



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
Applicative typography	9024103049	Study Program Elective Courses	T=3	P=0	ECTS=4.77	4	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
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Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program which 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-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, 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	Students are able to explain the theory of typography (terminology and letter structure).																
	PO - 2	Students are able to recognize types of letters and the period of their appearance																
	PO - 3	Students are able to master the skills of making various types and characteristics of letters, manually (hand lettering).																
	PO - 4	Students show an appreciative attitude towards other people's work, are ethical and responsible																
	PLO-PO Matrix																	
			P.O	PLO-3	PLO-6	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	Courses to explain typography theory include; terminology in typography and typographic structure, as well as to master skills in developing and arranging letter structures manually (hand lettering). The study material provided is the history of the development of letters, types of letters, anatomy of letters and the basic elements of typography.
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References	Main :
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1. Carter, Rob. 1985. *Typographic Design*. New York: VNR Co.
2. Cavanaugh, Sean. 1995. *Digital Type Design Guide*. Indiana: Hayden Books.
3. Kusrianto, Adi., 2004. *Tipografi Komputer Untuk Desainer Grafis*. Yogyakarta: Andi
4. Rustan, Surianto. 2011. *Font & Tipografi*. Jakarta: Gramedia
5. Sihombing, Danton. 2001. *Tipografi Desain Grafis*. Jakarta: Gramedia

Supporters:

Supporting lecturer Tri Cahyo Kusumandyoko, S.Sn., M.Ds.
Meirina Lani Anggapuspa, 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 Lectures and Lecture Contracts for Basic Typography Subjects	1.1. Can describe Basic Typography Courses 2.2. Can prepare materials for the Basic Typography Course	Criteria: 1.1. Attitude 2.2. Can prepare materials for the Basic Typography Course 3.3. Can prepare materials for the Basic Typography Course Form of Assessment : Participatory Activities	4 X 50 Discussion		Material: Basics of typography Reader: <i>Kusrianto, Adi., 2004. Computer Typography for Graphic Designers. Yogyakarta: Andi</i> Material: Introduction to typography Reader: <i>Rustan, Surianto. 2011, Fonts & Typography. Jakarta: Gramedia</i>	5%
2	Able to understand the basics of typography.	1. Can describe the meaning, variety and role of typography 2. Can describe the variables of typesetting 3. Analyze the composition of letters	Criteria: 1.1. Attitude 2.2. Actively ask and answer questions 3.3. Can describe the meaning, variety and role of typography 4.4. Can describe typesetting variables 5.5. Can analyze the composition of letters Form of Assessment : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, 4 X 50		Material: Types and roles of typography Reader: <i>Kusrianto, Adi., 2004. Computer Typography for Graphic Designers. Yogyakarta: Andi</i> Material: Typesetting variables References: <i>Rustan, Surianto. 2011, Fonts & Typography. Jakarta: Gramedia</i> Material: Principles of letter organization Reader: <i>Sihombing, Danton. 2001. Graphic Design Typography. Jakarta: Gramedia</i>	5%

3	Able to understand anatomy and letter measurement systems	<p>1.1. Can explain the basic shapes of letters</p> <p>2.2. Can explain the anatomy of letters</p> <p>3.3. Can classify letters based on their anatomy</p> <p>4.4. Can explain letter size standards</p> <p>5.5. Can analyze the arrangement of letters based on the spacing system</p>	<p>Criteria:</p> <p>1.1. Conformity to classification</p> <p>2.2. Neatness</p> <p>3.3. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, practice 4 X 50		<p>Material: Basic forms of letters</p> <p>Reader: Kusrianto, Adi., 2004. <i>Computer Typography for Graphic Designers</i>. Yogyakarta: Andi</p> <hr/> <p>Material: Anatomical classification of letters</p> <p>Reader: Rustan, Surianto. 2011, <i>Fonts & Typography</i>. Jakarta: Gramedia</p> <hr/> <p>Material: Standard letter sizes and spacing in typography.</p> <p>Reader: Sihombing, Danton. 2001. <i>Graphic Design Typography</i>. Jakarta: Gramedia</p>	5%
4	Able to understand letter families	<p>1.1. Can explain character sets</p> <p>2.2. Can analyze proportions, letter weights and letter slant</p>	<p>Criteria:</p> <p>1.1. Conformity with the provisions of the question</p> <p>2.2. Neatness</p> <p>3.3. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, practice 4 X 50		<p>Material: Set character in typographic</p> <p>Reader: Carter, Rob. 1985. <i>Typographic Design</i>. New York: VNR Co.</p> <hr/> <p>Material: Proportions, weights, and letter slant</p> <p>Bibliography: Cavanaugh, Sean. 1995 <i>Digital Type Design Guide</i>. Indiana: Hayden Books.</p>	5%
5	Able to understand letter families	<p>1.1. Can explain character sets</p> <p>2.2. Can analyze proportions, letter weights and letter slant</p>	<p>Criteria:</p> <p>1.1. Conformity with the provisions of the question</p> <p>2.2. Neatness</p> <p>3.3. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, practice 4 X 50		<p>Material: Set character in typographic</p> <p>Reader: Carter, Rob. 1985. <i>Typographic Design</i>. New York: VNR Co.</p> <hr/> <p>Material: Proportions, weights, and letter slant</p> <p>Bibliography: Cavanaugh, Sean. 1995 <i>Digital Type Design Guide</i>. Indiana: Hayden Books.</p>	5%

