

Universitas Negeri Surabaya Vocational Faculty, D4 Graphic Design Study Program

Document Code

UNESA		D4 Graphic Design Study Program														
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Courses			CODE	CODE Cours		urse F	Family Credit Weight			SEMESTER			Compilation Date			
Applicative	e Grap	ohic Design	903420545	56			mpulso			T=2	P=2	ECTS=6.36	4	4	Aug 202	gust 3, 22
AUTHORIZ	ATIO	N	SP Develo	per					Cours	se Clus	ter Co	ordinator	Study F	rogran	n Coo	rdinator
			Nova Kristi	ana, S	S.Sn., M.S	Sn.			Nova	Kristian	a, S.S	n., M.Sn.	Asidigis	sianti Su M.	ırya Pa .Pd.	atria, S.T
Learning model	Pr	roject Based L	earning						ı				1			
Program	PI	PLO study program that is charged to the course														
Learning Outcomes (PLO)	PL	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									ınd in					
,	PL	LO-6	Able to design, imp	pleme	ent and pr	oduce	graphic	desig	n work b	oth mai	nually a	and digitally.				
	Pı	PLO-6 Able to design, implement and produce graphic design work both manually and digitally. Program Objectives (PO)														
	P	0-1	Students are able	to app	oly design	metho	ds to p	romoti	onal des	ign						
	P	O - 2	Students are able	to con	nplete adv	ertisin	g prom	otion p	rojects							
	P	PO - 2 Students are able to complete advertising promotion projects PO - 3 Students are able to present the results of advertising promotion projects														
	PI	LO-PO Matrix														
			P.O		PLO-3		Pl	_O-6								
			PO-1													
			PO-2													
			PO-3													
	P	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	2 13	14	15	16
			PO-1													
			PO-2													
			PO-3													
			FO-3													
Short Course Descriptio	prode	oblems as inte	n forms of collabor grated marketing co sing graphic design ng case study and p	ommu work	inications and its a	activit pplicat	ies. Št ion in s	udy m	aterial re	garding	the s	copė of adv	ertising a	ctivities	the p	orocess o
Reference	s M	ain :														
		 Palupi, H Santosa, 	. Moriarty, Sandra, dkk. 2011. Advertising . Jakarta: Kencana Palupi, Hastono D. 2006. Advertising that Sells . Jakarta: Gramedia Pustaka Utama Santosa, Sigit. 2009. Creative Advertising . Jakarta: Elex Media Komputindo Simp, Terence A. 2003. Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu . Jakarta: Erlangga													
	Sı	upporters:														
			, Nova. 2022. Buku	AJar	Mahasisw	a Des	ain Gra	ıfis Apl	ikatif, Kla	aten : La	akeisha	a				
Supportin lecturer	g No	ova Kristiana, S	.Sn., M.Sn.													
F		abilities of earning	E	Evalua	ation				Lea Stude	elp Lea rning n ent Ass stimate	nethod ignme	ls, ents,		ning erials	As:	sessmer

	stage (Sub-PO)	Indicator	Criteria & Form	Offline (offline)	Online (online)	[References]	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Able to understand application graphic design.	1.Students can explain the scope of graphic design and its applications. 2.Students can explain product advertising and PSAs. 3.Students can explain the process of designing advertising graphic design work.	Criteria: Complete and correct descriptions, submitted on time. Form of Assessment: Participatory Activities	Lectures, discussions, questions and answers, assignments 2 X 50		Material: Application graphic design References: Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga Material: scope of Graphic Design Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	4%
2	Able to understand the mix of media in advertising	1.Students can explain advertising media and their media mix. 2.Students can explain the purpose of advertising media mix 3.Students can identify advertising media mix strategies.	Criteria: Complete and correct descriptions, submitted on time. Form of Assessment: Participatory Activities	Lectures, discussions, questions and answers, assignments 2 X 50		Material: media mix in advertising Reference: Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga Material: Advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	2%
3	Able to design corporate identity design work	1.Students can explain the stages of the corporate identity design process 2.Students can explain the concept of corporate identity design 3.Students can design corporate identity designs	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Originality aspect Form of Assessment: Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 2 X 50		Material: Corporate identity design Reference: Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga Material: design methods References: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	5%

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4	Able to design corporate identity design work	1.Students can explain the stages of the corporate identity design process 2.Students can explain the concept of corporate identity design 3.Students can design corporate identity designs	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Originality aspect Form of Assessment: Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 2 X 50	Reference Simp, A. 2000. Advert. Promo Addition Aspect Integral Market Comm Jakarte Erlang. Materi Identity Reade Kristial 2022. for App.	rate of design o	5%
					Graphi Studer Klaten Lakeis	:	
5	Able to design product identity design work	1.Students can explain the stages of the product identity design design process 2.Students can formulate product identity design concepts 3.Students can design product identity design work	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Participatory Activities	Lectures, discussions, questions and answers, assignments 2 X 50	design Refere Morian Sandra 2011. Advert Jakarte Kencan Materi Product design Reade Kristial 2022. for App	et identity ences: ly, a, et al. ising. a: na. et identity r: na, Nova. Textbook blicative to Design tts,	2%
6	Able to design product identity design work	1.Students can explain the stages of the product identity design design process 2.Students can formulate product identity design concepts 3.Students can design product identity design work	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Participatory Activities	Lectures, discussions, questions and answers, assignments 2 X 50	design Refere Moriant Sandra 2011. Advert. Jakarta Kencan Materi Produc design Reade Kristia 2022. for App	et identity ences: ty, a, et al. ising. a: na. al: et identity r: na, Nova. Textbook blicative to Design tts,	2%

