



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 III	9024104010	Compulsory Study Program Subjects	T=4 P=0 ECTS=6.36	7	July 17, 2024

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

Learning model Project Based Learning

Program Learning Outcomes (PLO) PLO study program which is charged to the course

PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit
PLO-6	Mastering the theory and design methodology of Visual Communication Design with various functional approaches and problem solving.
PLO-11	Able to develop Visual Communication Design with a creativepreneurship approach oriented to the latest information technology developments.

Program Objectives (PO)

PO - 1	Students are able to understand the scope of visual communication and advertising design
PO - 2	Students are able to carry out the process of designing visual communication designs for advertising
PO - 3	Students are able to design visual communication design works based on certain concepts for communication purposes through advertising media

PLO-PO Matrix

P.O	PLO-2	PLO-6	PLO-11
PO-1	✓	✓	
PO-2		✓	✓
PO-3		✓	✓

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														✓	✓	

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. Jefkins, Frank. 1997. Periklanan. Jakarta : Erlangga
2. Simp, Terence A. 2003. Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu. Jakarta: Erlangga
3. Kasali, Rhenald. 1995. Manajemen Priklanan. Jakarta: Pustaka Utama Grafiti
4. Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama
5. Moriarty, Sandra, dkk. 2011. Advertising. Jakarta: Kencana
6. Pujianto. 2013. Iklan Layanan Masyarakat. Yogyakarta: CV Andi Offset

		Supporters:					
Supporting lecturer	Asidigisianti Surya Patria, S.T., M.Pd. Muhamad Ro'is Abidin, S.Pd., M.Pd.						
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 describe the meaning of visual communication design and advertising	Can describe various types of media and media characters.	Criteria: 1.Accuracy in explaining the substance of the material 2.Breadth of coverage in explaining the material Form of Assessment : Participatory Activities	Lectures, discussions and questions and answers 4 X 50		Material: Types of Advertising Media Literature: <i>Kasali, Rhenald. 1995. Advertising Management. Jakarta: Graffiti Main Library</i> Material: Characteristics of Advertising Media Reference: <i>Jefkins, Frank. 1997. Advertising. Jakarta : Erlangga</i>	5%
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. Form of Assessment : Participatory Activities	Lectures, Discussions, Questions and Answers and Practice 4 X 50		Material: ATL BTL Bibliography: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i>	5%
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. Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers. 4 X 50		Material: ATL BTL Bibliography: <i>Jefkins, Frank. 1997. Advertising. Jakarta : Erlangga</i>	5%
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. Form of Assessment : Practice / Performance	Lectures, discussions, questions and answers and practice. 4 X 50		Material: Copywriting Bibliography: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i>	5%
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. Form of Assessment : Practice / Performance	Lectures, discussions, questions and answers and practice. 4 X 50		Material: Target Audience Reader: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i>	5%

6	Able to understand Branding	Can describe Branding	<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 5.5. Presentation <p>Form of Assessment : Participatory Activities</p>	Lectures, questions and answers, and 4 X 50 Practice		<p>Material: Branding Literature: Kasali, Rhenald. 1995. <i>Advertising Management.</i> Jakarta: Graffiti Main Library</p>	5%
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	<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 5.5. Presentation <p>Form of Assessment : Participatory Activities</p>	Lecture, question and answer, observation and practice 4 X 50		<p>Material: 5W1H, SWOT, USP Reference: Simp, Terence A. 2003. <i>Advertising Promotion Additional Aspects of Integrated Marketing Communications.</i> Jakarta: Erlangga</p>	5%
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	<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 5.5. Presentation <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lecture, question and answer, observation and practice 4 X 50		<p>Material: 5W1H, SWOT, USP Reference: Simp, Terence A. 2003. <i>Advertising Promotion Additional Aspects of Integrated Marketing Communications.</i> Jakarta: Erlangga</p>	5%
9	UTS	UTS	<p>Criteria: UTS</p> <p>Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Tests</p>	UTS 4 X 50		<p>Material: Advertising Concepts References: Moriarty, Sandra, et al. 2011. <i>Advertising.</i> Jakarta: Kencana</p> <hr/> <p>Material: Basic Concepts of Advertising Reference: Kasali, Rhenald. 1995. <i>Advertising Management.</i> Jakarta: Graffiti Main Library</p>	15%
10	Able to understand the theory of logos and color theory	Can describe theories about logos, color theory.	<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 5.5. Presentation <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lecture, question and answer, practice 4 X 50		<p>Material: Advertising Bibliography: Moriarty, Sandra, et al. 2011. <i>Advertising.</i> Jakarta: Kencana</p>	5%
11	Able to understand the theory of logos and color theory	Can describe theories about logos, color theory.	<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 5.5. Presentation <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lecture, question and answer, practice 4 X 50		<p>Material: Advertising Bibliography: Moriarty, Sandra, et al. 2011. <i>Advertising.</i> Jakarta: Kencana</p>	5%

12	Able to understand Visual Identity	Can describe Visual 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 5.5. Presentation <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lecture, question and answer, Exercise 4 X 50		<p>Material: Visual Identity Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i></p>	5%
13	Able to understand Creative Strategy	Can describe Creative Strategy	<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 5.5. Presentation <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Lecture, question and answer, practice 4 X 50		<p>Material: ILM Creative Strategy Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
14	Able to understand an integrated superior tourism campaign	Can describe a superior, integrated tourism campaign.	<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 5.5. Presentation <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Observation, Field survey, Exercise 4 X 50		<p>Material: ADVERTISEMENT Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%
15	Able to understand an integrated superior tourism campaign	Can describe a superior, integrated tourism campaign.	<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 5.5. Presentation <p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	Observation, Field survey, Exercise 4 X 50		<p>Material: Advertising Design Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i></p>	5%

16	UAS	UAS	Criteria: UAS Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Tests	UAS 4 X 50		Material: Advertising Bibliography: <i>Jefkins, Frank. 1997. Advertising. Jakarta : Erlangga</i> <hr/> Material: Integrated Promotion Reference: <i>Simp, Terence A. 2003. Advertising Promotion Additional Aspects of Integrated Marketing Communication. Jakarta: Erlangga</i> <hr/> Material: Advertising Management Reader: <i>Kasali, Rhenald. 1995. Advertising Management. Jakarta: Graffiti Main Library</i> <hr/> Material: Advertising Library: <i>Palupi, Dyah Hasto. 2007. Advertising that Sells. Jakarta: PT Gramedia Pustaka Utama</i> <hr/> Material: Advertising Bibliography: <i>Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana</i> <hr/> Material: ILM Reader: <i>Pujianto. 2013. Public Service Advertisements. Yogyakarta: CV Andi Offset</i>	15%
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	25%
2.	Project Results Assessment / Product Assessment	45%
3.	Portfolio Assessment	10%
4.	Practice / Performance	10%
5.	Test	10%
		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.

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.