



## **Module Handbook**



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

Deskripsi No. 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. 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. 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.
	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

Kode	Doctoring: CDMV	Pemetaan (	CPMK ke CPL	Bobot CPMK
Kode	Deskripsi CPMK	CPL 1	CPL 3	BODOL CPMK
CPMK-1	Mahasiswa mampu mendeskripsikan dan menggambar dengan teknis arsir tebal dan tipis dalam berbagai arah Students are able to describe and draw with thick and thin shading techniques in various directions	•		15%
СРМК-2	Mampu mereka rupa objek Daun, Ranting, Dahan sebagai elemen pohon dengan pertimbangan komposisi dan elemen pembentuknya dengan benar They are able to form objects like leaves, twigs, trees as tree elements with proper consideration of the composition and constituent elements			15%
СРМК-3	Mampu mereka rupa ulang komposisi objek-objek benda sekitar dengan berbagai material, arsiran material dan proporsi pada bidang gambar They are able to recreate the composition of surrounding objects with various materials, material shading and proportions in the image plane			15%

CPMK-4	perspektif dengan pertimbangan komposisi pada bidang gambar Able to reconstruct the architectural form of buildings both indoor and outdoor based on perspective methods/principles with consideration of composition in the drawing field		15%
CPMK-5	Mampu mereka rupa kendaraan berdasar prinsip/metode merancang kendaraan beroda dua dan empat beserta teknis arsir materialnya  They are able to design vehicles based on the principles/methods of designing two- and four-wheeled vehicles and their material shading techniques		20%
CPMK-6	Mampu mereka rupa model tubuh manusia antara lain wajah, tangan, kaki dan tubuh secara utuh dengan proporsi pertimbangan warna dan cahaya. Gambar tersebut mengikuti pertimbangan komposisi dan rana dalam bidang gambar, ditambah elemen-elemen pendukung seperti kain penutup, topi, kursi dan objek pendukung.  They are able to make a model of the human body, including the face, hands, feet and the whole body with the proportions of color and light considerations. The image follows compositional and shutter considerations in the image plane, plus supporting elements such as covers, hats, chairs and supporting objects.		20%

CPL CPMK Rencana Asesmen & Evaluasi Rencana Pembelajaran

## Rencana Asesmen & Evaluasi

No.	Rencana Evaluasi	CPMK-1	CPMK-2	СРМК-3	CPMK-4	CPMK-5	CPMK-6	Total Bobot
1	Komposisi Arsir							
	Hatching Composition	1%	1%	1%	1%	1%	1%	6%
	Studi Kasus   Case Method							
2	Komposisi Bidang Geometri							
	Geometric Form Composition	1%	1%	1%	1%	1%	1%	6%
	Studi Kasus   Case Method							
3	Studi Daun, Dahan, Ranting dan							
	Pohon							
	Study of Leaves, Branches, Twigs	1%	1%	1%	1%	1%	1%	6%
	& Tree							
	Studi Kasus   Case Method							

4	Komposisi Objek Still Life Still Life Objects Composition Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%
5	Studi Perspektif Titik Hilang Satu One Point Perspective Drawing Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%
6	Studi Perspektif Titik Hilang Dua Two Point Perspective Study Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%
7	Isometric drawing study Isometric drawing study Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%
8	Landscape Drawing study  Landscape Drawing study  Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%
9	Automotive Drawing study Automotive Drawing study Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%
10	Studi Gambar Kaki dan Tangan Study of Foot and Hand Drawing Studi Kasus   Case Method	1%	1%	1%	1%	1%	1%	6%

11	Studi Gambar Wajah Manusia Human Face Image Study Studi Kasus   Case Method	1%	1%	1%	1%	2%	2%	8%
12	Human Body Image Study Human Body Image Study Studi Kasus   Case Method	1%	1%	1%	1%	2%	2%	8%
13	Study of Human Interaction Composition Study of Human Interaction Composition Studi Kasus   Case Method	1%	1%	1%	1%	2%	2%	8%
14	Animal Body Composition Study Animal Body Composition Study Studi Kasus   Case Method	1%	1%	1%	1%	2%	2%	8%
15	Ambience Image Composition Study Ambience Image Composition Study Studi Kasus   Case Method	1%	1%	1%	1%	2%	2%	8%
	<b>TOTAL</b> <i>Target</i>	<b>15%</b>	<b>15%</b> 15%	<b>15%</b> 15%	<b>15%</b>	<b>20%</b> 20%	<b>20%</b> 20%	<b>100%</b>

## RPS

Name of Study Program	Visual Communication Design
Course	Drawing 1
Code	DV184102
Semester	1
Credits	4 / 6,4 ECTS
Lecturer	

Study Materials		
Program Learning Outcome (PLO)	P. 1	Concept of theoretical about design ( <i>Design Theory</i> ) in a way general and at least one draft theorists design visual communication ( <i>Ecological Theory</i> , <i>Constructivism</i> , <i>Semiotics</i> , <i>Gestalt Theory</i> , <i>Cognitive Theory</i> , or <i>Huxley - lester Model</i> ) deep;
	P. 6	Methods and drawing techniques and graphics (technique printing)
	KK. 4	Capable to communicate alternative prototype solution in visual communication design, through independent or group assignment in verbal, graphic, written and communicative forms with manual and digital techniques based on chosen rule consistant communication principles.
CLO (Course Learning	M1	Student are capable to draw object or product with logic correct structure _
Outcome)	M2	Students possess the capacity to aesthetic sensibilities.
	M3	Student are capable understand principles of aesthetics
	M4	Student capable apply principle aesthetics in form, proportion, scale, harmony, texture etc.

