teaching*

Surianto Rustan is Indonesian Author, Speaker, Teacher and Visual Communication Designer.

Surianto Rustan was completed His Master Degree in Design with a *Cum Laude* in 2013. He had been working eight years as a an in-house designer for companies with various business sectors, such as Bank Bali, Limas Stokhomindo, Admedica Pte. Ltd. in Singapore, and Metrodata Electronics. In 2003, He was starting to work independently under the name: Rustan Grafis, a Visual Communication Consultant, which focused in 3 main areas: Branding and Identity, Print Design, Web Design and Development.

As an author, speaker, and teacher, Surianto Rustan's mission is to educate and empower community through graphic design. Expert in simplifying complex ideas, He has been using these skills to share knowledge, motivate, and encourage others. Since 2008, He has been spoken in many events ranging from High Schools, Universities, to Companies such as Yamaha Motor, Batam Pos group, and Kompas Gramedia group, and has been nine years teaching in universities, in the subject of: Basic Design, Typography, Brand Identity, Entrepreneurship, Campaign, Semiotics, Design Management, Web Design, Desktop Publishing, Internship & Final Project Guidance, etc.

Surianto Rustan has published books, journal, and so many articles:

BOOKS, JOURNAL & THESIS

LAYOUT dasar & penerapannya (Graphic Design)
 Mendesain LOGO (Graphic Design)
 HURUFONTIPOGRAFI (Graphic Design)
 Mari Berhitung Sisa Hidupmu (Motivational)
 Lambang Olimpiade dan Kekayaan Makna (Journal)
 A Study of IBM 1972 Logo Design as a Global Brand

ARTICLES

Kuliah = Tidak Kuliah (majalah TitikDua)
 Sensory Branding dalam Karya Cetak (Print&Graphic)
 Melihat Bintang yang Sudah Hilang (Masterpiece)
 Aktualitas Mata Kuliah (DGI-Indonesia)
 Apa itu Desain Grafis? Siapa itu Desainer Grafis? (DGI)
 Lapangan Kerja Desain Grafis (DGI-Indonesia)
 7 Mitos & Fakta Desain Grafis (DGI-Indonesia)
 Desain untung-untungan (DGI-Indonesia)
 Gestalt dalam Desain Logo (Versus magazine)
 Mengkomunikasikan Desain Komunikasi Visual (DGI)

Surianto Rustan has deep interest in the quality of national education, and He has been invited as a resource person for curriculum design for Visual Communication Design faculty in Multimedia Nusantara University (UMN) in 2009, and Sekolah Tinggi Media Komunikasi (STMK) Trisakti in 2011.

Since High School and College, He joined many organization activities. Today He is a Managing Director of Indonesian Graphic Design Forum (FDGI), where He conducted Seminars, Talks, Workshops, and organized local and international exhibitions. He is also a Board Committee of Indonesian Graphic Design Award (IGDA), the Nation's first and only professional award in the field of Visual Communication Design.

working experience	2012	<p>Founder of SuriantoRustan.com - dedicated to Visual Communications' Learning, Events, Books, Design</p> <p>Founder of DsgnCooking - a periodical creative design seminars & workshops for students & professional</p>
	2011-2013	<p>Lecturer at Universitas Bina Nusantara, Jakarta, Visual Communication Design Faculty, Teach: Visual Communications, Typography, Creative Advertising.</p>
	2011-current	<p>Lecturer at Universitas Tarumanagara, Jakarta, Visual Communication Design Faculty, Teach: Creative Writings, Branding, Brand Identity, Typography, Perception Psychology, Consumer Behavior, Internship Guidance, Final Project Guidance.</p>
	2009-current	<p>Lecturer at Universitas Multimedia Nusantara, Serpong, Visual Communication Design Faculty, Teach: Introduction into Design & Economics, Basic Design, Brand Identity, Typography, Digital Publishing, Seminar, Final Project Guidance.</p>
	2003-current	<p>Lecturer at Pelita Harapan University, Karawaci, Visual Communication Design Faculty, Teach: Brand Identity, Campaigning, Semiotics, Typography, Web Design & animation, Design Management, Final Project Guidance.</p>
	2003-2009	<p>Lecturer at Cyber Media College, Jakarta, Visual Communication Design Class, Teach: Visual Communication, Logotype, Communication Strategy, Web Design</p>
	2003-2012	<p>Rustan Grafis – Visual Communication Consultant, Jakarta, Branding & Identity, Print Design, Web Design & Development. Clients include: Rajawali Foundation, Jatis Solutions, MSN Mobile Indonesia, Datamini - Singapore, Jazz Print International - NZ, Sanur Online, Merck, Graha Digital, Provisi Mandiri Pratama, IT Pro, PT. Oripolytec Composites, Lenitas Fine Pralines, PT. Victoria Prima, PT. Kayu Permata, PT. Grafitama Deltakreasi, PT. Kalbe Farma,</p>

