



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

Document Code

## SEMESTER LEARNING PLAN

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>	<b>SEMESTER</b>	<b>Compilation Date</b>																																
Interactive media	9024103025		T=3 P=0 ECTS=4.77	7	July 18, 2024																																
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																
	.....		.....		Marsudi, S.Pd., M.Pd.																																
<b>Learning model</b>	Project Based Learning																																				
<b>Program Learning Outcomes (PLO)</b>	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: 10%; text-align: center;">P.O</td> <td colspan="15"></td> </tr> </table>					P.O																															
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<b>Short Course Description</b>	Courses to master skills in creating interactive media which refers to digital and non-digital products and services on computer-based systems that respond to user actions by presenting content such as text, moving images, animation, video, audio and various types of printed media. The focus of the creation/design of this course is Public Service Advertisements and/or Creative Campaigns which involve interaction with targets. Digital: Application Design, Website, Social Media Content Non Digital: Public Service Advertisements/Creative Campaigns based on media ambience																																				
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 10%; text-align: center;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 5%; text-align: center;">1</td> <td style="width: 5%; text-align: center;">2</td> <td style="width: 5%; text-align: center;">3</td> <td style="width: 5%; text-align: center;">4</td> <td style="width: 5%; text-align: center;">5</td> <td style="width: 5%; text-align: center;">6</td> <td style="width: 5%; text-align: center;">7</td> <td style="width: 5%; text-align: center;">8</td> <td style="width: 5%; text-align: center;">9</td> <td style="width: 5%; text-align: center;">10</td> <td style="width: 5%; text-align: center;">11</td> <td style="width: 5%; text-align: center;">12</td> <td style="width: 5%; text-align: center;">13</td> <td style="width: 5%; text-align: center;">14</td> <td style="width: 5%; text-align: center;">15</td> <td style="width: 5%; 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
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																					
<b>References</b>	<b>Main :</b> <ol style="list-style-type: none"> <li>1. Saffer, Dan. 2007. Designing for Interaction: Creating Amart Applications and Clever Devices . California: AIGA Design Press.</li> <li>2. Chatzimilioudis, Georgios et al. 2011. Crowdsourcing with Smartphones . Cyprus: University of Cyprus.</li> <li>3. Clifton, Ian G. 2013. Android User Interface Design . United States: R.R. Donnelley.</li> <li>4. Darmawan, Ruly. 2013. Pengalaman, Usability, dan Antarmuka Grafis: Sebuah Penelusuran Teoritis. Visual Art and Design Journal, Vol. 4, No. 2, p 95-102. Bandung: ITB.</li> <li>5. Kim, Gerard Jounghyun. 2015. Human-Computer Interaction: Fundamentals and Practice . United States: CRC Press.</li> </ol> <b>Supporters:</b>																																				
<b>Supporting lecturer</b>	Muhamad Ro'is Abidin, S.Pd., M.Pd. Nanda Nini Anggalih, S.Pd., M.Ds.																																				
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																														
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																														

1	Introduction and lecture contract. Know the basic theories of design and interactivity. Identify various types of interactive media	<ol style="list-style-type: none"> <li>1. Students are able to: Understand and agree on the assessment system</li> <li>2. Know the outline of design and interactivity</li> <li>3. Explains how to build user experiences through interactive design</li> <li>4. Know the scope of interactive design towards other design disciplines</li> <li>5. Give examples of various types of interactive media</li> <li>6. Describes the navigation and structure of an Android-based mobile application (wireframe &amp; taskflow), case study: Instagram</li> </ol>		Lectures, joint discussions, breakdown of the Instagram application to map wireframes and taskflow 3 X 50		0%
2						0%

3	Able to explain models of user interaction with interactive media, as well as their impact on behavioral, social, business and economic changes	<ol style="list-style-type: none"> <li>1.Explains the concept of Web 2.0 and social media as the most influential interactive media in changing user, social, business and economic behavior.</li> <li>2.Identify different types of media into two categories: traditional vs. interactive</li> <li>3.Summarize the ways in which interactive media are used.</li> <li>4.Analyzing user interaction models in interactive media (case studies: YouTube, Facebook, Instagram, Gmail)</li> </ol>		Lectures & presentations, focus group discussions, questions and answers, 3 X 50 assignments			0%
4	Able to identify information architecture from existing apps (case study: Gojek)	<ol style="list-style-type: none"> <li>1.Explain wireframes and their function in information architecture</li> <li>2.Students create Android-based mobile application wireframes (Case study: Gojek)</li> <li>3. Consultation on identifying problems to be raised as background for application design</li> </ol>		Lectures, presentations, questions and answers, individual consultations, 3 X 50 assignments			0%
5	Able to understand Human-Computer Interaction (HCI)	Explains Human-Computer Interaction (HCI) which includes: definition, types of users, how to recruit and types of user contributions in the system.		Lectures, discussions, questions and answers 3 X 50			0%

6	Able to understand and explain interaction design	Explains interaction design theory which includes: Approaches to interaction design and factors that influence the success of interaction design.		Lectures, discussions, questions and answers 3 X 50			0%
7	Able to understand material about Android-based mobile applications	Explains material about Android-based mobile applications, which consist of the Android operating system and Android-based mobile applications		Lectures, discussions, questions and answers 3 X 50			0%
8	Can understand the principles of designing Android-based mobile applications	Explains the principles of designing Android-based mobile applications: Know the user, understand the task, reduce memory load, be active for consistency, remind the user and refresh their memory, prevent errors/reversal of action, naturalness.		Lectures, discussions, questions and answers 3 X 50			0%
9	UTS	Do the questions with a minimum grade of C		3 X 50			0%
10	Able to understand the User Interface (UI) on Android	Explains the User Interface (UI) on Android which includes system bars, action bars, and notifications		Lectures, discussions, questions and answers 3 X 50			0%
11	Able to design Android based applications	Explains the initial stages of application design, namely determining the theme and finding problems that can be solved by designing an Android-based mobile application		Lectures, discussions, questions and answers. 3 X 50			0%
12	Can explain the advantages and disadvantages of similar applications (existing apps)	Facilitate discussion and student assistance regarding existing apps, namely applications similar/similar to the application to be designed		Discussion and assistance 3 X 50			0%

13	Able to design Android-based mobile application prototypes	1.Designing wireframes & taskflow 2.Designing user interface designs 3.Create offline prototypes via the Marvell application 4.Carrying out user testing		Lectures, discussions, questions and answers, designing a 3 X 50 offline prototype			0%
14	Able to design Android-based mobile application prototypes	1.Designing wireframes & taskflow 2.Designing user interface designs 3.Create offline prototypes via the Marvell application 4.Carrying out user testing		Lectures, discussions, questions and answers, designing a 3 X 50 offline prototype			0%
15	Able to design Android-based mobile application prototypes	1.Designing wireframes & taskflow 2.Designing user interface designs 3.Create offline prototypes via the Marvell application 4.Carrying out user testing		Lectures, discussions, questions and answers, designing a 3 X 50 offline prototype			0%
16	UAS (Final Semester Exam)			3 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.