



**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		
Poster	8821002144		T=2 P=0 ECTS=3.18	7	July 18, 2024		
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator			
	Fera Ratyaningrum, S.Pd., M.Pd.			
Learning model	Case Studies						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course						
	Program Objectives (PO)						
	PLO-PO Matrix						
		P.O					
Short Course Description	Understanding poster characteristics, design processes and techniques for creating poster design work through processing visual elements and developing application concepts. Understand the characteristics and process of poster design, be able to design poster design works based on certain concepts and techniques and develop alternative designs.						
	References						
Supporting lecturer	Main :						
	1. [1]. Jefkins, Frank. 1997. Periklanan. Jakarta : Erlangga 2. [2]. Simp, Terence A. 2003. Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu. Jakarta: Erlangga 3. [3]. Kasali, Rhenald. 1995. Manajemen Priklanan. Jakarta: Pustaka Utama Grafiti 4. [4]. Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama 5. [5]. Moriarty, Sandra, dkk. 2011. Advertising. Jakarta: Kencana 6. [6]. Pujiyanto. 2013. Iklan Layanan Masyarakat. Yogyakarta: CV Andi Offset						
	Supporters:						
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 scope of Poster Design as a visual communication medium	1. Be able to explain the meaning and role of poster design as a visual communication medium2. Able to identify the characteristics and varieties of poster designs 3. Able to make reports on the results of analysis of poster design work	Criteria: Systematics, content explanation, and grammar	Lectures, discussions, questions and answers, assignments 2 X 50			0%
2	Able to understand the process of designing poster design work and its application	1. Able to explain the process of designing poster design work2. Able to identify creative strategies in poster design3. Able to formulate concepts and apply them in alternative thumbnail/tight issue poster designs	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 4 X 50			0%
3							0%
4	Able to design typo poster design work (typo-poster)	1. Be able to explain the characteristics of typo2 poster design. Able to identify the design principles of typo3 poster design work. Able to design typo poster designs	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 4 X 50			0%
5							0%
6	Able to design image/image poster design work (image-poster)	1. Able to explain the characteristics of poster image design2. Able to identify design principles for image poster design work3. Able to design poster image design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 4 X 50			0%
7							0%
8	Midterm exam	Able to design poster design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Practice 2 X 50			0%

9	Able to design poster modeling design work	1. Able to explain the characteristics of poster modeling design 2. Able to identify the principles of designing modeling poster design work 3. Able to design modeling poster design work 4. Able to present the results of designing modeling poster design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice, presentations 6 X 50			0%
10							0%
11							0%
12	Able to design pop-up poster designs	1. Be able to explain the characteristics of pop-up poster design 2. Able to identify the design principles of pop-up poster design work 3. Able to design pop-up poster design work 4. Able to present the results of designing pop-up poster design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice, presentations 6 X 50			0%
13							0%
14							0%
15	Able to carry out exhibitions of poster design work	1. Able to explain the purpose and benefits of poster design work exhibitions 2. Able to identify exhibition management problems for poster design work 3. Able to carry out poster design work exhibition activities	Criteria: Quality, specifications, display, completeness	Lectures, discussions, questions and answers, practice 2 X 50			0%
16	Final exams	Able to design poster design work	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Practice 2 X 50			0%

Evaluation Percentage Recap: Case Study

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.