	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
ADVERTISING DESIGN		9024105087		T=5	P=0	ECTS=7.95	6	July 18, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	....	....	Marsudi, S.Pd., M.Pd.

Learning model	Case Studies

Program Learning Outcomes (PLO)	PLO study program that is charged to the course
	Program Objectives (PO)
	PLO-PO Matrix

P.O

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

Short Course Description	Provide knowledge about the importance of media and creative planning as a combination of communication strategies in achieving advertising goals effectively and train skills in designing various visual communication media, both print, electronic and multimedia, through mastery of various relevant computer software, starting from an understanding of media characteristics and audience segmentation on products and companies as a basis for planning.

References	Main :

1.
   1). Hakim, Budiman. *Saya Pengen Jadi Copy Writer* , Indonesia Cerdas, Yogyakarta, 2015.
   2). Jefkins, Frank., *Advertising* , Pitman Publishing, London, 1994.
   3). Kartajaya, Hermawan. *Positioning, Diferensiasi, Brand,* Gramedia Pustaka Utama, Jakarta, 2005.
   4). Kottler, Philips, *Manajemen Pemasaran.* Prenhalindo, Jakarta 2002.
   5). Widyatama, Rendra. *Pemgantar Periklanan* , Pustaka Book Publisher, Yogyakarta, 2009.

Supporters:

Supporting lecturer	Drs. Eko Agus Basuki Oemar, M.Pd. 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	Able to understand various types of media and media characters used in the world of advertising and marketing.	Can describe various types of media and media characters.	**Criteria:** -	Lectures, discussions and questions and answers 4 X 50			0%
2	Able to understand and differentiate Above The Line (ATL), Bellow The Line (BTL), Through The Line (TTL), New Media from primary media and secondary media.	Can describe Above The Line (ATL), Bellow The Line (BTL), Through The Line (TTL), New Media with primary media and secondary media	**Criteria:** Appropriate theme, original, unique and attractive as well as the finishing of the work.	Lectures, Discussions, Questions and Answers and Practice 4 X 50			0%
3	Able to understand and differentiate Above The Line (ATL), Bellow The Line (BTL), Through The Line (TTL), New Media from primary media and secondary media.	Can describe Above The Line (ATL), Bellow The Line (BTL), Through The Line (TTL), New Media with primary media and secondary media	**Criteria:** Appropriate theme, original, unique and attractive as well as the finishing of the work.	Lectures, discussions, questions and answers. 4 X 50			0%
4	1. Able to understand advertising copywriting in a medium. 2. Able to understand the target audience for advertising,	Can describe advertising copywriting in a medium.	**Criteria:** Appropriate theme, original, unique and attractive as well as the finishing of the work.	Lectures, discussions, questions and answers and practice. 4 X 50			0%
5	1. Able to understand advertising copywriting in a medium. 2. Able to understand the target audience for advertising,	Can describe advertising copywriting in a medium.	**Criteria:** Appropriate theme, original, unique and attractive as well as the finishing of the work.	Lectures, discussions, questions and answers and practice. 4 X 50			0%
6	Able to understand Branding	Can describe Branding	**Criteria:** 1. 1. Conformity with the theme. 2. 2. Unique and interesting 3. 3. Original 4. 4. Finishing 5. 5. Presentation	Lectures, questions and answers, and 4 X 50 Practice			0%
7	Able to understand Creative Strategy which includes Target Audience, 5W1H, SWOT, USP, Positioning, Consumer Insight, etc.	Can describe Target Audience, SWOT, USP, Positioning, Consumer Insight, etc	**Criteria:** 1. 1. Conformity with the theme. 2. 2. Unique and interesting 3. 3. Original 4. 4. Finishing 5. 5. Presentation	Lecture, question and answer, observation and practice 4 X 50			0%
8	Able to understand Creative Strategy which includes Target Audience, 5W1H, SWOT, USP, Positioning, Consumer Insight, etc.	Can describe Target Audience, SWOT, USP, Positioning, Consumer Insight, etc	**Criteria:** 1. 1. Conformity with the theme. 2. 2. Unique and interesting 3. 3. Original 4. 4. Finishing 5. 5. Presentation	Lecture, question and answer, observation and practice 4 X 50			0%
9	UTS	UTS	**Criteria:** UTS	UTS 4 X 50			0%

10	Able to understand the theory of logos and color theory	Can describe theories about logos, color theory.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	Lecture, question and answer, practice 4 X 50				0%
11	Able to understand the theory of logos and color theory	Can describe theories about logos, color theory.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	Lecture, question and answer, practice 4 X 50				0%
12	Able to understand Visual Identity	Can describe Visual Identity	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	Lecture, question and answer, Exercise 4 X 50				0%
13	Able to understand Creative Strategy	Can describe Creative Strategy	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	Lecture, question and answer, practice 4 X 50				0%
14	Able to understand an integrated superior tourism campaign	Can describe a superior, integrated tourism campaign.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	Observation, Field survey, Exercise 4 X 50				0%
15	Able to understand an integrated superior tourism campaign	Can describe a superior, integrated tourism campaign.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	Observation, Field survey, Exercise 4 X 50				0%
16	UAS	UAS	**Criteria:** UAS	UAS 4 X 50				0%

Evaluation Percentage Recap: Case Study

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.