



Module Handbook Basics Design 1



Bachelor of Visual Communication Design Program
Faculty of Creative Design and Digital Business
Institut Teknologi Sepuluh Nopember

Lampiran

The screenshot displays a web browser window with the following elements:

- Browser Tabs:** (304) Pinterest, WhatsApp, data modul, data modul, Google Terj, ITS Beranda, ITS Kurikulum, semester 4.
- Address Bar:** academics.its.ac.id/kurikulum/mata-kuliah/detail-mk?mk-id=3FE98DB8-67F2-49E4-938D-B3A1A15A751C&kuri-id=E6EBB33A-E9AA-468B-91A9-190...
- Page Header:** myITS academics logo, user profile Bambang Mardiono Soewito (Dosen S1 Desain Komunikasi Visual).
- Left Sidebar:** Navigation menu with categories: Dashboard, KURIKULUM (Daftar Kurikulum, CPL, Mata Kuliah), SKPB (Daftar Kurikulum, Mata Kuliah), PENILAIAN (Entri Evaluasi, Rekapitulasi Nilai, Laporan CPL CPMK, Ralat Nilai), MBKM (Entri Nilai).
- Main Content:** A list of four learning outcomes (SKPB) with checkboxes and bilingual descriptions:
 - 1. Mampu menunjukkan sikap dan karakter yang mencerminkan ketakwaan kepada Tuhan YME, berbudi pekerti luhur, peka dan peduli terhadap masalah sosial dan lingkungan, menghargai perbedaan budaya dan kemajemukan, menjunjung tinggi penegakan hukum, mendahulukan kepentingan bangsa dan masyarakat luas, melalui inovasi, kreatifitas, dan potensi lain yang dimiliki.
Capable of exemplifying attitudes and virtues indicative of a profound commitment to the divine, possessing noble character, demonstrating sensitivity to and concern for social and environmental issues, exhibiting respect for cultural diversity and pluralism, upholding the principles of law enforcement, and prioritizing the welfare of the nation and broader community. This is achieved through the application of innovation, creativity, and leveraging the inherent potential possessed by oneself and others.
 - 2. Mampu mengkaji dan memanfaatkan ilmu pengetahuan dan teknologi dalam rangka mengaplikasikannya pada bidang keahlian desain komunikasi visual, serta mampu mengambil keputusan secara tepat dari hasil kerja sendiri maupun kerja kelompok melalui pemikiran logis, kritis, sistematis dan inovatif.
Proficient in the examination and application of scientific and technological principles for the enhancement of expertise in visual communication design. Capable of rendering judicious decisions based on individual and collaborative endeavors, employing logical, critical, systematic, and innovative thinking to interpret and utilize outcomes effectively.
 - 3. Mampu mengelola pembelajaran diri sendiri, dan mengembangkan diri sebagai pribadi pembelajar sepanjang hayat untuk bersaing ditingkat nasional, maupun internasional, dalam rangka berkontribusi nyata untuk menyelesaikan masalah dengan memperhatikan prinsip keberlanjutan.
Competent in self-directed learning management and committed to personal development as a lifelong learner, with the aim of remaining competitive at both national and international echelons. This pursuit is geared toward making substantive contributions to problem-solving endeavors, underscored by a dedicated adherence to sustainability principles.
 - 4. Mampu mengkaji dan mengaplikasikan teori dan prinsip desain komunikasi visual
Proficient in the examination and application of theories and principles within the realm of visual communication design.
- Taskbar:** Windows search bar, application icons (Word, Firefox, Chrome, etc.), system tray showing 27°C Berawan, 10:53 AM, 2/2/2024.

Browser tabs: (304) Pinterest, WhatsApp, data modul, data modul, Google Terje, ITS Beranda, ITS Kurikulum, semester 4

URL: academics.its.ac.id/kurikulum/mata-kuliah/detail-mk?mk-id=3FE98DB8-67F2-49E4-938D-B3A1A15A751C&kuri-id=E6EBB33A-E9AA-468B-91A9-190...

