



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
DESIGN METHODS	9024103065	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	3	February 7, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Muh Ariffudin Islam, S.Sn., M.Sn.		Muhammad Widyan Ardani, S.Pd., M.Sn.			Marsudi, S.Pd., M.Pd.	

Learning model	Case Studies																																	
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																	
PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit																																	
PLO-7	Able to plan the Visual Communication Design design process from concept stage, method, to final completion using the latest software-based Visual Communication Design scientific approach																																	
Program Objectives (PO)																																		
PLO-PO Matrix																																		
	<table border="1"> <tr> <td>P.O</td> <td>PLO-2</td> <td>PLO-7</td> </tr> </table>	P.O	PLO-2	PLO-7																														
P.O	PLO-2	PLO-7																																
PO Matrix at the end of each learning stage (Sub-PO)																																		
	<table border="1"> <tr> <td rowspan="2">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>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 methods, procedures, strategies in designing design projects based on the design thinking process and how designers think creatively in solving design problems based on previously studied design theories. The designer's thinking process is conveyed in the form of design thinking theory which is then applied in an idea to solve a design problem.
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References	<p>Main :</p> <ol style="list-style-type: none"> Ambrose, Gavind & Harris, Paul. 2010. Design Thinking . Swiss. AVA Publishing SA. Bowers, John. 2011. Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application. New Jersey: John Wiley & Sons, Inc. 2011. Sarwono, J. 2007. Metode Riset untuk Desain Komunikasi Visual. Yogyakarta: Penerbit Andi. Lawson, B. 2007. Bagaimana Cara Berpikir Desainer. Yogyakarta: Jalasutra. Kumar, Vijay. 2016. 101 Metode Desain. Jakarta: PT. Elex Media Komputindo. Martin, B. & Hanington, B. 2012. Universal Methods of Design. Beverly, MA: Rockport Publishers. <p>Supporters:</p>
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Supporting lecturer	Muh Ariffudin Islam, S.Sn., M.Sn. Muhammad Widyan Ardani, S.Pd., M.Sn.
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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 scope of Design Methods.	1.Can define the meaning of Design Method. 2.Can describe the scope of the Design Method.		Lectures and questions and answers. Powepoint Media. 3 X 50			0%
2	Understanding Design Method Categories	1.Can describe meaning 2.Can describe categorization, namely Vernacular Design Method, Design by Drawing, and New Design.		Lecture and question and answer, Powepoint 3 X 50			0%
3	Understanding the Design Process and Thinking Methods in Design	1.Can describe the scope of the design process 2.Can describe the application of Design Thinking		Lecture and question and answer, Powepoint 3 X 50			0%
4	Understand and be able to apply Decision Making and Testing Methods	Can describe Divergence, Transformation, Convergence, and decision-making levels.		Lecture and question and answer, Powepoint 6 X 50			0%
5	Understand and be able to apply Decision Making and Testing Methods	Can describe Divergence, Transformation, Convergence, and decision-making levels.		Lecture and question and answer, Powepoint 6 X 50			0%
6	Implement Moodboards in the design process	1.Can describe the meaning of moodboard 2.Can describe the function of a moodboard 3.Can apply moodboards		Lecture and question and answer, Powepoint 3 X 50			0%
7	Implement Moodboards in the design process	1.Can describe the meaning of moodboard 2.Can describe the function of a moodboard 3.Can apply moodboards		Lecture and question and answer, Powepoint 3 X 50			0%
8	Midterm Exam	Midterm Exam		Midterm Exam 3 X 50			0%
9	Understanding Analytical Methods for Exploration and Evaluation	1.Can describe analytical methods for exploration and evaluation 2.Can apply the concept of Synectics SWOT brainstorming analysis and Cost-benefit Analysis		Lecture and question and answer, Powepoint 3 X 50			0%
10	Able to understand and apply Design Strategies	Can describe the appropriate strategy to be used in design		Lecture and question and answer, Powepoint 3 X 50			0%

11	Able to understand and apply the Design Thinking Process.	Can describe the Design Thinking process (Design Thinking) stages Empathize, Define, Ideate, Prototype, and Evaluate		Lecture and question and answer, Powepoint 3 X 50			0%
12	Able to understand and apply the Design Thinking Process.	Can describe the Design Thinking process (Design Thinking) stages Empathize, Define, Ideate, Prototype, and Evaluate		Lecture and question and answer, Powepoint 3 X 50			0%
13	Able to understand and apply the Design Thinking Process.	Can describe the Design Thinking process (Design Thinking) stages Empathize, Define, Ideate, Prototype, and Evaluate		Lecture and question and answer, Powepoint 3 X 50			0%
14	Understand the insight & scope of research themes related to Visual Communication Design	1.Can describe the scope of research studies in Visual Communication Design 2.Can describe the context of commercial and social themes		Lectures and practicum, Powepoint 3 X 50			0%
15	Understand the insight & scope of research themes related to Visual Communication Design	1.Can describe the scope of research studies in Visual Communication Design 2.Can describe the context of commercial and social themes		Lectures and practicum, Powepoint 3 X 50			0%
16	Understand the insight & scope of research themes related to Visual Communication Design	1.Can describe the scope of research studies in Visual Communication Design 2.Can describe the context of commercial and social themes	Form of Assessment : Participatory Activities, Tests	Lectures and practicum, Powepoint 3 X 50		Material: making a scientific poster Reader: <i>Bowers, John. 2011. Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application. New Jersey: John Wiley & Sons, Inc. 2011.</i>	15%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	7.5%
2.	Test	7.5%
		15%

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.