



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

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Packaging Design	9034204444	Compulsory Study Program Subjects	T=1	P=3	ECTS=6.36	5	July 29, 2022
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Asidigisianti Surya Patria, S.T., M.Pd.		Nanda Nini Anggali, S.Pd., M.Ds.			Asidigisianti Surya Patria, S.T., M.Pd.	

Learning model	Project Based Learning																	
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																	
	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																
	PLO-6	Able to design, implement and produce graphic design work both manually and digitally.																
	Program Objectives (PO)																	
	PO - 1	Students are able to understand the history, function and classification of packaging design.																
	PO - 2	Students are able to design the visual content and physical attributes of contemporary designs																
	PO - 3	Students are able to understand branding practices in packaging design																
	PO - 4	Students are able to design packaging designs based on data from pre-design research																
	PO - 5	Students are able to pay attention to the detailed values of Graphic Design work in packaging design																
	PLO-PO Matrix																	
			P.O	PLO-3	PLO-6													
			PO-1															
			PO-2															
			PO-3															
			PO-4															
		PO-5																
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																
		PO-3																
		PO-4																
		PO-5																

Short Course Description	This course examines knowledge and trains packaging design techniques as part of a product's branding and marketing strategy.														
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References	Main :														
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1. Klimchuck, M. 2006. Desain Kemasan. Jakarta: Erlangga.
2. Julianti, S. 2014. The Art of Packaging. Jakarta: Gramedia.
3. Wirya, Iwan. 1999. Kemasan yang Menjual: Menang Bersaing Melalui Kemasan. Jakarta: Gramedia Pustaka Utama,
4. Rahardjo, Sudjadi Tjipto. 2020. Desain Grafis Kemasan UMKM. Yogyakarta: Deepublish
5. Wahyudi, Nanang & Satriyono, Sonny. 2017. Mantra Kemasan Juara. Jakarta: Elex Media Komputindo
6. Ambrose, Gavin & Harris, Paul. 2011. Packaging the Brand. London: AVA Publishing

Supporters:

1. Surianto. Rustan. 2009. Logo. Jakarta: Gramedia Pustaka Utama
2. Ambrose, Gavin dan Harris, Paul, Basics design 08: Design Thinking, 2010, Switzerland: AVA Publishing SA

Supporting lecturer Asidigisianti Surya Patria, S.T., M.Pd.
Nova Kristiana, S.Sn., M.Sn.

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 lecture contract for packaging design courses	<ol style="list-style-type: none"> 1.Students can describe packaging design courses 2.Students can prepare materials for packaging design courses 	<p>Criteria: Accuracy in answering questions in the quiz</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions and questions and answers., practice questions 4 x 50		<p>Material: Function, purpose and structure of packaging design</p> <p>Reference: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	0%
2	Able to understand the history, purpose and classification of packaging design	<ol style="list-style-type: none"> 1.Students can explain the history of packaging design 2.Students can explain the purpose of packaging design 3.Students can explain the classification of packaging designs 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions and questions and answers. 4 x 50		<p>Material: Function, purpose and structure of packaging design</p> <p>Reference: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	10%
3	Able to understand the role of packaging design in branding practice and vice versa	<ol style="list-style-type: none"> 1.Students can describe the relationship between branding and packaging design 2.Students can learn branding elements in packaging design 3.Students can understand the brand message 4.Students can understand target market segmentation 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions and presentations. 4 x 50		<p>Material: Branding on packaging</p> <p>Reference: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p> <hr/> <p>Material: Branding on packaging</p> <p>Reader: <i>Wahyudi, Nanang & Satriyono, Sonny. 2017. Champion Packaging Mantra. Jakarta: Elex Media Komputindo</i></p>	0%

4	Able to understand the visual content of packaging design according to brand and consumer needs	<ol style="list-style-type: none"> 1. Students can explain and analyze graphic design elements as visual content 2. Students can properly understand the position of visual content in packaging design 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lectures, discussions and presentations. 4 x 50		<p>Material: Packaging Elements Bibliography: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p> <hr/> <p>Material: Visual Content Packaging Design: References: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	20%
5	Able to understand the physical attributes of packaging design well	<ol style="list-style-type: none"> 1. Students can explain the position of the physical attributes of packaging design 2. Students can explain the characteristics of each type of material that suits packaging design needs 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Tests</p>	Lecture, discussion, question and answer, practice 150'		<p>Material: Attractiveness of packaging Reader: <i>Wirya, Iwan. 1999. Packaging that Sells: Winning the Competition Through Packaging. Jakarta: Gramedia Pustaka Utama,</i></p> <hr/> <p>Material: Packaging Materials References: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	0%
6	Able to understand the types of packaging displays in shops and supermarkets	<ol style="list-style-type: none"> 1. Students can explain understanding packaging displays 2. Students can explain the types of packaging displays 	<p>Criteria: Active in class discussions</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions and questions and answers 4 x 50		<p>Material: Branding on packaging Reference: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	0%
7	Students are able to understand design thinking as a thinking method/approach in designing packaging designs	<ol style="list-style-type: none"> 1. Students can describe the empathize stage in design thinking to design packaging designs 2. Students can describe the define stage in design thinking to design packaging designs 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions and presentations 4 x 50		<p>Material: Design Thinking Bibliography: <i>Ambrose, Gavin and Harris, Paul, Basics design 08: Design Thinking, 2010, Switzerland: AVA Publishing SA</i></p>	0%

