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|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <table><tr><td rowspan="2">CPMK</td><td colspan="16">Minggu Ke</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>CPMK-1</td><td></td><td></td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-2</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-4</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-5</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> | CPMK                                                                                                                                                                                                                                                                                                                                          | Minggu Ke                                                                        |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | CPMK-1 |  |  | ✓ |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-2 | ✓ | ✓ |  |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK                 | Minggu Ke                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                      | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3                                                                                                                                                                                                                                                                                                                                             | 4                                                                                | 5               | 6                                                                                                                                                                                                                                                           | 7                   | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-1               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ✓                                                                                                                                                                                                                                                                                                                                             |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-2               | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-3               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-4               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-5               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deskripsi Singkat MK | Mata kuliah Branding dan Komunikasi Visual dirancang untuk mengembangkan kemampuan berpikir logis, kritis, sistematis, dan kreatif mahasiswa dalam merumuskan serta mengimplementasikan strategi branding pada industri kreatif. Mata kuliah ini membekali mahasiswa dengan penguasaan teori dan konsep inovasi branding, komunikasi visual, riset terapan, serta pemanfaatan teknologi digital untuk menghasilkan solusi merek yang adaptif, berbasis kearifan budaya lokal, dan berdaya saing global. Melalui pendekatan analitis dan berbasis proyek, mahasiswa diarahkan untuk merancang, menerapkan, dan mengevaluasi strategi branding dan komunikasi visual sebagai inovasi produk kreatif yang relevan dengan kebutuhan industri dan standar kompetensi kerja. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pustaka              | Utama :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|                      | Pendukung :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1. Creswell, J. W., & Creswell, J. D. (2018). Research Design (5th ed.). Sage.<br>2. Malhotra, N. K. (2019). Marketing Research. Pearson.<br>3. UNESCO. (2016). Culture: Urban Future (PDF).<br>4. Putra Yasa, I. W. A. et al. (2024). Desain Komunikasi Visual: Teori dan Perkembangannya. Sonpedia<br>5. Brown, T. (2019). Change by Design |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Dosen Pengampu       | Dr. Asidigisianti Surya Patria, S.T., M.Pd.<br>Dr. Fitria, S.Pd., M.Pd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                 |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mg Ke-               | Kemampuan akhir tiap tahapan belajar (Sub-CPMK)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Penilaian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                               | Bantuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [ Estimasi Waktu] |                 | Materi Pembelajaran [ Pustaka ]                                                                                                                                                                                                                             | Bobot Penilaian (%) |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Indikator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Kriteria & Bentuk                                                                                                                                                                                                                                                                                                                             | Luring (offline)                                                                 | Daring (online) |                                                                                                                                                                                                                                                             |                     |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (1)                  | (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | (3)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | (4)                                                                                                                                                                                                                                                                                                                                           | (5)                                                                              | (6)             | (7)                                                                                                                                                                                                                                                         | (8)                 |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1                    | Mampu menjelaskan konsep dasar branding dan komunikasi visual dalam konteks industri kreatif                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 1.Dapat menjelaskan definisi branding.<br>2.Dapat menjelaskan peran komunikasi visual.<br>3.Dapat mengaitkan branding dengan industri kreatif.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Kriteria:<br>Ketepatan konsep<br><br>Bentuk Penilaian :<br>Aktifitas Partisipasif                                                                                                                                                                                                                                                             | 3x50men                                                                          | 3x50men         | Materi:<br>Mendesain Identitas Visual<br>Pustaka:<br>Wheeler, A. (2024). Designing Brand Identity (6th ed.). Wiley<br><br>Materi: Definisi Branding<br>Pustaka:<br>Raposo, D. (Ed.). (2022). Design, Visual Communication and Branding. Cambridge Scholars. | 2%                  |   |   |    |    |    |    |    |    |    |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |        |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|    |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           |    |
|----|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 2  | Mampu mengidentifikasi peran branding dan komunikasi visual dalam membangun nilai dan daya saing merek.                      | 1. Mengidentifikasi elemen brand value<br>2. Menjelaskan brand equity<br>3. Memberi contoh kasus industri kreatif | <b>Kriteria:</b><br>1. Relevansi contoh<br>2. Kedalaman analisis<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipatif  |  |  | <b>Materi:</b><br>Manajemen brand<br><b>Pustaka:</b><br>Keller, K. L. (2016). <i>Strategic Brand Management (4th ed.)</i> . Pearson.<br><br><b>Materi:</b> Brand Equity<br><b>Pustaka:</b><br>Kotler, P., Kartajaya, H., & Setiawan, I. (2017). <i>Marketing 4.0</i> . Wiley.             | 3% |
| 3  | Mampu menganalisis permasalahan branding pada produk atau jasa industri kreatif berdasarkan konteks pasar dan budaya visual. | 1. Mengidentifikasi masalah branding.<br>2. Menganalisis penyebab masalah<br>3. Menyusun rumusan masalah          | <b>Kriteria:</b><br>1. Ketajaman analisis.<br>2. Logika berpikir.<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipatif |  |  | <b>Materi:</b><br>Strategi Branding<br><b>Pustaka:</b><br>Kapferer, J.-N. (2020). <i>The New Strategic Brand Management (6th ed.)</i> . Kogan Page.<br><br><b>Materi:</b><br>Identitas Visual<br><b>Pustaka:</b><br>Wheeler, A. (2024). <i>Designing Brand Identity (6th ed.)</i> . Wiley | 0% |
| 4  |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 5  |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 6  |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 7  |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 8  |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 9  |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 10 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 11 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 12 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 13 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 14 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 15 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |
| 16 |                                                                                                                              |                                                                                                                   |                                                                                                                              |  |  |                                                                                                                                                                                                                                                                                           | 0% |

#### Rekap Persentase Evaluasi : Project Based Learning

| No | Evaluasi               | Persentase |
|----|------------------------|------------|
| 1. | Aktifitas Partisipatif | 5%         |
|    |                        | 5%         |

#### Catatan

1. **Capaian Pembelajaran Lulusan Prodi (CPL - Prodi)** adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. **CPL yang dibebankan pada mata kuliah** adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampilan umum, ketrampilan khusus dan pengetahuan.
3. **CP Mata kuliah (CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. **Sub-CPMK Mata kuliah (Sub-CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. **Indikator penilaian** kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. **Kreteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
7. **Bentuk penilaian:** tes dan non-tes.
8. **Bentuk pembelajaran:** Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. **Metode Pembelajaran:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
10. **Materi Pembelajaran** adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. **Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.