6	Able to master Gestalt theory in organizing letters	1.1. Can describe Gestalt theory in typography 2.2. Can apply Gestalt theory in typography	Criteria: 1.1. Originality 2.2. Creativity 3.3. Conformity with the provisions of the question 4.4. Neatness 5.5. Layout proportions Form of Assessment : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, practice 4 X 50		Material: Gestalt Theory References: Carter, Rob. 1985. <i>Typographic Design</i> . New York: VNR Co.	5%
7	Able to master the principles of selecting and applying letters	1.1. Can describe Legibility and Readability in typography 2.2. Can analyze the appearance of letters in terms of their characters 3.3. Can explain visual hierarchy in typography 4.4. Can analyze letters as design elements 5.5. Can analyze the application of letters based on grid systems and alignment	Criteria: 1.1. Originality 2.2. Creativity 3.3. Conformity with the provisions of the question 4.4. Neatness 5.5. Layout proportions Form of Assessment : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, practice 4 X 50		Material: Principles of letter selection Reader: Kusrianto, Adi., 2004. <i>Computer Typography for Graphic Designers</i> . Yogyakarta: Andi Material: Legibility & Readability References: Carter, Rob. 1985. <i>Typographic Design</i> . New York: VNR Co. Material: Letter characters Reader: Rustan, Suriyanto. 2011, <i>Fonts & Typography</i> . Jakarta: Gramedia Material: Visual hierarchy of typography References: Sihombing, Danton. 2001. <i>Graphic Design Typography</i> . Jakarta: Gramedia	5%
8	UTS	Redesigning the Typeface with Gestalt principles	Criteria: 1.1. Originality 2.2. Creativity 3.3. Conformity with the provisions of the question 4.4. Neatness 5.5. Layout proportions Form of Assessment : Test	Analyze the types of typefaces that exist in the food and soft drink media around you, then redesign the typefaces using the Gestalt 4 X 50 principle		Material: Gestalt Theory References: Carter, Rob. 1985. <i>Typographic Design</i> . New York: VNR Co.	15%

9	Able to understand the development of letter models and styles	<p>1.1. Can analyze the development of letter models and styles</p> <p>2.2. Can apply digital letters</p>	<p>Criteria:</p> <p>1.1. Attitude</p> <p>2.2. Actively ask and answer questions</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p>Material:</p> <p>Review of the development of letter models and styles</p> <p>Reader:</p> <p><i>Kusrianto, Adi., 2004. Computer Typography for Graphic Designers. Yogyakarta: Andi</i></p> <hr/> <p>Material:</p> <p>Development of digital letters</p> <p>Reader:</p> <p><i>Sihombing, Danton. 2001. Graphic Design Typography. Jakarta: Gramedia</i></p> <hr/> <p>Material:</p> <p>Typography analysis</p> <p>References:</p> <p><i>Rustan, Surianto. 2011, Fonts & Typography. Jakarta: Gramedia</i></p>	5%
10	Able to master the principles of image application	<p>1.1. Can explain the role of image</p> <p>2.2. Can analyze the basic shape of an image</p> <p>3.3. Can apply images in words</p>	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and practice 4 X 50		<p>Material:</p> <p>Basic image shapes</p> <p>Reader:</p> <p><i>Rustan, Surianto. 2011, Fonts & Typography. Jakarta: Gramedia</i></p> <hr/> <p>Material:</p> <p>Principles of image application</p> <p>References:</p> <p><i>Sihombing, Danton. 2001. Graphic Design Typography. Jakarta: Gramedia</i></p> <hr/> <p>Material:</p> <p>The role of image</p> <p>Reference:</p> <p><i>Kusrianto, Adi., 2004. Computer Typography for Graphic Designers. Yogyakarta: Andi</i></p>	5%