7	Able to design print media advertising graphic design work.	1.Students can explain the characteristics of print media advertising 2.Students can identify the role of print media advertising 3.Students can design graphic design works for print media advertisements	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. 2 X 50	Material: Print media advertising graphic design. References: Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	10%
8	Able to design print media advertising graphic design work.	1.Students can explain the characteristics of print media advertising 2.Students can identify the role of print media advertising 3.Students can design graphic design works for print media advertisements	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. 2 X 50	Material: Print media advertising graphic design. References: Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	15%
9	Able to design POP media advertising graphic design work.	1.Students can explain the meaning and role of POP media advertising 2.Students can identify the process of designing POP media advertisements 3.Students can design graphic design work for POP media advertisements.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. 2 X 50	Material: Graphic design for POP media advertisements Library: Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo. Material: Graphic design for POP media advertisements Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	5%

10	Able to design the concept of graphic design work for advertising media posters.	1.Students can explain the meaning and role of poster media advertising 2.Students can identify the characteristics of poster media advertising 3.Students can formulate the concept of poster media advertising design work.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality Form of Assessment: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 2 X 50	Material: Graphic design for poster media advertisements Reference: Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	5%
11	Able to design the concept of graphic design work for advertising media posters.	1.Students can explain the meaning and role of poster media advertising 2.Students can identify the characteristics of poster media advertising 3.Students can formulate the concept of poster media advertising design work.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality Form of Assessment: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 2 X 50	Material: Graphic design for poster media advertisements Reference: Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	5%
12	Able to design the concept of graphic design work for flyer media advertisements.	1. Students can explain the meaning and types of leaflet media advertising 2. Students can identify the characteristics of leaflet media advertising 3. Students can identify the role of leaflet media advertising 4. Students can design concepts for graphic design work in flyer media advertisements.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality Form of Assessment: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. 2 X 50	Material: Graphic design for flyer media advertisements Library: Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	5%
13	Able to design the concept of graphic design work for flyer media advertisements.	1.Students can explain the meaning and types of leaflet media advertising 2.Students can identify the characteristics of leaflet media advertising 3.Students can identify the role of leaflet media advertising 4.Students can identify the role of leaflet media advertising concepts for graphic design work in flyer media advertisements.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality Form of Assessment: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. 2 X 50	Material: Graphic design for flyer media advertisements Library: Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	5%

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14	Able to design the concept of graphic design work for billboard media advertising.	1.Students can explain the meaning and types of billboard media advertising 2.Students can identify the characteristics of billboard media advertising 3.Students can identify the role of billboard media advertising 4.Students can design graphic design concepts for billboard media advertisements.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Project Results Assessment / Product Assessment	Practice Studio Project Based Learning, Discussion in groups Phase 1: Determining Basic Questions Lecturer asks: Develop design concept Students respond to lecturer's statement. The lecturer asks: Design a billboard media advertising design. Students create a billboard media advertising design. Phase 2: Develop a project plan. Develop a project plan. Develop a schedule. The lecturer makes an agreement on the final deadline for submitting the project. Students prepare a timeline for completing the project. Students prepare a timeline for submitting the project. Students prepare a timeline for completing the project. Students develop a schedule The lecturer makes an agreement on the final deadline for submitting the project. Students develop a timeline for completing the project. Students develop a timeline for submitting the project. Students	for bil media adver Refer Palup D. 20 Adver Sells. Gram Pusta Mater adver media Read Kristia 2022. for Ap	nic design Iboard a tising. ences: i, Hastono 06. tising that Jakarta: edia eka Utama. rial: tising a er: ana, Nova. Textbook plicative nic Design ints, n:	10%
15	Able to design the concept of graphic design work for billboard media advertising.	1.Students can explain the meaning and types of billboard media advertising 2.Students can identify the characteristics of billboard media advertising 3.Students can identify the role of billboard media advertising 4.Students can identify the role of billboard media advertising 4.Students can design graphic design concepts for billboard media advertisements.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Project Results Assessment / Product Assessment	project Practice Studio Project Based Learning, Discussion in groups Phase 4: Monitoring The lecturer monitors the student process of collecting project results. Students submit their work according to the agreed time limit of 5 X 50	for bil media adver Refer Palup D. 20 Adver Sells. Gram Pusta Mater adver media Read Kristia 2022. for Ap	nic design Ilboard a tissing. ences: i, Hastono 06. tissing that Jakarta: edia eka Utama. rial: tissing a er: ana, Nova. Textbook pplicative hic Design ints, n:	10%

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16	Able to design the concept of graphic design work for billboard media advertising.	1.Students can explain the meaning and types of billboard media advertising 2.Students can identify the characteristics of billboard media advertising 3.Students can identify the role of billboard media advertising 4.Students can design graphic design concepts for billboard media advertisements.	Criteria: 1.Formalistic aspect 2.Expressive aspect 3.Instrumentalistic aspect 4.Aspect of originality. Form of Assessment: Project Results Assessment / Product Assessment	Practicing Studio Project Based Learning, Discussion in groups Phase 5: Testing the Results Students explain and present the lecturer's results, accuracy of billboard media advertising design Phase 6: Evaluation of Experience Students revise if the work produced has not reached the standards		Material: Graphic design for billboard media advertising. References: Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama. Material: advertising media Reader: Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students, Klaten: Lakeisha	10%
		advertising 4.Students can design graphic design concepts for		billboard media advertising design Phase 6:		Kristiana, Nova. 2022. Textbook for Applicative Graphic Design Students,	
				Experience Students revise if the work produced			
				reached the standards set. The lecturer gives the			
				students time to reflect and revise the project. The lecturer provides			
				suggestions and input on the project. 5 X 50			

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	20%
2.	Project Results Assessment / Product Assessment	80%
		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.
- 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.
- 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.
- 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.