



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
Identity/Marking Design	9024105068	Compulsory Study Program Subjects	T=5	P=0	ECTS=7.95	3	June 1, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Muh Ariffudin Islam, S.Sn., M.Sn.		Muh Ariffudin Islam, S.Sn., M.Sn.			Marsudi, S.Pd., M.Pd.	

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course
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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-4	Develop yourself continuously and collaborate.
PLO-6	Mastering the theory and design methodology of Visual Communication Design with various functional approaches and problem solving.
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
PLO-11	Able to develop Visual Communication Design with a creativepreneurship approach that is oriented towards the latest information technology developments.

Program Objectives (PO)

PO - 1	Able to understand the scope of Visual Communication Design
PO - 2	Able to master the theory and methods of Sign System design
PO - 3	Able to understand and apply the stages of the Sign System design process
PO - 4	Able to implement theory and design and able to collaborate in various design projects related to Sign Systems
PO - 5	Able to prepare and present Sign System design reports properly and correctly

PLO-PO Matrix

P.O	PLO-3	PLO-4	PLO-6	PLO-7	PLO-11
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	Providing theoretical knowledge about graphic symbols, their meaning and application as a visual communication language supported by basic knowledge about the Communication Process (Decoding and Encoding, Denotative and Connotative Meaning) and the Psychology of Perception (Gestalt principles) as a Visual Communication Design discourse as well as carrying out a series of training stages in the form of practical tasks for designing graphic symbols to meet various public information needs, including sign systems, event symbols, programs, events, product labels, including methods, techniques and creativity development from identifying needs, analyzing problems and then developing problem solving ideas to visualize it from an illustration pattern to a graphic symbol such as a pictogram and ideogram by utilizing the principles of visual aesthetic design (Nirmana) and considering the communicative power of the symbol (Signs and Meaning).						
References	Main :		<ol style="list-style-type: none"> Budiman, K. (2011). <i>Semiotika Visual: Konsep, Isu, dan Problem Ikonositas</i>. Yogyakarta: Jalasutra Bangun, D.A.N. (2019). <i>Desain Piktogram: Icon and Sign System</i>. Jakarta: PNJ Press Kusrianto, A., Rosari, R.W. (2009). <i>Pengantar Desain Komunikasi Visual</i>. Yogyakarta: Andi Offset 				
	Supporters:		<ol style="list-style-type: none"> Soewardikoen, D.W. (2019). <i>Metodologi Penelitian Desain Komunikasi Visual</i>. Yogyakarta: Kanisius 				
Supporting lecturer	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	1. Lecture Contract 2. Preparation of Lecture Materials and Materials	1. Explain the meaning and role of DKV. 2. Explain visual language.	Criteria: Student activity in responding to questions Form of Assessment : Participatory Activities	Lectures, discussions and questions and answers. 5 X 50		Material: DKV insights and examples of their application Reference: Kusrianto, A., Rosari, RW (2009). <i>Introduction to Visual Communication Design</i> . Yogyakarta: Andi Offset	5%
2	1. Able to understand the field of work of Visual Communication Design 2. Understand Visual Language	Understand the sign simplification process	Criteria: <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Lectures, questions and answers, project 5 x 50		Material: Simplification process in human activities Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i> . Jakarta: PNJ Press	5%
3	1. Able to understand the field of work of Visual Communication Design 2. Understand Visual Language	Understand the sign simplification process	Criteria: <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Lectures, questions and answers, project 5 x 50		Material: Simplification process for inanimate objects and animals Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i> . Jakarta: PNJ Press	5%
4	Able to understand icons, indices, symbols and Gestalt theory	<ol style="list-style-type: none"> 1. Can describe Gestalt Theory and basic semiotics. 2. able to design the application of gestalt and semiotics in simple works 	Criteria: <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing Form of Assessment : Project Results Assessment / Product Assessment	Lectures, questions and answers, 5 X 50 project		Material: CS Peirce's Semiotics in the context of Icons, Indexes, Symbols Literature: Budiman, K. (2011). <i>Visual Semiotics: Concepts, Issues, and Problems of Iconosity</i> . Yogyakarta: Jalasutra	5%

