	Universitas Negeri Surabaya Vocational Faculty, D4 Graphic Design Study Program	Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Basic Graphic Design	9034205454	Compulsory Study Program Subjects	T=1	P=4	ECTS=7.95	3	August 5, 2021

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
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Learning model	Project Based Learning

Program Learning Outcomes (PLO)	PLO study program that is charged to the course	
	PLO-6	Able to design, implement and produce graphic design work both manually and digitally.
	Program Objectives (PO)	
	PO - 1	Students are able to apply gestalt theory in designing graphic design work
	PO - 2	Students are able to design Sign Systems by applying design methods
	PLO-PO Matrix	

P.O	PLO-6
PO-1	
PO-2	

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
PO-1																
PO-2																

Short Course Description	This course examines the principles of graphic symbols as a visual communication language, supported by basic knowledge about Communication Processes and the Psychology of Perception as a Graphic Design discourse and carries out a series of exercises in the form of practical assignments to design graphic symbols to meet various public information needs, including signs. system, symbol of an event, program, event, product label, with theoretical and practical strategies.

References	Main :	

1. Masri, Andry. 2010. Strategi Visual . Jakarta: Jalasutra.
2. Moriarty, Sandra, dkk. 2011. Advertising . Jakarta: Kencana
3. Murphy & Rowe. 1993. How to Design Trade Mark and Logos. London: North Light Books, Quarto Publishing Plc
4. Alexander W. White. 2011. The Elements of Graphic Design, New York, NY: Allworth Press

	Supporters:	

1. Rustan, Surianto. 2013. Layout dan Penerapannya. Jakarta: Gramedia
2. Sihombing, Danton. 2010. Tipografi Dalam Desain Grafis. Jakarta: Gramedia
3. Tinarbuko, Sumbo. 2021. Perancangan dan Pengkajian Desain Komunikasi Visual. Yogyakarta : BP ISI Yogyakarta
4. Kumar, Vijay. 2016. 101 Metode Desain. Jakarta: Elex Media Komputindo

Supporting lecturer	Nova Kristiana, S.Sn., M.Sn.

Week-	Final abilities of each learning	Evaluation	Help Learning, Learning methods, Student Assignments, [Estimated time]	Learning materials [References]	Assessment Weight (%)

(1)	stage (Sub-PO) (2)	Indicator (3)	Criteria & Form (4)	Offline (*offline*) (5)	Online (*online*) (6)	(7)	(8)
1	1.Able to understand Basic Graphic Design Lectures 2.Students are able to identify verbal and visual messages through reviewing visual media	1.1. Explain the lecture rules 2. understand the Assessment System, 3. Know the agenda for lecture activities for 1 semester 2.students can describe verbal and visual messages, students can describe visual media, students are able to identify verbal and visual messages	**Criteria:** Attendance, activeness in class **Form of Assessment** : Participatory Activities	Lectures, discussions, questions and answers, 5 X 50		**Material:** verbal and visual messages in visual media **Reference:** *Alexander W. White. 2011. The Elements of Graphic Design, New York, NY: Allworth Press*	2%
2	Students are able to understand visual language in graphic design	describe visual language	**Criteria:** Attendance, behavior, performance. **Form of Assessment** : Participatory Activities	Lectures, discussions, questions and answers 5 X 50	-	**Material:** visual language **Reader:** *Alexander W. White. 2011. The Elements of Graphic Design, New York, NY: Allworth Press*	3%
3	Able to understand visual language in graphic design	students can explain the meaning and characteristics of visual language 2. students can identify visual components and styles in visual language	**Criteria:** Liveliness **Form of Assessment** : Participatory Activities	Lectures, questions and answers, observations 5 X 50		**Material:** Visual language **Reader:** *Alexander W. White. 2011. The Elements of Graphic Design, New York, NY: Allworth Press*	3%
4	Able to design graphic design work to develop visual style	visual style	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects. **Form of Assessment** : Assessment of Project Results / Product Assessment, Practices / Performance	Discussion and Practice 5 X 50		**Material:** visual style **Reader:** *Alexander W. White. 2011. The Elements of Graphic Design, New York, NY: Allworth Press*	5%
5	Able to design icon design work	1.Students can describe the stages of icon design 2.Students can design icons	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects. **Form of Assessment** : Assessment of Project Results / Product Assessment, Practices / Performance	Lecture, question and answer, practice 5 X 50		**Material:** Icon Index Symbol **Library:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc*	5%
6	Able to understand gestalt theory in graphic design	1. students can explain the meaning and principles of gestalt in visual communication 2. students can identify the application of gestalt in graphic design	**Criteria:** Attendance, behavior, performance. **Form of Assessment** : Test	Lectures, discussions, questions and answers 3 X 50		**Material:** Gestalt **Library:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc*	2%