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Bambang Mardiono Soewito
Dosen S1 Desain Komunikasi Visual

Dashboard

KURIKULUM

- Daftar Kurikulum
- CPL >
- Mata Kuliah >

SKPB

- Daftar Kurikulum
- Mata Kuliah >

PENILAIAN

- Entri Evaluasi
- Rekapitulasi Nilai
- Laporan CPL CPMK
- Ralat Nilai >

MBKM

- Entri Nilai

5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi
Competent in the exploration and application of knowledge about communication media.
6. Mampu mengkaji dan mengaplikasikan ilmu sosial budaya yang terkait dengan desain komunikasi visual
Proficient in the examination and application of socio-cultural knowledge relevant to the field of visual communication design.
7. Mampu mengkaji dan mengaplikasikan ilmu dan keterampilan menggambar, membuat sketsa, dan membuat prototipe
Competent in the examination and application of knowledge and skills in drawing, sketching, and prototyping.
8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking
Proficient in the exploration and application of creativity and design thinking.
9. Mampu mengkaji dan mengaplikasikan ilmu manajemen dan komunikasi marketing dalam bidang desain komunikasi visual
Competent in the examination and application of management and marketing communication knowledge within the domain of visual communication design.
10. Mampu mengkaji dan mengaplikasikan ilmu riset desain untuk menghasilkan karya desain komunikasi visual yang komprehensif
Proficient in the exploration and application of design research knowledge to generate comprehensive visual communication design projects.
11. Mampu mengkaji dan mengaplikasikan teknologi dan inovasi dalam desain komunikasi visual
Competent in the examination and application of technology and innovation within the context of visual communication design.

Windows taskbar: Type here to search, Word, Firefox, Chrome, File Explorer, AI, Ps, 27°C Berawan, 10:53 AM 2/2/2024

Browser tabs: (304) Pinterest, WhatsApp, data modul, data modul, Google Terje, ITS Beranda, ITS Kurikulum, semester 4

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MBKM

- Entri Nilai

Kode	Deskripsi CPMK	Pemetaan CPMK ke CPL		Bobot CPMK
		CPL 1	CPL 3	
CPMK-1	Mahasiswa mampu memahami elemen dalam perancangan beserta prinsip-prinsip pembentuknya dalam satu komposisi. <i>Students are able to understand the elements in the design and their constituent principles in one composition.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CPMK-2	Mahasiswa mampu mengeksplorasi dan memahami elemen-elemen desain pada satu komposisi menggunakan prinsip-prinsip desain <i>Students are able to explore and understand design elements in a composition using design principles</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CPMK-3	Mahasiswa mampu memahami teori warna, asal-usul warna, lingkaran warna beserta kebutuhannya dalam mereka ulang sebuah desain <i>Students are able to understand color theory, the origin of color, the color circle and their needs in reimagining a design</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CPMK-4	Mahasiswa mampu mengeksplorasi perubahan pada bentuk objek satu ke bentuk objek lain beserta langkah-langkah perubahannya menggunakan warna yang berbeda antara bidang pada teori warna <i>Students are able to explore changes in the shape of one object to another and the steps for changing it using</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%

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Browser tabs: (304) Pinterest, (1) WhatsApp, data modul, data modul, Google Terje, ITS Beranda, ITS Kurikulum, semester 4

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- Ralat Nilai

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	<i>Students are able to explore and understand design elements in a composition using design principles</i>			
CPMK-3	Mahasiswa mampu memahami teori warna, asal-usul warna, lingkaran warna beserta kebutuhannya dalam mereka ulang sebuah desain <i>Students are able to understand color theory, the origin of color, the color circle and their needs in reimagining a design</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CPMK-4	Mahasiswa mampu mengeksplorasi perubahan pada bentuk objek satu ke bentuk objek lain beserta langkah-langkah perubahannya menggunakan warna yang berbeda antara bidang pada teori warna <i>Students are able to explore changes in the shape of one object to another and the steps for changing it using different colors between fields in color theory</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CPMK-5	Mahasiswa mampu mengeksplorasi dan bereksperimen perpaduan warna antara bidang yang berdekatan dikomposisikan menurut prinsip desain <i>Students are able to explore and experiment color combinations between adjacent fields composed according to design principles prinsip</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
Total Bobot		50%	50%	100%

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Rencana Asesmen & Evaluasi

No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	CPMK-5	Total Bobot
1	Komposisi Garis <i>Stream Line Composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
2	Komposisi Titik <i>Dot Composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
3	Texture Composition <i>Texture Composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
4	Lingkaran Warna <i>Color Wheel</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
5	Komposisi 3D Ilusi <i>3D illusion composition</i>	4%	4%	4%	4%	4%	20%

