	Universitas Negeri Surabaya Faculty of Languages and Arts Bachelor of Fine Arts Education Study Program	Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Graphic Design I*	8821003027		T=3	P=0	ECTS=4.77	6	July 18, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	....	....	Fera Ratyaningrum, S.Pd., M.Pd.

Learning model	Project Based Learning

Program Learning Outcomes (PLO)	PLO study program that is charged to the course
	Program Objectives (PO)
	PLO-PO Matrix

	P.O

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

Short Course Description	This course provides an understanding in mastering the principles of arranging design components based on certain concepts for the purposes of graphic display and conveying mass information. Designing graphic design work in the form of logos, business identities, book/magazine/cassette/CD covers, promotional calendars and the like, with theoretical and practical strategies

References	Main :
	1. Moriarty, Sandra, dkk. 2011. Advertising . Jakarta: Kencana 2. Murphy & Rowe. 1993. How to Design Trade Mark and Logos . London: North Light Books, Quarto Publishing Plc. 3. Tom Goss. 1990. Print Best Logo & Symbols . New York: RC Publication Inc. 4. Tjiptono, Fandy, 2011, Manajemen & Strategi Merek . Jogyakarta: CV Andi Offset
	Supporters:

Supporting lecturer	MUHAJIR Drs. Eko Agus Basuki Oemar, M.Pd.

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	Able to understand the basics of graphic design	1. Explain the meaning and scope of graphic design 2. Explain the role of facial graphic design in visual communication 3. Explain the process of designing facial graphic design work	**Criteria:** Attendance, behavior, performance	Lectures, discussions, questions and answers 3 X 50			0%
2	Able to design visual media cover designs	1. Explain the role of book/magazine cover design 2. Identify variations in the appearance of book/magazine cover designs 3. Design graphic designs for book/magazine covers	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
3	Able to design print media page layout design work	1. Explain the role of page layout design in magazines 2. Identify variations in the appearance of page layout designs in magazines 3. Design page layout designs in magazines	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%
4	Able to design print media page layout design work	1. Explain the role of page layout design in magazines 2. Identify variations in the appearance of page layout designs in magazines 3. Design page layout designs in magazines	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%
5	Able to understand marking graphic design	1. Explain the meaning and variety of marking graphic design in the study of semiotics 2. Explain the role of marking graphic design 3. Make a report on the results of the analysis of marking graphic design work	**Criteria:** Attendance, behavior, performance	Lectures, discussions, questions and answers, assignments 3 X 50			0%
6	Able to design corporate identity design work	1. Explain the meaning and variety of corporate identity 2. Explain the function of corporate identity in visual communication 3. Explain the process of designing corporate identity design work 4. Design corporate identity design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%

7	Able to design corporate identity design work	1. Explain the meaning and variety of corporate identity 2. Explain the function of corporate identity in visual communication 3. Explain the process of designing corporate identity design work 4. Design corporate identity design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%
8	Midterm exam	Able to design the application of corporate identity to promotional media design	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Practice 3 X 50			0%
9	Able to design product identity design work and its application	1. Explain the meaning and function of product identity 2. Identify various product identities 3. Explain the process of designing product identity design work 4. Design product identity design work 5. Apply product identity to packaging	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
10	Able to design product identity design work and its application	1. Explain the meaning and function of product identity 2. Identify various product identities 3. Explain the process of designing product identity design work 4. Design product identity design work 5. Apply product identity to packaging	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
11	Able to design product identity design work and its application	1. Explain the meaning and function of product identity 2. Identify various product identities 3. Explain the process of designing product identity design work 4. Design product identity design work 5. Apply product identity to packaging	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%

12	Able to design location identity design work	1. Identifying the characteristics and marking system of location identity 2. Explaining the objectives and strategies for designing location identity 3. Identifying the process of designing location identity design work 4. Designing location identity design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
13	Able to design location identity design work	1. Identifying the characteristics and marking system of location identity 2. Explaining the objectives and strategies for designing location identity 3. Identifying the process of designing location identity design work 4. Designing location identity design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
14	Able to design promotional calendar design work	1. Explain the meaning and types of promotional calendars 2. Identify the role of promotional calendars 3. Explain the principles of designing promotional calendar design work 4. Design promotional calendar design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
15	Able to design promotional calendar design work	1. Explain the meaning and types of promotional calendars 2. Identify the role of promotional calendars 3. Explain the principles of designing promotional calendar design work 4. Design promotional calendar design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 3 X 50			0%
16	Final exams	Able to design graphic design work	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects	Practice 3 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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** ability in the process and student learning outcomes are specific and measurable statements that identify the ability 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.