



**Universitas Negeri Surabaya
Vocational Faculty,
D4 Graphic Design Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Digital Media	9034203453	Compulsory Study Program Subjects	T=1	P=2	ECTS=4.77	3	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Hendro Aryanto, S.Sn., M.Si.		Asidigisianti Surya Patria, S.T., M.Pd.			Asidigisianti Surya Patria, S.T., M.Pd.	

Learning model	Project Based Learning																																																																																																																				
Program Learning Outcomes (PLO)	<p>PLO study program that is charged to the course</p> <p>PLO-6 Able to design, implement and produce graphic design work both manually and digitally.</p> <p>Program Objectives (PO)</p> <p>PO - 1 Have good morals, ethics and personality when participating in Digital Media learning</p> <p>PO - 2 Able to identify problems and determine actions to produce communicative Digital Media works</p> <p>PO - 3 Have knowledge of ideas and strategies to produce an effective and communicative design.</p> <p>PO - 4 Have the ability and sensitivity to produce work as a form of applying case studies to Digital Media</p> <p>PLO-PO Matrix</p> <table border="1" style="margin-left: 40px;"> <tr><td></td><td>P.O</td><td>PLO-6</td></tr> <tr><td></td><td>PO-1</td><td></td></tr> <tr><td></td><td>PO-2</td><td></td></tr> <tr><td></td><td>PO-3</td><td></td></tr> <tr><td></td><td>PO-4</td><td></td></tr> </table> <p>PO Matrix at the end of each learning stage (Sub-PO)</p> <table border="1" style="margin-left: 40px;"> <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	PLO-6		PO-1			PO-2			PO-3			PO-4		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	Provide knowledge about the importance of digital media as a communication strategy in achieving advertising goals effectively and train skills in designing various digital media regarding their characteristics and audience segmentation for products and companies as a basis for planning.
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References	Main :
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<ol style="list-style-type: none"> 1. Feri, Sulianta. 2015. Keajaiban Sosial Media. Gramedia Digital Indonesia 2. Kaufman, Ira and Horton, Chris. 2014. Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. United States: Routledge 3. Ratnasari, Anne dan Hamdan, Yusuf. 2018. Media Digital Online. Universitas Islam Bandung 4. Buku Ajar Mahasiswa Digital Media 							
Supporters:							
<ol style="list-style-type: none"> 1. Nurudin. 2012. Media Sosial Baru dan Munculnya Revolusi. Yogyakarta, Buku Litera 2. Susanto, GM. 2017. The Power of Digital Marketing. Jakarta: Gramedia 							
Supporting lecturer		Hendro Aryanto, S.Sn., M.Si. Asidigisianti Surya Patria, S.T., M.Pd. Nanda Nini Anggalih, S.Pd., M.Ds.					
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 describe the definition, function and purpose of digital	<ol style="list-style-type: none"> 1. Students can describe the definition of digital 2. Students can describe digital functions 3. Students can describe digital goals 	Criteria: Accuracy in answering questions in the quiz Form of Assessment : Test	lectures, discussions in groups 3 X 50	Vinesa and web meetings 3 X 50	Material: Definition, function and purpose of digital Reader: <i>Ratnasari, Anne and Hamdan, Yusuf. 2018. Online Digital Media. Bandung Islamic University</i>	5%

2	Able to describe the definition, function and purpose of media.	<p>1.Students can describe conventional media: Above The Line (ATL), Bellow The Line (BTL), Through The Line (TTL)</p> <p>2.Students can determine the topic and design style</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Originality 2.Creativity 3.Conformity with the provisions of the question 4.Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning. Discussion in groups</p> <p>Task 1: Choose 3 appropriate digital media to convey message</p> <p>The lecturer asks: Determine the topic, design style and choose the media. Students design the design.</p> <p>Phase 2: 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.</p> <p>Phase 3: Develop a schedule . The lecturer makes an agreement on the final deadline for submitting the project. Students create a timeline to complete the 3 x 50 project</p>	Vinesa, Web Meeting	<p>Material: definition, function and purpose of media</p> <p>References: <i>Kaufman, Ira and Horton, Chris. 2014. Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. United States: Routledge</i></p>	5%
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3	Able to describe the definition, function and purpose of media.	<p>1.Students can describe conventional media: Above The Line (ATL), Bellow The Line (BTL), Through The Line (TTL)</p> <p>2.Students can determine the topic and design style</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Originality 2.Creativity 3.Conformity with the provisions of the question 4.Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning. Discussion in groups</p> <p>Task 1: Select 3 appropriate digital media to convey message X to the target audience</p> <p>Phase 4: Monitoring The lecturer monitors the student process of collecting project results. Students submit their work according to the agreed time limit of 3 x 50</p>	Vinesa, Web Meeting	<p>Material: definition, function and purpose of media</p> <p>References: <i>Kaufman, Ira and Horton, Chris. 2014. Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. United States: Routledge</i></p>	5%
4	<p>1.Able to describe the definition, function and purpose of Digital Media</p> <p>2.Able to design 1 IG Feed carousel size 5:4</p>	<p>1.Students can describe the definition, function and purpose of Digital Media</p> <p>2.Students can design 1 IG Feed carousel measuring 5:4</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Originality 2.Creativity 3.Conformity with the provisions of the question 4.Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning. Discussion in groups</p> <p>Phase 5: Testing the Results Students explain and present the results of their work</p> <p>Phase 6: Evaluation of Experience Students revise if the work produced has not reached the standards set. Lecturer gives students time to reflect and revise the project. Lecturer provides suggestions and input on the project 3 X 50</p>		<p>Material: Definition, function and objectives of Digital Media</p> <p>Reader: <i>Nurudin. 2012. New Social Media and the Emergence of Revolution. Yogyakarta, Litera Books</i></p>	5%