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- PENILAIAN**
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Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
5 Komposisi 3D Ilusi <i>3D illusion composition</i>						
Kognitif - Tugas <i>Cognitive - Assignment</i>	4%	4%	4%	4%	4%	20%
6 Komposisi Bentuk Morfologi <i>Morphology Shape Composition</i>						
Kognitif - Tugas <i>Cognitive - Assignment</i>	4%	4%	4%	4%	4%	20%
7 Color Harmony <i>Color Harmony</i>						
Kognitif - Tugas <i>Cognitive - Assignment</i>	4%	4%	4%	4%	4%	20%
TOTAL	20%	20%	20%	20%	20%	100%
<i>Target</i>	20%	20%	20%	20%	20%	100%

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Dosen S1 Desain Komunikasi Visual

No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	CPMK-5	Total Bobot
1	Komposisi Garis <i>Stream Line Composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
2	Komposisi Titik <i>Dot Composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
3	Texture Composition <i>Texture Composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
4	Lingkaran Warna <i>Color Wheel</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	2%	2%	2%	2%	2%	10%
5	Komposisi 3D Ilusi <i>3D illusion composition</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	4%	4%	4%	4%	4%	20%
6	Komposisi Bentuk Morfologi						

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Dosen S1 Desain Komunikasi Visual

Color Wheel Kognitif - Tugas Cognitive - Assignment	2%	2%	2%	2%	2%	10%
5 Komposisi 3D Ilusi 3D illusion composition Kognitif - Tugas Cognitive - Assignment	4%	4%	4%	4%	4%	20%
6 Komposisi Bentuk Morfologi Morphology Shape Composition Kognitif - Tugas Cognitive - Assignment	4%	4%	4%	4%	4%	20%
7 Color Harmony Color Harmony Kognitif - Tugas Cognitive - Assignment	4%	4%	4%	4%	4%	20%
TOTAL	20%	20%	20%	20%	20%	100%
Target	20%	20%	20%	20%	20%	100%

rps

Name of Study Program	Visual Communication Design
Name of Course	Basic Design 1
Code	DV184101
Semester	1
Credit	5 / 8 ECTS
Head of Lecturer	

Study Materials		
Program Learning Outcome (PLO)	P.1	The course will explore foundational concepts within the field of design theory and delve into a comprehensive analysis of one specific theoretical framework in visual communication design. The selected theoretical framework may include, but is not limited to, <i>Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or the Huxley-Lester Model.</i> "
	P.5	Concepts, principles, methods and techniques of color application, composition (nirmana), design processes, photography and computer graphics;
	P. 6	Drawing and graphic methods and techniques (printing techniques);
	KK. 4	Capable of independently or collaboratively presenting alternative prototypes of visual communication design solutions through verbal, graphical, written, and communicative models, employing both manual and digital techniques, adhering to established communication guidelines.
Course Learning Outcome (CLO)	M 1	Students are able to analyze design elements in various design works: lines, points, geometric planes, space, color and texture
	M 2	Students are able to analyze design principles in various design works
	M3	Students are able to apply design principles in various dwimitra works

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Method	Estimated Duration	Student Learning Experience	Assessment Criteria and Indicators	Assessment weight [%]
1	Students are capable of understanding the objectives of learning the Basic Design 1 course along with the ongoing lecture contract and rules	- Basic Design 1 Syllabus Material - RPS DDKV I material - Material for rules and lecture contracts for one semester	Face to face Assistance Independent learning	TM = 128 BT = 320 BM = 192	Seminar Class Discussion Assignment	Students are able to apply the aims and objectives of the learning materials for the DDKV I course (make a review)	5%
2-3	Students are able to understand the elements in design and the principles of forming them in one composition. Students are able to explore one of the design elements, namely black and white lines in a	- Basic Design Principles Material - Design Elements Material - Black-White Line Composition	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	Studying Discussion Assignment	Students are able to distinguish the differences between basic design elements and principles starting from the meaning, objectives to methods of applying these elements and principles.	10%

