



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																																
Visual Communication Design II	9024104009		T=4 P=0 ECTS=6.36	6	July 17, 2024																																
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																	
	Marsudi, S.Pd., M.Pd.																																	
Learning model	Project Based Learning																																				
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																				
	Program Objectives (PO)																																				
	PLO-PO Matrix																																				
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;">P.O</td> </tr> </table>					P.O																														
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Short Course Description	Courses on the theory and principles of compiling visual communication design components based on certain strategies and concepts for communication purposes through advertising media. Designing visual communication design work for promotions/advertising. by applying design research and visual communication design design methods																																				
	<table border="1" style="width: 100%; text-align: center;"> <tr> <td rowspan="2" style="width: 50px;">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>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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References	Main :																																				
	<ol style="list-style-type: none"> 1. [1]. Jefkins, Frank. 1997. Periklanan. Jakarta : Erlangga 2. [2]. Simp, Terence A. 2003. Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu. Jakarta: Erlangga 3. [3]. Kasali, Rhenald. 1995. Manajemen Priklanan. Jakarta: Pustaka Utama Grafiti 4. [4]. Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama 5. [5]. Moriarty, Sandra, dkk. 2011. Advertising. Jakarta: Kencana 6. [6]. Pujiyanto. 2013. Iklan Layanan Masyarakat. Yogyakarta: CV Andi Offset 																																				
	Supporters:																																				
Supporting lecturer	Asidigisianti Surya Patria, S.T., M.Pd. Nova Kristiana, 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 the overview of Visual Communication Design II lectures in general	1. Able to know the course requirements 2. Able to understand the material and description of lecture implementation 3. able to understand the DKV II Advertising project assignment	Criteria: -	Lectures, discussions, questions and answers 3 X 50			0%
2	Able to understand the scope of Visual Communication Design (DKV) in advertising communications	1. Able to explain the role of DKV in advertising communications 2. Able to identify various types of advertising media	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
3	Able to understand the scope of Visual Communication Design (DKV) in advertising communications	1. Able to explain the role of DKV in advertising communications 2. Able to identify various types of advertising media	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
4	Able to determine advertising visual communication design objects and apply design research	1. Able to determine nearby MSMEs as objects for designing advertising visual communications 2. Able to describe the background of the problem in design 3. Able to formulate problems in design 4. Able to create design goals 5. Able to create design methods	Criteria: The plot sequence in the introduction	Lectures, discussions, questions and answers, practice 6 X 50			0%
5	Able to determine advertising visual communication design objects and apply design research	1. Able to determine nearby MSMEs as objects for designing advertising visual communications 2. Able to describe the background of the problem in design 3. Able to formulate problems in design 4. Able to create design goals 5. Able to create design methods	Criteria: The plot sequence in the introduction	Lectures, discussions, questions and answers, practice 6 X 50			0%
6	Able to apply design research (Data Collection and data identification)	1. Able to explain the Data chapter 2. Data collection methods 3. Data identification methods	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
7	Able to apply design research (Data Collection and data identification)	1. Able to explain the Data chapter 2. Data collection methods 3. Data identification methods	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
8	Midterm exam	Presenting research Research Project reports (Introduction and Data Chapter)	Criteria: -	Practice 3 X 50			0%

9	Able to analyze data	1. Able to explain types of data analysis 2, able to apply data analysis to advertising design research	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
10	Able to analyze data	1. Able to explain types of data analysis 2, able to apply data analysis to advertising design research	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
11	Able to design Media Concepts and Creative concepts	1. Able to develop media concepts for visual communication design 2. Able to develop creative concepts for visual communication design 3. Able to develop visual layout concepts for visual communication design	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
12	Able to design Media Concepts and Creative concepts	1. Able to develop media concepts for visual communication design 2. Able to develop creative concepts for visual communication design 3. Able to develop visual layout concepts for visual communication design	Criteria: -	Lectures, discussions, questions and answers, practice 6 X 50			0%
13	Able to design visualizations of advertising visual communication design works	1. Able to explain the stages of designing a work visualization 2. Able to make a Thumbnail Sketch 3. Able to make Tight Tissue 4. Able to make a Final Design 5. Able to make a time line and budgeting	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%
14	Able to design visualizations of advertising visual communication design works	1. Able to explain the stages of designing a work visualization 2. Able to make a Thumbnail Sketch 3. Able to make Tight Tissue 4. Able to make a Final Design 5. Able to make a time line and budgeting	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%

15	Able to design visualizations of advertising visual communication design works	1. Able to explain the stages of designing a work visualization 2. Able to make a Thumbnail Sketch 3. Able to make Tight Tissue 4. Able to make a Final Design 5. Able to make a time line and budgeting	Criteria: Formalistic, expressive, instrumentalistic and originality aspects	Lectures, discussions, questions and answers, practice 6 X 50			0%
16	Final exams	Able to package advertising visual communication design project reports		Practice 3 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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.