	PT. Sanitas, PT. Deltagro Mulia Sejati, Octave accounting - Australia, Djiva - family spa, Lynx Manul - petshop.
2007-2009	Grasshopper, Jakarta , Graphic Design Workshop for Graphic Designers & Students.
2000-2003	Mitra Integrasi Informatika – Metrodata Electronics, Jakarta , Art Director. Clients include: Bayer, Pfizer, Tupperware, Jakarta Land, Sanwa – BRI Finance, ION computer, Metrodata Electronics subsidiaries: Mitra Integrasi Informatika, Metrodata Solusi Informatika, Metrodata Edukasi Informatika, Metrodata Bisnis Aplikasi, Metrodata Sentra Layan, Metrodata e Bisnis, Metrodata e Konsumer, Metrodata Distribusi, e Metrodata Com, etc. Works include: Website Design, Flash movie & interactive animation, Printing design: annual report, booklet, leaflet, folder, advertisement, business form, identity, etc.
2000	Atmedica Asia Pte Ltd., Singapore , Senior Web Designer. Works: Internal Company's Website.
1999-2000	Indosatu Sanggita, Jakarta , Creative Department Manager. Clients include: Grant Thornton Indonesia, Internews, Globalcomm, Standard Telecom .
1997-1999	Limas Stokhomindo, Jakarta , Creative Department Manager. Clients include: World Health Organization (WHO) Indonesia Representative, Internal Company Website, Intranet and Products Works include: Website design, User Interface design, Icons.
1995-1997	Bank Bali, Jakarta , Creative Designer. Works: - Plastic card; credit card, debit card design. - Cyber / Internet Banking design - Kiosk front-end design - Corporate Intranet Information System design - Automatic Teller Machine display
1995	Image Communication, Jakarta , Creative Designer. Works: Internal publication for Hero Department Store, Plaza Indonesia, etc.
1993	Group & Private Teacher, Jakarta , Drawing Teacher. Works: Teach basic drawing, object & figure drawing, illustration.

curriculum development

2011	Sekolah Tinggi Media Komunikasi Trisakti, Program Studi DKV . June - August 2011
2009	Universitas Multimedia Nusantara , Program Studi DKV . 2009

books & Journal

2012	Motivational Book: Mari Berhitung Sisa Hidupmu Published by Gramedia Pustaka Utama. 1 st print: August 2012. Scientific Journal: Lambang Olimpiade dan Kekayaan Makna Jurnal Ilmu Seni & Desain ULTIMART, Universitas Multimedia Nusantara. Page 68-79, Vol. V, No. 1, April 2012.
2010	Graphic Design Book: HURUFONTOGRAFI . Published by Gramedia Pustaka Utama. 1 st print: January 2011.
2009	Graphic Design Book: Mendesain LOGO . Published by Gramedia Pustaka Utama. 1 st print: August 2009, 2 nd : November 2009, 3 rd : November 2011.
2008	Graphic Design Book: LAYOUT dasar & penerapannya . Published by Gramedia Pustaka Utama. 1 st print: August 2008. 2 nd : July 2009, 3 rd : February 2010.

speaking: seminar, talkshow, workshop, training.

2014	Seminar & Workshop: "Desain Menjangkau di luar Jangkauan" FDGI Padang, Axana Hotel, Padang. May 10, 2014 Talkshow : "My Works" Nongkrong Bareng Arsitek, Pekanbaru. April 25, 2014 Seminar : "Pengaruh makro dan mikro pada pendidikan DKV" Kompas Corner Universitas Multimedia Nusantara, Tangerang. March 27, 2014 Talkshow : "Multiple Intelligence" Kedai Baca Kalam, Bogor. February 3, 2014
2013	Seminar : "Transformasi Desain" Universitas Negeri Padang, Padang. October 4, 2013 Seminar : "The Power of Design" Universitas Persada Indonesia YAI - kuliah umum, Jakarta. June 1, 2013 Seminar & Workshop: "Design Cooking - series 1: Spicy Layout" Central Park Tower, Jakarta. May 18, 2013 Seminar : "Brainstorm" Universitas Negeri Malang, Malang. April 22, 2013
2012	Talkshow : "Art + Speech" Universitas Multimedia Nusantara, Jakarta. December 5, 2012 Talkshow : "Bincang Desain" Pekan Produk Kreatif Indonesia, Epiwalk, Jakarta. November 22, 2012 Seminar : "Karier Desainer Grafis" Universitas Dian Nuswantoro, Semarang. November 17, 2012 Talkshow : "Mari Berhitung Sisa Hidupmu" Gramedia Matraman, Jakarta. November 3, 2012 Talkshow : "Kumpul Kreavi" Setiabudi Building, Jakarta. October 28, 2012 Seminar : "Sustaining Entrepreneurship" Prasetya Mulya, Jakarta. September 29, 2012

