

Surianto Rustan

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introduction

*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 Writer, Speaker, Teacher and Visual Communication Designer.

After completing Bachelor Degree in Visual Communication Design, Trisakti University, Surianto Rustan worked as an in-house designer for companies with various business sectors, such as Bank Bali, Limas Stokhomindo, Admedica Pte. Ltd. in Singapore, and Metrodata Electronics. After eight years working as a full-timer, in 2003 He started to work independently under the name: Rustan Grafis, a Visual Communication Consultant, which have specialties in 3 main areas: Branding and Identity, Print Design, and Web Design and Development.

As a writer, speaker, and teacher, Surianto Rustan's mission is to educate and empower community through graphic design. He experts in explaining something complex with a well structured and simpler way, He uses these skills to share knowledge, motivate, and encourage others. Since 2008, He had spoken in more than 40 events from High Schools, Universities, to Companies such as Yamaha Motor, Batam Pos group, and Kompas Gramedia group. He has nine years teaching experiences, in the subject of: Basic Design, Typography, Corporate Identity, Social Campaign, Visual Language, Design Management, Web Design, Desktop Publishing, etc.

He has published books, journal, and articles:

BOOKS & JOURNAL

LAYOUT dasar & penerapannya (Graphic Design book)
Mendesain LOGO (Graphic Design book)
HURUFONTIPOGRAFI (Graphic Design book)
Mari Berhitung Sisa Hidupmu (Motivational book)
Lambang Olimpiade dan Kekayaan Maknanya (Journal)

ARTICLES

Apa itu Desain Grafis? Siapa itu Desainer Grafis?
Lapangan Kerja Desain Grafis
7 Mitos & Fakta Desain Grafis
Desain untung-untungan
Gestalt dalam Desain Logo
Mengkomunikasikan Desain Komunikasi Visual

Surianto Rustan has deep interest in the quality of national education, and 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. In September 2011, He started His Design Postgraduate Program in Trisakti University.

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 Commitee of Indonesian Graphic Design Award (IGDA), the Nation's first and only professional award in the field of Visual Communication Design.

working experience

- 2012 Founder of **SuriantoRustan.com** - dedicated to Visual Communications' Learning, Events, Books, Design.
- 2011-current **Lecturer at Universitas Bina Nusantara, Jakarta**, Visual Communication Design Faculty, Teach: Visual Communications, Typography, Creative Advertising.
- 2011-current **Lecturer at Universitas Tarumanagara, Jakarta**, Visual Communication Design Faculty, Teach: Creative Writings, Branding, , Typography, Perception Psychology, Final Assignment Guidance.
- 2009-current **Lecturer at Universitas Multimedia Nusantara, Serpong**, Visual Communication Design Faculty, Teach: Basic Design, Visual Communication, Typography, Digital Publishing, Seminar, Final Assignment Guidance.
- 2003-current **Lecturer at Pelita Harapan University, Karawaci**, Visual Communication Design Faculty, Teach: Visual Communication, Typography, Visual Language, Web Design, Design Management, Final Assignment Guidance.
- 2003-2009 **Lecturer at Cyber Media College, Jakarta**, Visual Communication Design Class, Teach: Visual Communication, Logotype, Communication Strategy, Web Design
- 2003-2012 **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,

	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

writings

2012	Motivational Book: Mari Berhitung Sisa Hidupmu Published by Gramedia Pustaka Utama. 1 st print: August 2012. Scientific Journal: Lambang Olimpiade dan Kekayaan Maknanya Jurnal Ilmu Seni & Desain ULTIMART, Universitas Multimedia Nusantara. Page 68-79, Vol. V, No. 1, April 2012.	
2011	3 Graphic Design Articles: Published on DGI-Indonesia.com/ bukamata. May 2, 2011	<ul style="list-style-type: none"> { Apa itu Desain Grafis? Siapa itu Desainer Grafis? { Lapangan Kerja Desain Grafis { 7 Mitos & Fakta Desain Grafis
2010	Graphic Design Book: HURUFONTOGRAFI . Published by Gramedia Pustaka Utama. 1 st print: January 2011. Graphic Design Article: Desain untung-untungan . Published on Versus Magazine #08, page 124. March-April 2010.	
2009	Graphic Design Book: Mendesain LOGO . Published by Gramedia Pustaka Utama. 1 st print: August 2009, 2 nd : November 2009, 3 rd : November 2011. Graphic Design Articles: Gestalt dalam Desain Logo . Published on Versus Magazine #06, page 84 – 85, October-November 2009.	
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. Graphic Design Article: Mengkomunikasikan Desain Komunikasi Visual . Published on dgi-indonesia.com. February 2, 2009	

**speaking:
seminar, talkshow,
workshop, training.**

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 : “ Branding ” 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** : “Diversity is a Blessings” Kuliah Perdana DKV UNIKA Soegijapranata, Semarang. August 22, 2011
 - Workshop** : “Elemen Desain: menata Text dan Gambar dalam Layout” Workshop for internal Marketing Yamaha Motor, 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 HURUFONTOGRAFI.** 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

- Ilmu Komunikasi Universitas Indonesia.** Desain grafis periklanan, regular class, December 30, 2011
 - Ilmu Komunikasi Universitas Indonesia.** Desain grafis periklanan, paralel class, December 22, 2011
 - DKV Institut Kesenian Jakarta.** Teknik Presentasi, July 5, 2011
 - DKV Universitas Trisakti.** Kapita Seleкта, May 13, 2011
 - DKV Universitas Esa Unggul.** May 4, 2010
 - DKV Universitas Tarumanagara.** Desain Komunikasi Visual 4, September 2, 2009
 - DKV Universitas Tarumanagara.** Computer Graphic 3, September 17, 2007
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jury

- 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 **Logo Competition**. Indonesian Youth Day 2012, KWI, August - October 2011
Poster competition. Admazeing, 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 (currently) **Trisakti University, Jakarta**, Master of Design
1989-1994 **Trisakti University, Jakarta**, Bachelor of Art in Visual Communication Design

language Bahasa Indonesia, English

skills **Art, Manual:** Drawing, Sketching, Illustration.
Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Adobe DreamWeaver, Corel Draw!, Electric Rain Swift 3D, Swish, Microsoft Office.
Web programming: HTML, DHTML, CSS and some Javascript.

organization activity 2008-current Managing Director of **FDGI** (Forum Desain Grafis Indonesia)
Board Committee of **IGDA** (Indonesian Graphic Design Award)