5	<p>1.Able to describe the definition, function and purpose of Digital Media</p> <p>2.Able to design 1 IG Feed carousel size 5:4</p>	<p>1.Students can describe the definition, function and purpose of Digital Media</p> <p>2.Students can design 1 IG Feed carousel measuring 5:4</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Originality 2.Creativity 3.Conformity with the provisions of the question 4.Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning. Discussion in groups</p> <p>Phase 5: Testing the Results Students explain and present the results of their work</p> <p>Phase 6: Evaluation of Experience Students revise if the work produced has not reached the standards set. Lecturer gives students time to reflect and revise the project. Lecturer provides suggestions and input on the project 3 X 50</p>		<p>Material: Definition, function and objectives of Digital Media</p> <p>Reader: <i>Nurudin. 2012. New Social Media and the Emergence of Revolution. Yogyakarta, Litera Books</i></p>	5%
6	<p>1.Able to describe the definition, function and purpose of New Media</p> <p>2.Able to design 1 set of IG Stories to become IG Highlights size 16:9</p>	<p>1.Students can describe the definition, function and purpose of New Media</p> <p>2.Students can design 1 set of IG Stories to become IG Highlights measuring 16:9</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Neatness 2.Creativity 3.Conformity with the provisions of the question 4.Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning. Discussion in groups</p> <p>Phase 5: Testing the Results Students explain and present the results of their work</p> <p>Phase 6: Evaluation of Experience Students revise if the work produced has not reached the standards set. Lecturer gives students time to reflect and revise the project. Lecturer provides suggestions and input on the project 3 X 50</p>		<p>Material: Definition, function and objectives of New Media</p> <p>Reader: <i>Feri, Sulianta. 2015. The Miracle of Social Media. Gramedia Digital Indonesia</i></p>	5%

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9	Able to describe the definition, function and purpose of Online Media	<ol style="list-style-type: none"> 1. Students can design Instagram Feed video content 2. Students can design Instagram Story video content 3. Students can design TikTok video content 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Originality 2. Creativity 3. Conformity with the provisions of the question 4. Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning, Discussion in groups</p> <p>Phase 1: Determining Basic Questions Lecturer asks: Developing a content concept Students respond to the lecturer's statement.</p> <p>Phase 2: Develop a project plan. The lecturer gives students time to design the design concept. Students create visual content designs .</p> <p>Phase 3: Develop a schedule. The lecturer makes an agreement on the final deadline for submitting the project. Students develop a timeline for completing the 3 X 50 project</p>	<p>Material: Definition, function and purpose of Online Media Library: <i>Feri, Sulianta. 2015. The Miracle of Social Media. Gramedia Digital Indonesia</i></p>	5%
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12	Able to describe the definition, function and purpose of Hybrid Media	<ol style="list-style-type: none"> 1. Students can design YouTube opening & closing videos 2. Students can design a Skipable version of a YouTube advertising video 3. Students can design an Unskipable version of a YouTube advertising video 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Originality 2. Creativity 3. Conformity with the provisions of the question 4. Neatness <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Project Based Learning. Discussion</p> <p>Phase 4: Monitoring The lecturer monitors the student process of collecting project results. Students submit their work according to the agreed deadline.</p> <p>Phase 5: Testing the Results. Students explain and present the lecturer's results. The accuracy of the 3 X 50 interface</p>		<p>Material: Definition, function and purpose of Hybrid Media Reader: <i>Nurudin. 2012. New Social Media and the Emergence of Revolution. Yogyakarta, Litera Books</i></p>	5%

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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	27.5%
2.	Project Results Assessment / Product Assessment	67.5%
3.	Test	5%
		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.

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.