SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Visual communication design	7020103008		**T=3**	**P=0**	**ECTS=4.77**	7	April 28, 2023

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
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Learning model	**Project Based Learning**

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**	
	PLO-3	Develop logical, critical, systematic and creative thinking in carrying out specific work in their field of expertise and in accordance with work competency standards in the field concerned
	PLO-5	Able to develop concepts, rules and processes for planning, research and implementation of social change communication programs.
	PLO-6	Able to develop concepts of rules, research and processes in communication strategies related to the fields of marketing communications and media management.
	Program Objectives (PO)	
	PO - 1	Students are able to understand the basic concepts of visual communication design
	PO - 2	Students are able to combine the principle aspects of graphic design elements and create visual works using graphic design software
	PO - 3	Students are able to create visual works through graphic design software
	PLO-PO Matrix	

P.O	PLO-3	PLO-5	PLO-6
PO-1		✔	
PO-2			✔
PO-3	✔		

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PO-1																
PO-2																
PO-3																

Short Course Description	This course contains comprehensive knowledge and application of communication science concepts by utilizing visual elements and visual communication strategies to convey messages.

References	**Main :**

1. Ari Kusnanto |2007|Pengantar Desain Komunikasi Visual
2. Murphy, John dan Michael Rowe |1988|
3. How to Design Trade Mark and Logos |Ohio: North Light Books
4. Sadjiman Ebdi Sanyoto |2006| Metode Perancangan Komunikasi Visual| Yogyakarta: Dimensi Press
5. Sihombing, Danton |2001|Typografi dalam Desain Grafis | Jakarta: Gramedia Pustaka Utama
6. Suyanto, M |2004| Aplikasi Desain Grafis untuk Periklanan| Yogyakarta: Penerbit Andi Offset
7. Kusmiati, dkk. 1999. Teori Desain Komunikasi Visual. Jakarta: Djambatan.
8. Triggs Teal. 1995. Communicating Design in Visual Communication. London: Basford Ltd
9. A century of Graphic Design, Jeremy Aynsley, Octopus publishing 2001 by Mitchell Beazley
10. Becoming a Graphic Designer, Steven Heller & Teresa Fernandes, John Wiley & sons, Inc 1999
11. Graphic Design 21st Century, Charlotte & Peter Fiell Taschen 2002
12. Design Literacy, Steven Heller, Allworth press, new york 2004
13. Design Elements, Timothy Samara, rockport publisher 2007

Supporters:	

| Supporting lecturer | Dr. Danang Tandyonomanu, S.Sos., M.Si.
Puspita Sari Sukardani, S.T., M.Med.Kom.
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Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (*offline*)	Online (*online*)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to know about basic research and concepts in design.	Students can explain and practice basic stages of research and concepts in design	**Form of Assessment** : Participatory Activities	Pulpit Lecture, Questions and Answers, Discussion 3 X 50		**Material:** Students are able to know the basics of research and concepts in design. **References:** *Ari Kusnanto |2007|Introduction to Visual Communication Design*	2%
2	Students are able to know about basic research and concepts in design.	Students can explain and practice basic stages of research and concepts in design	**Forms of Assessment** : Participatory Activities, Practice/Performance, Tests	Pulpit Lecture, Questions and Answers, Discussion 3 X 50		**Material:** Students are able to know the basics of research and concepts in design. **Bibliography:** *Murphy, John and Michael Rowe |1988|*	2%
3	Students are able to explain Visual Communication Design	- Students are able to understand, explain and practice the fundamentals of composition	**Forms of Assessment** : Participatory Activities, Practice/Performance, Tests	Pulpit Lecture, Questions and Answers, Discussion 3 X 50		**Material:** Students are able to explain Visual Communication Design **Library:** *How to Design Trade Marks and Logos |Ohio: North Light Books*	2%
4	Students are able to know about the fundamentals of composition	- Students are able to understand and explain the fundamentals of composition	**Form of Assessment** : Participatory Activities	Pulpit Lecture, Questions and Answers, Discussion 3 X 50		**Material:** Students are able to know about the fundamentals of composition **Reader:** *Sadjiman Ebdi Sanyoto |2006| Visual Communication Design Methods| Yogyakarta: Dimensi Press*	2%