	composition, using design principles					Students are able to present black and white line compositions based on design principles	
4-5	Students are able to explore one of the design elements, namely black and white geometric areas in one composition using design principles	Black and white geometric plane composition	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	Studying Discussion Assignment	Students are able to present geometric compositions in the form of squares, circles or black and white rectangles based on design principles	10%
6-7	Students are able to explore one of the black and white line texture design elements in a composition using design principles	The composition of various black and white textures comes from various materials	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	Studying Discussion Assignment	Students are able to present compositions of various textures with shades of black and white based on design principles	10%
8-9	Students are able to understand color theory, the origins of color, the color circle and its needs in redesigning designs Students are able to explore the shape of planes in different colored areas to form other perceptions or optical illusions	<ul style="list-style-type: none"> - Color Theory - Color Circle - Color Psychology - The color plane composition contains areas that have different colors 	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	Studying Discussion Assignment	Students are able to explain and differentiate the differences between colors in terms of their origins to the psychology of color in its application	15%
10-11	Students are able to explore plane shapes in different colored planes to form other	The color composition area contains areas that have different shades of colors	Face to face Assistance Self-Study Time	TM = 256 BT = 640 BM = 384	Studying Discussion Assignment	Students are able to arrange compositions of colored fields	15%

	perceptions or optical illusions, more complex plane shapes and use several color applications					containing different colors to produce an optical illusion in the form of depth or the impression of space	
12-14	Students are able to explore changes from one form to another along with the steps for change using different colors between areas	The composition of changes in organic objects in the form of plants and animals with different background colors consists of several dynamic change steps	Face to face Assistance Self-Study	TM = 384 BT = 960 BM = 576	Studying Discussion Assignment	Students are able to arrange compositions of colored fields containing different colors to produce an optical illusion in the form of depth or the impression of space	20%
15-16	Students are able to explore and experiment with color combinations between adjacent areas composed according to design principles	Mixed composition of a variety of color shades	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	Studying Discussion Assignment	Students are able to arrange compositions and they can see the shape of an object with its changes to other objects along with the steps for changing the color.	15%

REFERENCES

- David A. Lauer, Stephen Pentak (2012) *Design Basics, 8th ed., Clark Baxter, USA*
- Sadjiman Ebdy Sanyoto (2009) *Nirmana: Elements Art and Design, Jalasutra, Yogyakarta*
- Bambang Irawan & Priscilla (2013), *Design Basics for architecture, interior, art appearance, design product industry, and design visual communication, Griya Kreasi, Jakarta.*
- Wallschlaeger, Charles & Cynthia Busic -Snyder. *Basic Visual Concepts and Principles, for Artists, Architects, and Design. Wm. C Brown. Brown Publishers. 1992.*
- Christian Leborg, *Visual Grammar, Princeton Architectural Press: New York,*

Example Test Description & Assessment

Course: Basic Design 1 **Semester:** 1 **Code:** DV234101 **Credits:** 6 SKS/ 9.6 ECTS
Department : Visual Communication Design **Lecturer:** Rabendra Yudistira Alamin, ST., M.Ds.

Achievements Learning :

Student are able to process elements use principles based visual design experience technical its embodiment in simple two-dimensional plane in the form of lines, points , planes geometry , space , color and texture .

Example of an Explanation Question

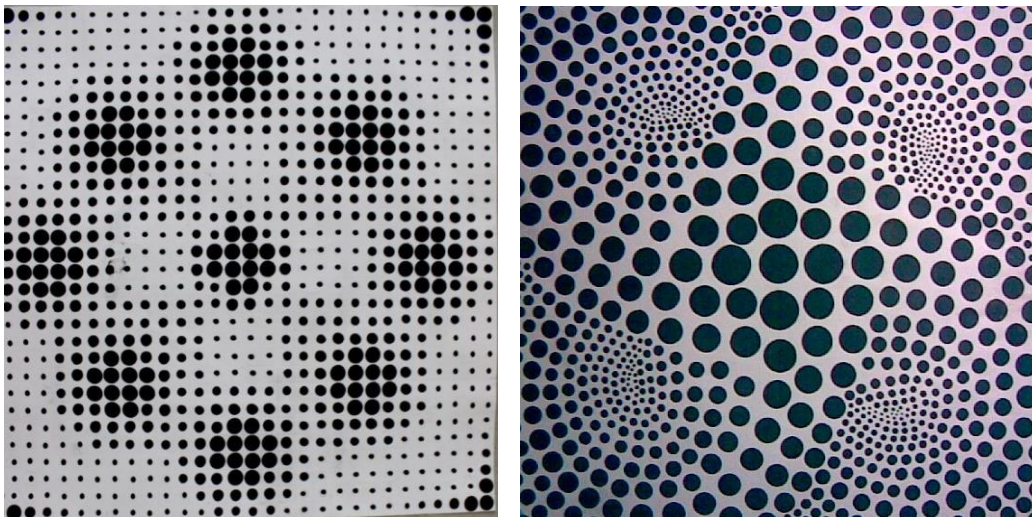
In the first semester, students will be given task to create an artwork to implement elements design (points , lines, geometry , textures , 3D modules , morphology) based on the principles of design . Following is example questions on Assignments Composition Point :