7	Able to apply gestalt theory in designing graphic design work	1. students can describe design methods 2. Designing graphic design work by applying gestalt theory	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects. **Form of Assessment** : Project Results Assessment / Product Assessment	Lecture, question and answer, practice 3 X 50		**Material:** Gestalt **Library:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc*	5%
8	Able to apply gestalt theory in designing graphic design work	1. students can describe design methods 2. Designing graphic design work by applying gestalt theory	**Criteria:** Formalistic, expressive, instrumentalistic and originality aspects. **Form of Assessment** : Project Results Assessment / Product Assessment	Lecture, question and answer, practice 3 X 50		**Material:** Gestalt **Library:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc*	10%
9	Able to understand sign systems in graphic design	1. Explain the meaning and function of sign systems in visual communication. 2. Identify the principles of sign system design	**Criteria:** Attendance, behavior, performance. **Form of Assessment** : Practice/Performance, Test	Lectures, discussions, questions and answers 3 X 50		**Material:** sign system **Readers:** *Masri, Andry. 2010. Visual Strategy. Jakarta: Jalasutra.*	5%
10	1. Able to design sign system graphic design work 2. Students are able to determine projects	1. Students can respond to questions asked by the lecturer with sequential sentences 2. Students can recall memories as experiences while at tourist attractions 3. Students can argue regarding the sign systems at tourist attractions	**Criteria:** student activity, responding to the surrounding environment through a sign system. **Form of Assessment** : Test	Lecture, question and answer, discussion The lecturer asked: what do you think about the sign system for tourist attractions in Surabaya? Students answered with different arguments according to their respective experiences. 2 X 50	Direct Instruction 2x50	**Material:** signsystem **Reader:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc*	5%

			Criteria:			Material:	5%
11	Able to design sign system graphic design work	Students can plan a Sign System project	**Criteria:** student activity, responding to the surrounding environment through a sign system. **Forms of Assessment** : Participatory Activities, Practice/Performance, Tests	Lectures, questions and answers, discussions 2 X 50	Direct Instruction 2x50	**Material:** signsystem **Reader:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc* **Material:** Design methods **References:** *Tinarbuko, Sumbo. 2021. Design and Study of Visual Communication Design. Yogyakarta: BP ISI Yogyakarta*	5%
12	Able to design sign system graphic design work	Students can plan a Sign System project schedule	**Criteria:** The schedule is arranged sequentially, logically **Form of Assessment** : Project Results Assessment / Product Assessment	discussion, practice 2 X 50	Direct Instruction arranges a 2x50 schedule	**Material:** signsystem **Reader:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc* **Material:** Design methods **References:** *Tinarbuko, Sumbo. 2021. Design and Study of Visual Communication Design. Yogyakarta: BP ISI Yogyakarta*	5%
13	Able to design sign system graphic design work	Students can plan a Sign System project schedule	**Criteria:** design method stages **Form of Assessment** : Project Results Assessment / Product Assessment	discussion, monitoring of 4 X 50 project work		**Material:** signsystem **Reader:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc* **Material:** Design methods **References:** *Tinarbuko, Sumbo. 2021. Design and Study of Visual Communication Design. Yogyakarta: BP ISI Yogyakarta*	5%

14	Able to design sign system graphic design work	students can work on Sign System projects	**Criteria:** design method stages **Form of Assessment** : Project Results Assessment / Product Assessment	discussion, monitoring of 4 X 50 project work		**Material:** signsystem **Reader:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc* **Material:** Design methods **References:** *Tinarbuko, Sumbo. 2021. Design and Study of Visual Communication Design. Yogyakarta: BP ISI Yogyakarta*	5%
15	Able to design sign system graphic design work	students can work on Sign System projects	**Criteria:** design method stages **Form of Assessment** : Project Results Assessment / Product Assessment	discussion, monitoring of 4 X 50 project work		**Material:** signsystem **Reader:** *Murphy & Rowe. 1993. How to Design Trade Marks and Logos. London: North Light Books, Quarto Publishing Plc* **Material:** Design methods **References:** *Tinarbuko, Sumbo. 2021. Design and Study of Visual Communication Design. Yogyakarta: BP ISI Yogyakarta*	5%

| 16 | Able to present graphic design work on individual assignments | Present individual assignment graphic design work | **Criteria:** originality, completeness, readiness, suitability.

Forms of Assessment: Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment | Lectures, questions and answers, assignments 3 X 50 | | **Material:** design methods
References: *Tinarbuko, Sumbo. 2021. Design and Study of Visual Communication Design. Yogyakarta: BP ISI Yogyakarta*

Material: design concepts
Reader: *Masri, Andry. 2010. Visual Strategy. Jakarta: Jalasutra.*

Material: design visualization
References: *Rustan, Surianto. 2013. Layout and Application. Jakarta: Gramedia*

Material: Design Methods
Literature: *Kumar, Vijay. 2016. 101 Design Methods. Jakarta: Elex Media Komputindo* | 30% |

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	19.67%
2.	Project Results Assessment / Product Assessment	50%
3.	Practical Assessment	10%
4.	Practice / Performance	9.17%
5.	Test	11.17%
		100%

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