



**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
In-depth Graphic Design	8821004121	Study Program Elective Courses	T=4	P=0	ECTS=6.36	5	February 16, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Ika Anggun Camelia, M.Pd. dan Khoirul Amin, M.Pd.		Ika Anggun Camelia, M.Pd			Fera Ratyaningrum, S.Pd., M.Pd.	

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																					
	PLO-8	Analyze and apply fine arts scientific concepts in entrepreneurial development.																																																																																																				
	Program Objectives (PO)																																																																																																					
	PO - 1	Students understand and master the design of graphic design work in the form of logos, business identities, book/magazine/cassette/CD covers, promotional calendars and the like																																																																																																				
	PO - 2	Students can analyze the latest developments in graphic design																																																																																																				
	PO - 3	Students can plan the creation of graphic design works by utilizing new applications																																																																																																				
	PO - 4	Students can create graphic design works by utilizing new applications																																																																																																				
	PLO-PO Matrix																																																																																																					
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																						
<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> <tr> <td>PO-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>PO-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>PO-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>PO-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> </table>		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																	PO-4																
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Short Course Description	This course contains the principles of compiling design components based on certain concepts for communication purposes through 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.
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References	Main :
	<ol style="list-style-type: none"> 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		Wening Hesti Nawa Ruci, S.Pd., 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 scope of Graphic Design Deepening (PDG)	1.1. Identify various graphic design topics in PDG 2. 3. 4. 2.Explain the process of creating PDG reports and exhibitions 3.Explain the systematics of the PDG proposal 4.Create a draft PDG proposal	Criteria: Systematics, content of description, grammar, Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 4 X 50		Material: deeper understanding of graphic design Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i>	5%
2	Able to present the draft PDG proposal for making the final proposal	1.Presenting the draft PDG proposal 2.Identifying problems in the draft PDG proposal presented 3.Carry out the development of the draft proposal into the final PDG proposal	Criteria: Systematics, content of description, grammar, Form of Assessment : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 4 X 50		Material: graphic design proposal presentation Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i>	5%
3	Able to present the draft PDG proposal for making the final proposal	1.1. Present the draft PDG proposal 2. 3. 2.Identifying problems in the draft PDG proposal presented 3.Carry out the development of the draft proposal into the final PDG proposal	Criteria: Systematics, content of description, grammar, Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 4 X 50		Material: graphic design proposal presentation Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i>	5%

4	Able to make PDG reports chapter 1 and chapter 2	<p>1.Explain the systematics of PDG reports chapter 1 and chapter 2</p> <p>2.Make a draft of the PDG report chapter 1 and chapter 2 for consultation with the supervisor</p> <p>3.Create final PDG chapter 1 and chapter 2 reports</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, questions and answers, guidance, assignments 8 X 50		<p>Material: preparing a graphic design project proposal</p> <p>Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: preparing a graphic design project proposal</p> <p>Reader: Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</p> <hr/> <p>Material: preparing a graphic design project proposal</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: preparing a graphic design project proposal</p> <p>Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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5	Able to make PDG reports chapter 1 and chapter 2	<p>1.Explain the systematics of PDG reports chapter 1 and chapter 2</p> <p>2.Make a draft of the PDG report chapter 1 and chapter 2 for consultation with the supervisor</p> <p>3.Create final PDG chapter 1 and chapter 2 reports</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, questions and answers, guidance, assignments 8 X 50		<p>Material: preparing a graphic design project proposal</p> <p>Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: preparing a graphic design project proposal</p> <p>Reader: Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</p> <hr/> <p>Material: preparing a graphic design project proposal</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: preparing a graphic design project proposal</p> <p>Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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6	Able to make PDG report chapter 3	<p>1.1. Explain the systematics of the PDG report chapter 3 2. 3.</p> <p>2. Make a draft of the PDG report chapter 3 for consultation with the supervisor</p> <p>3. Create final PDG chapter 3 report</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Form of Assessment : Participatory Activities, Portfolio Assessment</p>	Lectures, questions and answers, guidance, assignments 8 X 50		<p>Material: Making the final PDG chapter 3 report</p> <p>References: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: Making the final PDG chapter 3 report</p> <p>References: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: Making the final PDG chapter 3 report</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: Making the final PDG chapter 3 report</p> <p>Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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7	Able to make PDG report chapter 3	<p>1.1. Explain the systematics of the PDG report chapter 3 2. 3.</p> <p>2. Make a draft of the PDG report chapter 3 for consultation with the supervisor</p> <p>3. Create final PDG chapter 3 report</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, questions and answers, guidance, assignments 8 X 50		<p>Material: Making the final PDG chapter 3 report</p> <p>References: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: Making the final PDG chapter 3 report</p> <p>References: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: Making the final PDG chapter 3 report</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: Making the final PDG chapter 3 report</p> <p>Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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8	Midterm exam	Prepare PDG reports chapters 1, 2 and 3 that are synergistic in content and presentation	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Form of Assessment : Project Results Assessment / Product Assessment, Practice / Performance, Test</p>	Assignment 4 X 50		<p>Material: final PDG proposal References: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <p>Material: final PDG proposal References: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <p>Material: final PDG proposal References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <p>Material: final PDG proposal Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	10%
9	Able to create alternative design work in the PDG work design process	<ol style="list-style-type: none"> 1.Explain the design concept of PDG work 2.Create alternative design works according to the PDG design concept 	<p>Criteria: Quality of design work, specifications, presentation, completeness of work</p> <p>Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance</p>	Discussion, Guidance, assignment 8 X 50		<p>Material: creating graphic design work References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <p>Material: creating graphic design work Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p>	5%
10	Able to create alternative design work in the PDG work design process	<ol style="list-style-type: none"> 1.Explain the design concept of PDG work 2.Create alternative design works according to the PDG design concept 	<p>Criteria: Quality of design work, specifications, presentation, completeness of work</p> <p>Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance</p>	Discussion, Guidance, assignment 8 X 50		<p>Material: creating graphic design work References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <p>Material: creating graphic design work Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p>	5%