5	Able to understand and apply the Matrix Morphology process in Sign System design	1.Can describe matrix morphology 2.able to design simple signs using the Morphology Matrix approach	Criteria: 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing Form of Assessment : Project Results Assessment / Product Assessment	Lecture, question and answer, Exercise 5 X 50		Material: Matrix Morphology concept in Sign Systems Library: <i>Bangun, DAN (2019). Pictogram Design: Icon and Sign System. Jakarta: PNJ Press</i>	5%
6	Able to understand Signage Methodology and design sign systems, windings and signs	Can describe the sign system	Criteria: 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing Form of Assessment : Project Results Assessment / Product Assessment	Lecture, question and answer, Exercise 4 X 50		Material: Application of Signage Methodology Concepts Reference: <i>Soewardikoen, DW (2019). Visual Communication Design Research Methodology. Yogyakarta: Kanisius</i>	5%
7	Able to understand Signage Methodology and design sign systems, windings and signs	Can describe the sign system	Criteria: 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing Form of Assessment : Project Results Assessment / Product Assessment	Lecture, question and answer, Exercise 4 X 50		Material: Application of Signage Methodology Concepts Reference: <i>Soewardikoen, DW (2019). Visual Communication Design Research Methodology. Yogyakarta: Kanisius</i>	5%
8	Able to complete project-based sign system design activities in groups	Able to solve design problems (Sign System) according to the given criteria	Criteria: Timeliness, accuracy in capturing phenomena, aesthetics, according to systematic reporting Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment, Practice / Performance, Test	Questions and Answers, Performance and Practicum 5 x 50		Material: DKV Design Method Reference: <i>Soewardikoen, DW (2019). Visual Communication Design Research Methodology. Yogyakarta: Kanisius</i> Material: Sign System Concepts References: <i>Bangun, DAN (2019). Pictogram Design: Icon and Sign System. Jakarta: PNJ Press</i>	10%

9	Able to understand and design simple visualizations	Can describe simple visualizations	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, questions and answers, project 5 X 50		<p>Material: sign system design methods Reference: Soewardikoen, DW (2019). <i>Visual Communication Design Research Methodology</i>. Yogyakarta: Kanisius</p> <hr/> <p>Material: sygn system visualization Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i>. Jakarta: PNJ Press</p>	5%
10	Able to understand and design 2-dimensional floor plans/site plans	<ol style="list-style-type: none"> 1. Able to understand 2 Dimensional Site Plan 2. Able to design a 2 Dimensional Site Plan 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lecture, question and answer, Exercise 4 X 50		<p>Material: Designing a site plan for tourist attractions Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i>. Jakarta: PNJ Press</p>	5%
11	Able to understand and design a sign system as a regional identity	<ol style="list-style-type: none"> 1. Able to understand the stages of a sign system as a regional identity 2. Able to understand the CONCEPT of a sign system as a regional identity 3. Able to understand VISUALIZATION of sign systems as regional identities 4. Able to understand the APPLICATION of sign systems as regional identity 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing <p>Forms of Assessment :</p> <p>Project Results Assessment / Product Assessment, Practical Assessment</p>	Lecture, question and answer, Exercise 5 X 50		<p>Material: regional system system design methods Reference: Soewardikoen, DW (2019). <i>Visual Communication Design Research Methodology</i>. Yogyakarta: Kanisius</p> <hr/> <p>Material: Sign System as a visual identity Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i>. Jakarta: PNJ Press</p> <hr/> <p>Material: application of visual semiotics to sign system design work. Reference: Budiman, K. (2011). <i>Visual Semiotics: Concepts, Issues, and Problems of Iconosity</i>. Yogyakarta: Jalasutra</p>	5%