8	Students are able to understand design thinking as a thinking method/approach in designing packaging designs	<ol style="list-style-type: none"> 1. Students can describe the ideation stage in design thinking to design packaging designs 2. Students can describe the prototype stage in design thinking to design packaging designs 3. Students can describe the test stage in design thinking to design packaging designs 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions and presentations 4 x 50		<p>Material: Design Thinking Bibliography: <i>Ambrose, Gavin and Harris, Paul, Basics design 08: Design Thinking, 2010, Switzerland: AVA Publishing SA</i></p>	0%
9	Able to understand packaging label design in accordance with existing information inclusion standards	<ol style="list-style-type: none"> 1. Students can explain the importance of packaging design labels for products, producers and consumers 2. Students can describe the type of label and content of the packaging design 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities</p>	Lecture, question and answer, Exercise 4 x 50		<p>Material: Packaging Label Design Bibliography: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	0%
10	Able to carry out pre-package design research	Students can explain each of the pre-design packaging research and its function for design	<p>Criteria: Activeness in class discussions</p> <p>Forms of Assessment : Participatory Activities, Practice/Performance, Tests</p>	Lecture, question and answer, Exercise 4 x 5		<p>Material: Packaging design process References: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p> <hr/> <p>Material: Pre-design packaging research References: <i>Ambrose, Gavin & Harris, Paul. 2011. Packaging the Brand. London: AVA Publishing</i></p>	0%
11	Able to carry out pre-package design research	Students can explain each of the pre-design packaging research and its function for design	<p>Criteria: Activeness in class discussions</p> <p>Forms of Assessment : Participatory Activities, Practice/Performance, Tests</p>	Lecture, question and answer, Exercise 4 x 5		<p>Material: Packaging design process References: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p> <hr/> <p>Material: Pre-design packaging research References: <i>Ambrose, Gavin & Harris, Paul. 2011. Packaging the Brand. London: AVA Publishing</i></p>	20%

12	Able to understand packaging design for MSMEs	<ol style="list-style-type: none"> 1.Students can differentiate between designing MSME packaging designs in urban and rural areas 2.Students can describe the things that are taken into consideration when designing MSME scale packaging designs 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Tests</p>	<p>Lectures, discussions, questions and answers, Exercise 4 x 50</p>		<p>Material: Pre-design packaging research Reference: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p>	0%
13	Able to master packaging design for MSMEs	<ol style="list-style-type: none"> 1.Students can describe the principles of packaging design for MSMEs 2.Students can describe the steps for packaging design for MSMEs 3.Students can design packaging for MSMEs 	<p>Criteria: 1.Originality 2.Creativity 3.Conformity with the provisions of the question 4.Neatness</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Practice Studio Project Based Learning, Discussion in groups</p> <p>Phase 1: Determining Basic Questions Lecturer asks: Develop design concept Students respond to lecturer's statement. The lecturer asks: Designing MSME packaging. Students create MSME packaging design.</p> <p>Phase 2: Developing a project plan. Developing 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>		<p>Material: Steps in designing packaging design Reference: <i>Klimchuck, M. 2006. Packaging Design. Jakarta: Erlangga.</i></p> <p>Material: Steps in designing packaging design References: <i>Ambrose, Gavin & Harris, Paul. 2011. Packaging the Brand. London: AVA Publishing</i></p> <p>Material: Steps for designing packaging designs for MSMEs Library: <i>Rahardjo, Sudjadi Tjipto. 2020. MSME Packaging Graphic Design. Yogyakarta: Deepublish</i></p>	0%

14	Able to master packaging design design.	<ol style="list-style-type: none"> 1.Students can describe the principles of MSME packaging design. 2.Students can describe the steps for MSME packaging design 3.Students can design MSME packaging 	<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 : Project Results Assessment / Product Assessment</p>	<p>Practice Studio Project Based Learning, Discussion in groups</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>		<p>Material: Steps for designing packaging design Reader: <i>Wirya, Iwan. 1999. Packaging that Sells: Winning the Competition Through Packaging. Jakarta: Gramedia Pustaka Utama,</i></p>	15%
15	Able to master packaging design design	<ol style="list-style-type: none"> 1.Students can describe the principles of MSME packaging design. 2.Students can describe the steps for MSME packaging design. 3.Students can design MSME packaging 	<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 : Project Results Assessment / Product Assessment</p>	<p>Practice Studio Project Based Learning, Discussion in groups</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 on packaging design accuracy 3 x 50</p>		<p>Material: Steps for designing packaging design Reader: <i>Rahardjo, Sudjadi Tjipto. 2020. MSME Packaging Graphic Design. Yogyakarta: Deepublish</i></p> <p>Material: Packaging Designer Selling Literature: <i>Wahyudi, Nanang & Satriyono, Sonny. 2017. Champion Packaging Mantra. Jakarta: Elex Media Komputindo</i></p>	0%

16	Able to master packaging design	<ol style="list-style-type: none"> Students can describe the principles of MSME packaging design. Students can describe the steps for MSME packaging design. Students can design MSME packaging. 	<p>Criteria:</p> <ol style="list-style-type: none"> Originality Creativity Conformity with the provisions of the question Neatness <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Practicing Studio Project Based Learning, Discussion in groups</p> <p>Phase 5: Testing the Results Students explain and present the lecturer's results for accuracy of packaging design</p> <p>Phase 6: Evaluation of Experience Students revise if the work produced has not reached the standards set. The lecturer gives the students time to reflect and revise the project. The lecturer provides suggestions and input to the 3 x 50 project</p>	<p>Material: Steps for designing UMKM packaging design Library: <i>Rahardjo, Sudjadi Tjipto. 2020. MSME Packaging Graphic Design. Yogyakarta: Deepublish</i></p>	35%
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	26.67%
2.	Project Results Assessment / Product Assessment	50%
3.	Practice / Performance	16.67%
4.	Test	6.67%
		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** 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.
- 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.