- Seminar** : "Diklat Jurnalistik" Universitas Pendidikan Indonesia, Bumi Siliwangi, Bandung. July 7, 2012
- Seminar** : "Magazine Layout" Politeknik Negeri Jakarta, Gedung Serbaguna, Depok. April 13, 2012
- Training** : "Menulis Ilmiah bagi Dosen" Universitas Bunda Mulia, Jakarta. March 17, 2012
- 2011
- Seminar** : "Creative Association" Caraka Festival Kreatif 2011, Semarang. November 24, 2011
- Seminar** : "Sophisticated Fair" Fakultas Kedokteran Universitas Indonesia, Jakarta. November 20, 2011
- Seminar** : "Diversity is a Blessings" Kuliah Perdana DKV UNIKA Soegijapranata, Semarang. August 22, 2011
- Workshop** : "Elemen Desain: menata Text dan Gambar dalam Layout" Workshop for Yamaha Motor marketing team, Bekasi. August 20, 2011
- Talkshow** : "Gado-Gado Desain" Freelancer Expo, Asosiasi Desainer Grafis Indonesia (ADGI), Kemang Point, Jakarta. August 13, 2011.
- Seminar** : "Melek Huruf" Desarupa Expo 2011 DKV Universitas Trisakti, Blok M Plaza, Jakarta. July 28, 2011
- Talkshow** : "Jurus Jitu Desain yang Menjual" Konvensi Pekan Produk Kreatif Indonesia, JCC, Jakarta. July 10, 2011
- Workshop** : "Typo-Amby-Apply" Universitas Bunda Mulia, Jakarta. May 3, 2011
- Seminar** : "Titik Temu 0.2" by Universitas Pelita Harapan, Poste Kitchen + Bar, Jakarta. May 1, 2011
- Seminar** : "Tipografi, dasar & penerapannya" Tennis Indoor, Istora Senayan, Jakarta. February 25, 2011
- Bedah buku HURUF TIPOGRAFI**. Kinokuniya Books, Jakarta. February 11, 2011
- 2010
- Seminar** : "Journalistic in Campus" Sekolah Tinggi Ilmu Statistik, Jakarta. December 19, 2010
- Talkshow** : "Type Director's Club 56 Exhibition" Jakarta. October 1, 2010
- Seminar** : "Hobbies make Money" SMU Bunda Hati Kudus, Jakarta. September 18, 2010
- Talkshow** : "Clinic: Logo & Branding" FDGI & Campus, Jakarta. August 28, 2010
- Seminar** : "Editorial Typography" Kompas Gramedia, Jakarta. June 3, 2010
- Sharing** : "Making History" Universitas Esa Unggul, Jakarta. May 5, 2010
- Seminar** : "Journalist Day 2010" Sekolah Tinggi Administrasi Negara, Banten. May 1, 2010
- Talkshow** : "Technopresent 2010" Universitas Brawijaya, Malang. April 2, 2010
- Talkshow** : "What is a Good Poster" Festival UPH 2010, St. Moritz, Jakarta. March 12, 2010
- Seminar** : "Aspek visual pada media anak" Kompas Gramedia, Jakarta. February 25, 2010
- Seminar & Lokakarya**: "Saya butuh Logo & Branding" Unika Sugiyapranata, Semarang. January 20, 2010
- 2009
- Workshop** : "Layout pada online media" Xaverius I high school, Jambi. November 13, 2009
- Seminar** : "Kupas Tuntas Logo" Universitas Trisakti, Jakarta. October 31, 2009
- Seminar** : "Outstanding Layout" Universitas Indonesia, Jakarta. October 26, 2009
- Seminar** : "Logo sebagai wajah brand" Binus International, Jakarta. October 22, 2009
- Talkshow** : "The Power of Logo" Kinokuniya Books, Jakarta. October 16, 2009
- Talkshow** : "Layout: Estetika & Fungsi" Institut Teknologi Bandung, Bandung. April 17, 2009
- Seminar & Training for Batam Pos**, Batam Pos newspaper office, Batam. Januari 28-29, 2009
- 2008
- Seminar** : "Multidimensi dalam Desain Grafis" Universitas Bina Nusantara, Jakarta. December 12, 2008
- Seminar** : "Digital VS Conventional" STDI, Bandung. November 24, 2008
- Training** : "Pendidikan Dasar Jurnalistik" Universitas Trisakti, Jakarta. November 22, 2008
- Talkshow** : "Estetika & Fungsi dalam Layout" Universitas Tarumanagara, Jakarta. November 14, 2008
- Workshop** : "Membuat Media Komunikasi Visual yang Baik" Universitas Indonesia, Jakarta. October 18, 2008
- Talkshow** : "Peranan Layout dalam Media" Kinokuniya Books, Jakarta. September 18, 2008

