



**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 II*	8821003028		T=3	P=0	ECTS=4.77	7	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 contains the principles of compiling design components based on certain concepts for communication purposes via mass media. Designing various graphic design works according to the field of concentration chosen, with practical strategies for creating graphic design works and ending with an exhibition.																
References	Main :																
	1. Simp, Terence A. 2003. Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu. Jakarta: Erlangga 2. Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama 3. Moriarty, Sandra, dkk. 2011. Advertising. Jakarta: Kencana 4. Pujianto, 2013, Iklan Layanan Masyarakat. Yogyakarta: CV Andi Offset.																
	Supporters:																
Supporting lecturer	Drs. Eko Agus Basuki Oemar, M.Pd. Dra. Indah Chrysanti Angge, M.Sn.																
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 advertising graphic design	<ol style="list-style-type: none"> 1.Explain the scope of graphic design and its concentration. 2.Explain product advertising and PSAs. 3.Explain the process of designing advertising graphic design work 	Criteria: Complete and correct answer	Lectures, discussions, questions and answers 3 X 50			0%
2	Able to understand positioning in advertising	<ol style="list-style-type: none"> 1.Explain the meaning of positioning in advertising. 2.Explain positioning strategies in advertising. 3.Identify the application of positioning strategies in advertising 	Criteria: Complete and correct answer	Lectures, discussions, questions and answers 3 X 50			0%
3	Able to understand the mix of media in advertising	<ol style="list-style-type: none"> 1.Explain advertising media and its media mix. 2.Explain the purpose of advertising media mix 3.Identify advertising media mix strategies 	Criteria: Complete and correct answer	Lectures, questions and answers, discussions 3 X 50			0%
4	Able to design print media advertising graphic design work	<ol style="list-style-type: none"> 1.Explain the characteristics and types of print media advertising. 2.Identify the role of print media advertising in the media mix. 3.Designing print media advertising graphic design work 	Criteria: formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%
5	Able to design print media advertising graphic design work	<ol style="list-style-type: none"> 1.Explain the characteristics and types of print media advertising. 2.Identify the role of print media advertising in the media mix. 3.Designing print media advertising graphic design work 	Criteria: formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%

6	Able to design graphic design works for poster media advertising	<ol style="list-style-type: none"> 1.Explain the meaning and types of poster media advertising. 2.Identify the characteristics of poster media advertising. 3.Identify the role of poster media advertising in the media mix. 4.Designing graphic design work for poster media advertising 	Criteria: formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%
7	Able to design graphic design works for poster media advertising	<ol style="list-style-type: none"> 1.Explain the meaning and types of poster media advertising. 2.Identify the characteristics of poster media advertising. 3.Identify the role of poster media advertising in the media mix. 4.Designing graphic design work for poster media advertising 	Criteria: formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%
8	Midterm exam	Designing graphic design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Practice 3 X 50			0%
9	Able to design graphic design work for flyer media advertisements	<ol style="list-style-type: none"> 1.Explain the meaning and types of leaflet media advertising. 2.Identify the characteristics of leaflet media advertising. 3.Identify the role of leaflet media advertising in the media mix. 4.Designing graphic design work for flyer media advertisements 	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lectures, questions and answers, discussions and practice 3 X 50			0%
10	Able to design graphic design work for flyer media advertisements	<ol style="list-style-type: none"> 1.Explain the meaning and types of leaflet media advertising. 2.Identify the characteristics of leaflet media advertising. 3.Identify the role of leaflet media advertising in the media mix. 4.Designing graphic design work for flyer media advertisements 	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lectures, questions and answers, discussions and practice 3 X 50			0%

11	Able to design billboard media advertising graphic design work	<ol style="list-style-type: none"> 1.Explain the meaning and types of billboard media advertising. 2.Identify the characteristics of billboard media advertising. 3.Identify the role of billboard media advertising in the media mix. 4.Designing graphic design work for billboard media advertisements 	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%
12	Able to design billboard media advertising graphic design work	<ol style="list-style-type: none"> 1.Explain the meaning and types of billboard media advertising. 2.Identify the characteristics of billboard media advertising. 3.Identify the role of billboard media advertising in the media mix. 4.Designing graphic design work for billboard media advertisements 	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%
13	Able to design POP media advertising graphic design work	<ol style="list-style-type: none"> 1.Explain the meaning and types of POP media advertising 2.Identify the characteristics of POP media advertising 3.Identify the role of POP media advertising in the media mix 4.Designing graphic design work for POP media advertising 	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%
14	Able to design POP media advertising graphic design work	<ol style="list-style-type: none"> 1.Explain the meaning and types of POP media advertising 2.Identify the characteristics of POP media advertising 3.Identify the role of POP media advertising in the media mix 4.Designing graphic design work for POP media advertising 	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, discussion, practice 3 X 50			0%

15	Able to understand exhibition management	1.Explain the purpose of the exhibition. 2.Identify exhibition management functions. 3.Explain the elements in exhibition management. 4.Create portfolio catalog designs for exhibitions.	Criteria: Formalistic, expressive, instrumentalistic and originality aspects.	Lecture, question and answer, practice 3 X 50			0%
16	Final Semester Exam	Able to design graphic design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Practice creating 3 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

Notes

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.