



Universitas Negeri Surabaya
Faculty of Languages and Arts
Bachelor of Visual Communication Design Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Brand Identity Design	9024104012		T=4	P=0	ECTS=6.36	6	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
			Marsudi, S.Pd., M.Pd.	

Learning model	Project Based Learning																																	
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																	
	Program Objectives (PO)																																	
	PLO-PO Matrix																																	
	<table border="1" style="margin: auto;"> <tr> <td style="width: 50px; height: 30px;"></td> <td style="width: 100px; text-align: center;">P.O</td> </tr> </table>		P.O																															
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PO Matrix at the end of each learning stage (Sub-PO)	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 30px; text-align: center;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> <td style="width: 20px; text-align: center;">5</td> <td style="width: 20px; text-align: center;">6</td> <td style="width: 20px; text-align: center;">7</td> <td style="width: 20px; text-align: center;">8</td> <td style="width: 20px; text-align: center;">9</td> <td style="width: 20px; text-align: center;">10</td> <td style="width: 20px; text-align: center;">11</td> <td style="width: 20px; text-align: center;">12</td> <td style="width: 20px; text-align: center;">13</td> <td style="width: 20px; text-align: center;">14</td> <td style="width: 20px; text-align: center;">15</td> <td style="width: 20px; text-align: center;">16</td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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1		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																		

Short Course Description Course to explain and master skills in designing brand identity. Emphasis is given to forms of visual communication that are able to represent corporate values and/or identity which include corporate image and corporate culture. In this case the scope is Corporate Design (logos, uniforms, company colors, etc.), Corporate Communication (advertising, public relations, information, etc.), Corporate Behavior (internal values, norms, etc.). Lectures are delivered with theoretical and practical strategies.

References	Main :	
		<ol style="list-style-type: none"> 1. David E. Carter. 2005. Global Corporate Identity 2 . Harper Design. 2. Alina Wheeler. 2012. Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley & Sons. 3. Dunn, David C. 2009. Branding: The 6 Easy Steps . Oakland: Cameron Street Press 4. Peter J. Burke and Jan E. Stets. 2009. Identity Theory . New York: Oxford University Press 5. Stratten, Scott & Stratten, Alison. 2018. UnBranding: 100 Pelajaran Branding di Era Disruptif Terjemahan oleh Frangky Ertanto. Jakarta: Elex Media Komputindo
	Supporters:	

Supporting lecturer Hendro Aryanto, S.Sn., M.Si.
Muh Ariffudin Islam, 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	Understand the direction of the Design Brand Identity (DBI) course from the initial meeting to the end. Review the media that is part of brand identity. (Logo & GSM, Etiquette & Mascot, Standard Signage & Custommade Signage)	Attitude: understand the lecture contract. Knowledge: understand the concept of DBI lectures. Skills: Look for information related to Brand Identity.		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
2	Understand the meaning of Brand Plan and brand plan canvas	Understand the meaning of Brand Plan and brand plan canvas		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
3	Understand the meaning of Brand Plan	Attitude: Able to choose and differentiate types and forms of brand plans Knowledge: understand the point of view about the benefits of brand plans in brand development Skills: Can collect information and material about brand plans		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
4	Understand the meaning of brand copywriting and brand storytelling	1. understand the application of messages/slogans/captions to design works and design trends. 2. Able to implement brand messages/slogans/captions		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
5	Understand the meaning of Hypnotic Copywriting	1. understand the application of messages/slogans/captions to design works and design trends. 2. Able to implement brand messages/slogans/captions		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
6	Understand internal and external content in Brand Identity. (focus of discussion on Internal Brand)	Understand and be able to apply internal and external differences in Brand Identity.		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
7	Understand internal and external content in Brand Identity. (Focus of discussion on External Brand)	Understand and be able to apply internal and external differences in Brand Identity.		Lectures, discussions and Q&A. Using Powerpoint media. 4 X 50			0%
8	UTS			4 X 50			0%
9	Able to design Brand Identity Visualization. (Brand Plan stages 1-7)	Able to design and develop brand identity in visual form.		Practicum, assistance and presentation 4 X 50			0%
10	Able to design Brand Identity Visualization (Brand Plan stages 8-15)	Able to design Brand Identity Visualization		Practicum, assistance and presentation 4 X 50			0%
11	Able to design Brand Identity Visualization	Able to design and develop brand identity in visual form		Practicum, assistance and presentation 4 X 50			0%
12	Able to design Brand Identity Visualization	Able to design and develop brand identity in visual form		Practicum, assistance and presentation 4 X 50			0%
13	Able to design Brand Identity Visualization	Able to design and develop brand identity in visual form		Practicum, assistance and presentation 4 X 50			0%

14	Understand the brand identity presentation process	Able to design Brand Identity Visualization		Practicum, assistance and presentation 4 X 50			0%
15	Understand the brand identity presentation process	Able to design Brand Identity Visualization		Practicum, assistance and presentation 4 X 50			0%
16	UAS	Evaluation		4 X 50			0%

Evaluation Percentage Recap: Project Based Learning

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.**