11	Able to master the principles of image application	<p>1.1. Can explain the role of dramatization</p> <p>2.2. Can describe the principles of dramatization</p> <p>3.3. Can compose letters with dramatization</p>	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and practice 4 X 50		<p>Material: The role of dramatization</p> <p>Reader: Kusrianto, Adi., 2004. <i>Computer Typography for Graphic Designers</i>. Yogyakarta: Andi</p> <hr/> <p>Material: Principles of dramatization</p> <p>Reader: Rustan, Surianto. 2011, <i>Fonts & Typography</i>. Jakarta: Gramedia</p> <hr/> <p>Material: Typesetting factors with dramatization</p> <p>Reader: Sihombing, Danton. 2001. <i>Graphic Design Typography</i>. Jakarta: Gramedia</p>	5%
12	Able to master the application of motifs in letters	<p>1.1. Can explain the role of motifs in letters</p> <p>2.2. Analyze the basic forms of motifs in letters</p> <p>3.3. Apply motifs to letters</p>	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and practice 4 X 50		<p>Material: Basic forms of motifs</p> <p>Reader: Kusrianto, Adi., 2004. <i>Computer Typography for Graphic Designers</i>. Yogyakarta: Andi</p> <hr/> <p>Material: The role of motifs</p> <p>Reader: Rustan, Surianto. 2011, <i>Fonts & Typography</i>. Jakarta: Gramedia</p> <hr/> <p>Material: Principles of motif application in letters.</p> <p>Library: Sihombing, Danton. 2001. <i>Graphic Design Typography</i>. Jakarta: Gramedia</p>	5%

13	Able to master the application of motifs in letters	<p>1.1. Can explain classic typography</p> <p>2.2. Can explain modern typography</p> <p>3.3. Can explain Contemporary Typography</p> <p>4.4. Can apply typography styles</p>	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and practice 4 X 50		<p>Material: Classical typography</p> <p>Reader: Kusrianto, Adi., 2004. <i>Computer Typography for Graphic Designers</i>. Yogyakarta: Andi</p> <hr/> <p>Material: Modern typography</p> <p>Reader: Rustan, Surianto. 2011, <i>Fonts & Typography</i>. Jakarta: Gramedia</p> <hr/> <p>Material: Contemporary typography</p> <p>Reader: Sihombing, Danton. 2001. <i>Graphic Design Typography</i>. Jakarta: Gramedia</p>	5%
14	Able to design typography using hand lettering techniques	<p>1.1. Can explain the background of Hand Lettering</p> <p>2.2. Can explain the style of hand lettering</p> <p>3.3. Can design typography using hand lettering techniques</p>	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and practice 4 X 50		<p>Material: Hand Lettering font styles</p> <p>Reader: Kusrianto, Adi., 2004. <i>Computer Typography for Graphic Designers</i>. Yogyakarta: Andi</p> <hr/> <p>Material: Hand Lettering Design</p> <p>Reader: Rustan, Surianto. 2011, <i>Fonts & Typography</i>. Jakarta: Gramedia</p> <hr/> <p>Material: Hand Lettering Background</p> <p>Library: Sihombing, Danton. 2001. <i>Graphic Design Typography</i>. Jakarta: Gramedia</p>	5%

15	Able to design typography using hand lettering techniques	<p>1.1. Can explain the background of Hand Lettering</p> <p>2.2. Can explain Hand Lettering Font Style</p> <p>3.3. Can design typography using hand lettering techniques</p>	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and practice 4 X 50	<p>Material: Style and Development of Letters in Typography Reader: <i>Cavanaugh, Sean. 1995 Digital Type Design Guide. Indiana: Hayden Books.</i></p> <p>Material: Introduction to Typography design References : <i>Carter, Rob. 1985. Typographic Design. New York: VNR Co.</i></p> <p>Material: Introduction to Typography Literature: <i>Rustan, Suriyanto. 2011, Fonts & Typography. Jakarta: Gramedia</i></p>	5%
16	UAS	Students are able to read letters as a message, are able to create letter concepts to convey messages, are able to develop the appearance of letters	<p>Criteria:</p> <p>1.1. Originality</p> <p>2.2. Creativity</p> <p>3.3. Conformity with the provisions of the question</p> <p>4.4. Neatness</p> <p>5.5. Layout proportions</p> <p>Form of Assessment : Test</p>	Redesign the appearance of letters (typography) as an identity for a location/area around you. For example, in beach areas, city parks, tourist attractions, etc. 4 X 50	<p>Material: Typography as identity References: <i>Carter, Rob. 1985. Typographic Design. New York: VNR Co.</i></p>	15%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	5%
2.	Project Results Assessment / Product Assessment	65%
3.	Test	30%
		100%

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.

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.