1. Create a design work on a 40x40cm image area, consisting of point elements that are composed in such a way as to produce work that complies with design rules.
2. Individual Assignment
3. Duration of assignment: 3 weeks, with accompanied assistance with progress in every the week.
4. First Assistance: create a minimum of 10 alternatives sketch on a 10x10cm plane.
5. The final work is black and white using black ink and markers.
6. Works are collected on a black mounting field 50x50cm. Mounting made from cardboard and black linen paper.
7. Include an assistance form on the back of the work

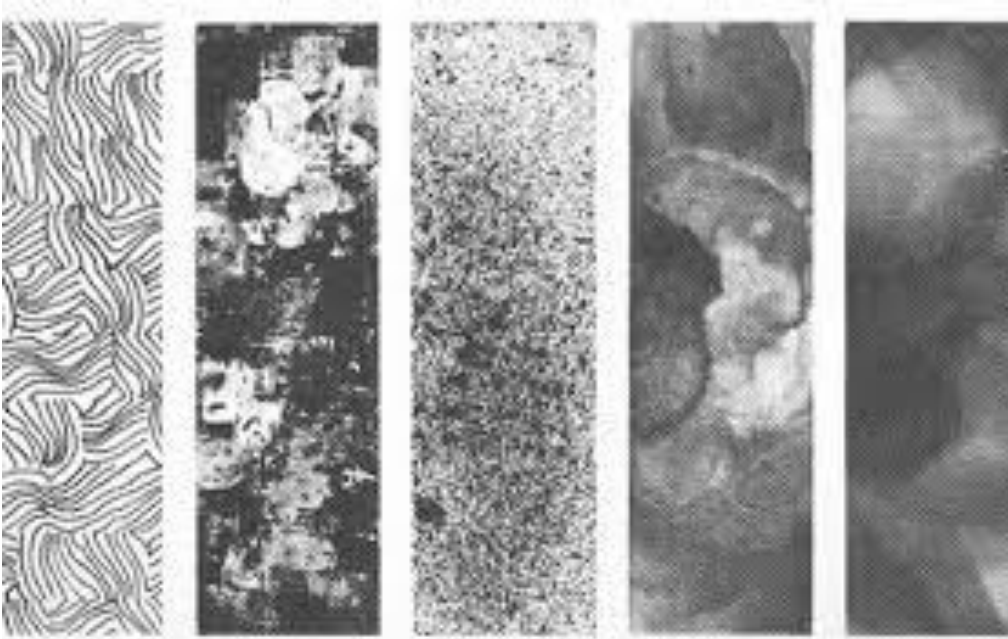
Format:

1. Works are created in the field image 40x40cm
2. The work is mounted on a plane cardboard and black linen 50x50cm
3. Assistance sheet included in the section behind work
4. Collection Photo work in digital format on myITSClassroom (online)

Example Answer:



Example task Composition Point



Example task Composition Texture



Example task Morphology

Guidelines Scoring

Question/ Brief :

Create a design work on a 40x40cm image area, consisting of point elements that are composed in such a way as to produce work that complies with design rules.

Indicators :

Students are able to produce work that implements the rules and principles of good design, such as; balance, rhythm, emphasis, unity, and so on. Students are also able to produce comprehensive final design work including suitability of format and neatness in media use

No	Component Evaluation	Score
1	Suitability with Briefs	25
2	Implementation Principle design	25
3	Ideas and creativity	25
4	Neatness and completeness assistance	25
	Total score	100