							Document Code

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

SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Web Design		9024103011	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	4	February 6, 2024

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-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-7	Able to plan the Visual Communication Design design process from concept, method, to final completion using the latest software-based Visual Communication Design scientific approach
	PLO-9	Able to design Visual Communication Design work that is oriented towards problem solving with a creativity and technology-based approach and using the latest software.
	Program Objectives (PO)	
	PO - 1	Able to complete a wide scope of work and analyze data using a variety of appropriate methods, both non-standard and standard
	PO - 2	Students know and understand user interface design and interaction design.
	PO - 3	Students master the skills to design the interface design of a website
	PO - 4	Students master software as a medium for creating website designs
	PLO-PO Matrix	

P.O	PLO-3	PLO-7	PLO-9
PO-1	✔	✔	✔
PO-2	✔	✔	✔
PO-3	✔	✔	✔
PO-4	✔	✔	✔

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																

Short Course Description	The material in this course is designed so that students master the skills in designing Web Design and its applications. The focus and emphasis of learning lies in designing web interfaces and interactions for various application purposes. This lecture does not cover coding or programming languages. Lectures are delivered using a direct instruction approach with theoretical and practical strategies.
References	**Main :**

1. Janner Simarmata. 2010. Rekayasa Web. Penerbit Andi.
2. Asep Herman S. 2009. Web Design theory & practice. Penerbit Andi.
3. Vitaly Friedman. 2011. Modern Web Design & Development. Smashing.
4. Sven Lennartz. 2011. Mastering Photoshop for Web Design. Smasing.
5. Penny McIntire. 2008. Visual Design for The Modern Web. New Riders.
6. Gary B. Shelly. Web Design Introductory & Technic 3rd Edition. Course Technology.
7. Brian Goessling. 2011. Typhography - Getting the Hang of Web Typography. Smashing.
8. Fuziah. 2014. Konsep Dasar Perancangan Web. Mitra Wacana Media.
9. Benedicta. 2014. Desain Web 3 in 1. Penerbit Andi.
10. Su Rahman. 2013. Web Designer Must Have Book. Mediakita.
11. Jason Beaird. 2016. The Principle og Beautiful Web Design. Penerbit Andi.

Supporters:	

Supporting lecturer	Muhamad Ro'is Abidin, S.Pd., M.Pd. Muhammad Widyan Ardani, S.Pd., 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	Students have insight into the Basic Web.	1. Can describe general meanings and terms on websites 2. Can describe the visual elements that make up a website 3. Can analyze the elements that make up a website in general	**Criteria:** 1.Assignments are submitted according to the specified time schedule 2.Assignments are submitted according to the specified time schedule 3.Honesty, discipline, creativity 4.High motivation and interest **Form of Assessment** : Participatory Activities	Lectures, discussions, questions and answers. 3x50		**Material:** insight into the Basic Web. **Bibliography:** *Vitaly Friedman. 2011. Modern Web Design & Development. Smashing.*	5%
2	Students explain general concepts and introductory theories of Web design	1. Can explain the meaning of the internet. 2. Can explain the history of internet development. 3. Can analyze and explain basic terms in internet networks. 4. Can explain the history of the development of networked computers.	**Criteria:** 1.Suitability of topic 3. Continuity of material 4. Final report 2.Group cohesiveness 3.Continuity of matter **Form of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers. Task 1 3x50		**Material:** Insights into the internet **Reader:** *Vitaly Friedman. 2011. Modern Web Design & Development. Smashing.*	5%
3	Students are able to understand the concept and use of user interfaces.	Students are able to understand the concept and use of user interfaces.	**Criteria:** 1. Appropriateness of the topic 2. Group cohesiveness 3. Continuity of material 4. Final report **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers. Task 1 3x50		**Material:** User interface, User Experience, and Interaction Design **Reader:** *Sven Lennartz. 2011. Mastering Photoshop for Web Design. Each.*	10%

4	User interface, user experience, and interaction design	Students are able to understand how users access and use websites (user experience)	**Criteria:** 1. Appropriateness of the topic 2. Group cohesiveness 3. Continuity of material 4. Final report **Form of Assessment**: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers. Task 2 3x50			10%
5	Students have insight into the principles of Web Design.	Describe the principles of Web Design.	**Criteria:** 1. Appropriateness of the example 2. Compactness 3. Presentation 4. Conciseness 5. Final report	Lectures, discussions, questions and answers, assignments. Task 3			5%
6	Students have insight into the principles of Web Design.	Describe the principles of Web Design.	**Criteria:** 1. Appropriateness of the example 2. Compactness 3. Presentation 4. Conciseness 5. Final report **Form of Assessment**: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 3		**Material:** Able to Work with Text and Type **Library:** *Janner Simarmata. 2010. Web Engineering. Andi Publisher.*	5%
7	UTS	Students can describe Web design principles	**Criteria:** 1.Assignments are collected according to the specified time schedule 2.Completeness and suitability of tasks 3.Honesty, discipline, creativity **Form of Assessment**: Project Results Assessment / Product Assessment				15%
8	Students have insight into the rules of typography in Web Design.	1. Can describe the principles of design typography 2. Can analyze types of design typography	**Criteria:** 1. Ideas and thoughts 2. Originality 3. Concept 4. Participation 5. Neatness 6. Timeliness **Form of Assessment**: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 4		**Material:** Able to understand the basics of Web Design **Reader:** *Sven Lennartz. 2011. Mastering Photoshop for Web Design. Each.*	5%
9	Students have insight into the rules of typography in Web Design.	1. Can describe the principles of design typography 2. Can analyze types of design typography	**Criteria:** 1. Ideas and thoughts 2. Originality 3. Concept 4. Participation 5. Neatness 6. Timeliness **Form of Assessment**: Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 4		**Material:** Able to design a web design workflow **Reader:** *Benedicta. 2014. 3 in 1 Web Design. Andi Publisher.*	5%

10	Students have insight and ability in processing images and website graphics.	Can describe the process of processing images and website graphics.	**Criteria:** 1. Completeness and suitability of tasks 2. Honesty, discipline, creativity **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, class practicum.		**Material:** Able to understand the basics of Web Design **Reader:** *Sven Lennartz. 2011. Mastering Photoshop for Web Design. Each.*	5%
11	Students have the insight and ability to design good website mock ups.	Can describe the design of web design mock ups.	**Criteria:** 1. Ideas and thoughts 2. Originality 3. Concept 4. Participation 5. Neatness 6. Timeliness **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 5			5%
12	Students have the insight and ability to design the basic elements of a website well.	Can describe the process of designing basic website elements.	**Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, class practicum			5%
13	Students have the insight and ability to design the basic elements of a website well.	Can describe the process of designing basic website elements.	**Criteria:** 1. Ideas and thoughts 2. Originality 3. Concept 4. Participation 5. Neatness 6. Timeliness **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 6			5%
14	Students have insight and ability in presenting website layout concepts (mock ups) in print format.	Can describe the webbook design process	**Criteria:** 1. Ideas and thoughts 2. Originality 3. Concept 4. Participation 5. Neatness 6. Timeliness **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 6			5%
15	Students have insight and ability in designing graphic systems/application elements in relation to mobile apps	Can describe the process of designing sticker designs for mobile apps	**Criteria:** 1. Ideas and thoughts 2. Originality 3. Concept 4. Participation 5. Neatness 6. Timeliness **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments. Task 7			5%
16	UAS	Description of the meaning, benefits, functions, roles, characteristics and supporting factors of photography	**Criteria:** Students can describe web design principles				10%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	7.5%
2.	Project Results Assessment / Product Assessment	82.5%
		90%

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.