guest Lecturing

- Universitas Trisakti**, DKV, Kapita Seleкта, May 23, 2014
- Binus Business School**, Magister Management, Creative Marketing, Jakarta. February 20, 2014
- Universitas Indonesia**, Ilmu Komunikasi, International class dual degree program, May 23, 2013
- Universitas Indonesia**, Ilmu Komunikasi, Desain grafis periklanan, regular class, December 30, 2011
- Universitas Indonesia**, Ilmu Komunikasi Desain grafis periklanan, paralel class, December 22, 2011
- Institut Kesenian Jakarta**, DKV, Teknik Presentasi, July 5, 2011
- Universitas Trisakti**, DKV, Kapita Seleкта, May 13, 2011
- Universitas Esa Unggul**, DKV, May 4, 2010
- Universitas Tarumanagara**, DKV, Desain Komunikasi Visual 4, September 2, 2009
- Universitas Tarumanagara**, DKV, Computer Graphic 3, September 17, 2007
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jury	2014	Lomba Brand Identity , Ultigraph Universitas Multimedia Nusantara, Tangerang. May 6, 2014
	2013	Lomba Desain Icon dan Slogan Kementerian Energi dan Sumber Daya Mineral , Balai Kartini, December 4, 2013
	2012	Lomba poster Fisipers day , Dep. Ilmu Hubungan Internasional, Universitas Indonesia, November 23, 2012
		Gunnebo Poster Design Competition , Gunnebo Indonesia, Jakarta, November 12, 2012
		Lomba Logo Kementerian PPN (Bappenas) , Hotel Bidakara, Jakarta, October 20, 2012
		Lomba poster Public Health Expo 2012 , Fakultas Kesehatan Masyarakat, Universitas Indonesia, October 10, 2012
		Lomba Logo Kementerian Perdagangan , Kantor Kementerian Perdagangan, August 27, 2012
		T-shirt Design Competition - Damn! I Love Indonesia , Belleza Shopping Arcade, Jakarta. August 15, 2012
		Bantex Design Competition . Bantex Indonesia & Universitas Bina Nusantara, Jakarta, June 11, 2012
		Nirmana Awards . fx Lifestyle X'nter, Jakarta, May 21-26, 2012
		Poster Competition . Studio Jams, Universitas Bina Nusantara, Binus Square, Jakarta, May 14-18, 2012
		2011
	Poster competition . Admazing, Sekolah Tinggi Ilmu Komunikasi, London School of Public Relations, Jakarta, Graduate School of Communication, June 27, 2011	
	Design competition . Kriyasana Mahasiswa Desain Grafis Indonesia (KMDGI) IX, Universitas Widyatama, Bandung, May 24, 2011	

education	2011-2013	Cum Laude Master of Art in Design . Post Graduate, Trisakti University, Jakarta.
	1989-1994	Bachelor of Art in Visual Communication Design . Trisakti University, Jakarta.

language	Bahasa Indonesia, English
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skills	<p>Art, Manual: Drawing, Sketching, Illustration.</p> <p>Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Adobe DreamWeaver, Corel Draw!, Electric Rain Swift 3D, Swish, Microsoft Office.</p> <p>Web programming: HTML, DHTML, CSS and some Javascript.</p>
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organization activity	2008-current	<p>Managing Director of FDGI (Forum Desain Grafis Indonesia)</p> <p>Board Committee of IGDA (Indonesian Graphic Design Award)</p>
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