11	Able to create final design work in the PDG work design process	<p>1.Explain the final design work specifications in the PDG work design</p> <p>2.Developing alternative design work into final design work according to predetermined specifications</p>	<p>Criteria: Quality of design work, specifications, presentation, completeness of work</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Discussion, mentoring, assignments 8 X 50		<p>Material: graphic design work Library: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: graphic design work References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p>	5%
12	Able to create final design work in the PDG work design process	<p>1.Explain the final design work specifications in the PDG work design</p> <p>2.Developing alternative design work into final design work according to predetermined specifications</p>	<p>Criteria: Quality of design work, specifications, presentation, completeness of work</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Discussion, mentoring, assignments 8 X 50		<p>Material: graphic design work Library: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: graphic design work References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p>	5%

13	Able to make PDG reports chapter 4 and chapter 5	<p>1.Explain the systematics of the PDG report chapter 4 and chapter 5</p> <p>2.Make a draft of the PDG report chapter 4 and chapter 5 for consultation with the supervisor</p> <p>3.Create final PDG chapter 4 and chapter 5 reports</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Lectures, questions and answers, guidance, assignments 8 X 50		<p>Material: graphic design work</p> <p>Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: graphic design work</p> <p>Library: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: graphic design work</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: graphic design work</p> <p>Library: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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14	Able to make PDG reports chapter 4 and chapter 5	<p>1.Explain the systematics of the PDG report chapter 4 and chapter 5</p> <p>2.Make a draft of the PDG report chapter 4 and chapter 5 for consultation with the supervisor</p> <p>3.Create final PDG chapter 4 and chapter 5 reports</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Lectures, questions and answers, guidance, assignments 8 X 50		<p>Material: graphic design work</p> <p>Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: graphic design work</p> <p>Library: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: graphic design work</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: graphic design work</p> <p>Library: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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15	Able to create complete PDG reports	<p>1. Prepare the final PDG report according to the order of the chapters that have been created and the complete attachments</p> <p>2. Present a complete final PDG report according to the PDG report writing guidelines</p>	<p>Criteria: Systematics, content of description, grammar, completeness of report</p> <p>Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance</p>	Lectures, questions and answers, 4 X 50 assignments		<p>Material: finalization of graphic design work</p> <p>Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p> <hr/> <p>Material: finalization of graphic design work</p> <p>Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i></p> <hr/> <p>Material: finalization of graphic design work</p> <p>References: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i></p> <hr/> <p>Material: finalization of graphic design work</p> <p>Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
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16	Carrying out UAS with additional time allocation according to the activity schedule	Carry out design work exhibition activities resulting from PDG design work with additional time allocation according to the activity schedule	Criteria: Quality, specifications, display, completeness of work Form of Assessment : Test	Practice 4 X 50	Material: evaluation References: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i> Material: evaluation Bibliography: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i> Material: evaluation Bibliography: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i> Material: evaluation Bibliography: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i>	20%
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	20.01%
2.	Project Results Assessment / Product Assessment	38.34%
3.	Portfolio Assessment	2.5%
4.	Practice / Performance	15.84%
5.	Test	23.33%
		100%

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.