12	Able to understand and design a sign system as a regional identity	<ol style="list-style-type: none"> 1. Able to understand the stages of a sign system as a regional identity 2. Able to understand the CONCEPT of a sign system as a regional identity 3. Able to understand VISUALIZATION of sign systems as regional identities 4. Able to understand the APPLICATION of sign systems as regional identity 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing <p>Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment</p>	Lecture, question and answer, Exercise 5 X 50		<p>Material: regional system system design methods Reference: Soewardikoen, DW (2019). <i>Visual Communication Design Research Methodology</i>. Yogyakarta: Kanisius</p> <hr/> <p>Material: Sign System as a visual identity Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i>. Jakarta: PNJ Press</p> <hr/> <p>Material: application of visual semiotics to sign system design work. Reference: Budiman, K. (2011). <i>Visual Semiotics: Concepts, Issues, and Problems of Iconosity</i>. Yogyakarta: Jalasutra</p>	5%
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14	Able to understand and design a sign system as a regional identity	<ol style="list-style-type: none"> 1. Able to understand the stages of a sign system as a regional identity 2. Able to understand the CONCEPT of a sign system as a regional identity 3. Able to understand VISUALIZATION of sign systems as regional identities 4. Able to understand the APPLICATION of sign systems as regional identity 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing <p>Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment</p>	Lecture, question and answer, Exercise 5 X 50		<p>Material: regional system system design methods Reference: <i>Soewardikoen, DW (2019). Visual Communication Design Research Methodology. Yogyakarta: Kanisius</i></p> <hr/> <p>Material: Sign System as a visual identity Reference: <i>Bangun, DAN (2019). Pictogram Design: Icon and Sign System. Jakarta: PNJ Press</i></p> <hr/> <p>Material: application of visual semiotics to sign system design work. Reference: <i>Budiman, K. (2011). Visual Semiotics: Concepts, Issues, and Problems of Iconosity. Yogyakarta: Jalasutra</i></p>	5%
15	Able to present the results of the sign system design	<ol style="list-style-type: none"> 1. Able to PRESENT sign system work 2. Able to provide input and response from the results of sign system work 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Presentation and discussion activities went well 2.2. Readiness of serving 3.3. response/input from students who listened to the presentation <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Presentation, questions and answers 5 X 50		<p>Material: regional system system design methods Reference: <i>Soewardikoen, DW (2019). Visual Communication Design Research Methodology. Yogyakarta: Kanisius</i></p> <hr/> <p>Material: Sign System as a visual identity Reference: <i>Bangun, DAN (2019). Pictogram Design: Icon and Sign System. Jakarta: PNJ Press</i></p> <hr/> <p>Material: application of visual semiotics to sign system design work. Reference: <i>Budiman, K. (2011). Visual Semiotics: Concepts, Issues, and Problems of Iconosity. Yogyakarta: Jalasutra</i></p>	5%

16	Able to present the results of the sign system design	1. Able to PRESENT sign system work 2. Able to provide input and response from the results of sign system work	Criteria: 1.1. Presentation and discussion activities went well 2.2. Readiness of serving 3.3. response/input from students who listened to the presentation Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Presentation, questions and answers 5 X 50		Material: regional system system design methods Reference: Soewardikoen, DW (2019). <i>Visual Communication Design Research Methodology</i> . Yogyakarta: Kanisius Material: Sign System as a visual identity Reference: Bangun, DAN (2019). <i>Pictogram Design: Icon and Sign System</i> . Jakarta: PNJ Press Material: application of visual semiotics to sign system design work. Reference: Budiman, K. (2011). <i>Visual Semiotics: Concepts, Issues, and Problems of Iconosity</i> . Yogyakarta: Jalasutra	5%
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	10%
2.	Project Results Assessment / Product Assessment	52.5%
3.	Practical Assessment	12.5%
4.	Practice / Performance	7.5%
5.	Test	2.5%
		85%

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** 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.
- 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.