5	Students are able to know about the fundamentals of typography	- Students are able to understand and explain the fundamentals of typography	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment	Pulpit Lecture, Question and Answer, Discussion, Practice 3 X 50		**Material:** Students are able to know about the fundamentals of typography **Reader:** *Sihombing, Danton |2001|Typography in Graphic Design | Jakarta: Gramedia Pustaka Utama*	2%
6	Students are able to describe the development of graphic design in the digital era	- Students are able to understand and explain the development of graphic design in the digital era	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment, Tests	Pulpit Lecture, Question and Answer, Discussion, Practice 3 X 50		**Material:** Students are able to describe the development of graphic design in the digital era. **Reference:** *Suyanto, M |2004| Graphic Design Application for Advertising| Yogyakarta: Andi Offset Publishers*	2%
7	Students are able to identify vectors and bitmaps	- Students are able to understand, explain and practice vectors and bitmaps	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment, Practical / Performance	Pulpit Lecture, Questions and Answers, Discussion 3 X 50		**Material:** Students are able to identify vectors and bitmaps. **Reference:** *Suyanto, M |2004| Graphic Design Application for Advertising| Yogyakarta: Andi Offset Publishers*	4%
8	Midterm exam		**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Tests	Pulpit Lecture, Questions and Answers, Discussion 3 X 50			20%
9	Students are able to identify Offset Printing and Digital Printing	Students are able to identify, analyze Offset Printing and Digital Printing	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Pulpit Lecture, Question and Answer, Discussion, Practice 3 X 50		**Material:** Students are able to identify Offset Printing and Digital Printing **Reference:** *Suyanto, M |2004| Graphic Design Application for Advertising| Yogyakarta: Andi Offset Publishers*	6%
10	Students are able to design logos	Students are able to analyze and design branding logos	**Form of Assessment** : Project Results Assessment / Product Assessment	Pulpit Lecture, Question and Answer, Discussion, Practice 3 X 50		**Material:** Students are able to design a **library logo:** *Triggs Teal. 1995. Communicating Design in Visual Communication. London: Basford Ltd*	5%
11	Students are able to design logos	Students are able to design branding logo concepts	**Form of Assessment** : Project Results Assessment / Product Assessment	Pulpit Lecture, Question and Answer, Discussion, Practice 3 X 50		**Material:** Students are able to design logos **References:** *Becoming a Graphic Designer, Steven Heller & Teresa Fernandes, John Wiley & sons, Inc 1999*	5%

12	Students are able to design infographics	Students are able to analyze content to design infographics	**Form of Assessment** : Project Results Assessment / Product Assessment	Pulpit Lecture, Question and Answer, Discussion, Practice 3X50		**Material:** Students are able to design Infographics **References:** *Becoming a Graphic Designer, Steven Heller & Teresa Fernandes, John Wiley & sons, Inc 1999*	5%
13	Students are able to create event flyers	Students are able to analyze and create event flyers	**Form of Assessment** : Project Results Assessment / Product Assessment	Pulpit Lecture, Question and Answer, Discussion, Practice 3X50		**Material:** Students are able to create event flyers **Reference:** *Graphic Design 21st Century, Charlotte & Peter Fiell Taschen 2002*	5%
14	Students are able to create infographics on social media	Students' accuracy in implementing the basic basics of graphic design in creating infographics on social media	**Form of Assessment** : Project Results Assessment / Product Assessment	Pulpit Lecture, Question and Answer, Discussion, Practice 3X50		**Material:** Students are able to create infographics on social media **References:** *Design Literacy, Steven Heller, Allworth press, new york 2004*	3%
15	Students are able to create infographics on Instagram social media	Students are able to create infographics on Instagram social media using graphic design elements	**Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practical / Performance	Pulpit Lecture, Question and Answer, Discussion, Practice 3X50		**Material:** Students are able to create infographics on Instagram social media. **Reader:** *Kusmiati, et al. 1999. Visual Communication Design Theory. Jakarta: Bridge.*	4%
16	Final exams		**Form of Assessment** : Project Results Assessment / Product Assessment, Practice / Performance, Test				30%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	16.98%
2.	Project Results Assessment / Product Assessment	44.64%
3.	Portfolio Assessment	1.47%
4.	Practical Assessment	2.3%
5.	Practice / Performance	15.14%
6.	Test	18.51%
		99.04%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.

9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.