We ek	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimate Time	Student Learning Experience	Criteria and Indicator Evaluation	Wei ght [%]
1	Student capable explore variety of lines as shaper element shading and texture produce impression / perception diverse	Exploration , Variety line direction , Variety Thick and thin lines	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to explore and produce an ideal shading style and then consistently apply it to subsequent assignments	5%
2	Student capable explore from observation directly on the object material or things around as shaper element shading and texture	Exploration Shading and Texture	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to differentiate shading techniques and produce textures from the variety of shading produced	5%
3	Student capable understand composition, proportion and intermediate shutter object geometry with field picture along with	Composition Geometry	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to compose geometric shapes in the drawing area by applying shading or texture techniques	5%

	element material forming						
4	Student capable they appearance object Tree following composition and elements its shaper with Correct	Character Object Tree	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present design compositions in the form of tree objects, nonshrubs and grass in their entirety along with the shading techniques they have mastered	5%
5	Student capable they appearance repeat composition objects various materials and proportions on the plane picture	Composition Still Life Objects	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to compose the composition of certain objects or objects by considering viewpoints, light and materials	10 %
6	Student capable they appearance repeat form building based on method / principle perspective point is lost One with consideration composition on the plane picture	Perspective Point Missing One	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present building designs using the one vanishing point perspective method along with various shading as the main elements	5%
7	Student capable they appearance repeat form building based on method / principle perspective point is lost two with consideration composition on the plane picture	Perspective Point Is lost Two	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present building designs using the two vanishing point perspective method along with various shading as the main elements	5%
8	Student capable they appearance repeat form object based on method / principle picture isometry with consideration composition on the plane picture	Isometry Drawing	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present designs of objects smaller than humans or buildings using the isometry method along with various shading as the main elements	5%
9	Student capable they appearance landscape based images observation direct with various	Landscape Image	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present landscape designs consisting of large spaces, land, plants, sky, artificial	5%

10	consideration its shaper start from sketch, perspective, composition, shutter, depth, and so on	Vehicle	Face to face	TM = 128	Studying	elements, architectural objects using the perspective method along with various shading as the main elements Students are able	5%
	they appearance vehicle based principles / methods designing vehicle wheeled four along with technical shading the material	Images Wheel Two / Four	Assistance Self-Study	BT = 320 BM = 192	Discussio n Assignm ent	to present the design of a two- or four-wheeled vehicle from a certain point of view along with various shading as the main element (material)	
11	Student capable they appearance repeat proportion and composition part body, feet and hands with method or style realist shading	Foot and Hand Image Composition	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present design compositions of body parts in the form of legs and arms with consideration of proportions and shading techniques	5%
12	Student capable they body model appearance man whole with proportion as well as shading actually under consideration composition and shutter in the field image, added elements supporter like cloth covers, hats, chairs and considerations corner view and light	Model Image	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present a duplication design of a human model through direct observation with ideal proportions and gestures, taking into consideration viewpoint, composition and shading.	10 %
13	Student capable they appearance proportion face along with head overall in humans, explore possibility emotion or expression face to finishing style shading	Characteristics of Facial Images	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to recreate parts of the human body, namely the head and face as the main objects proportionally according to gestures or emotional expressions translated with	5%

						appropriate shading.	
14	Student capable they appearance repeat interaction between man pair or more with diverse expression as well as gesture in one framing composition	Composition Interaction Man	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present pictures of human interaction in pairs or groups proportionally according to gestures or emotional expressions translated with shading and point of view	5%
15	Students are able to create the appearance of four-legged animals based on direct observation, understanding animal skin or fur which is translated into exploring shading or texture	Characteristics of Animal Images	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present pictures of four-legged animals (single, pair or group) proportionally according to gestures or emotional expressions translated with shading and point of view	5%
16	Student capable they appearance repeat aspects shaper or visual support for images atmosphere, composition, shutter, angle view, perspective, objects, creatures life	Atmosphere Image	Face to face Assistance Self-Study	TM = 128 BT = 320 BM = 192	Studying Discussio n Assignm ent	Students are able to present, they recreate images of various experiences from material 1-15 in one atmosphere image with consideration of composition, shutter, gesture, object proportions, point of view and a variety of layouts that have been mastered, with reference to direct observation in certain places such as markets, crowds, shops, and so on	15 %

## REFERENCES

- 1. Guptill, Arthur L. 2008. Drawing and Sketching in Pencil. Dover Publications Inc. New York
- 2. Szunyoghy, Andras. 2016. Anatomy Drawing School; Human and Animal. Ulmann. Konigswinter
- 3. Ravet , Agethe . 2011. Drawing Nature. Bloomsbury Publishing PLC. London
- 4. Palmer, Matthew. 2014. Watercolor for the Absolute Beginner. Search Press Ltd. Tunbridge Wells
- 5. Watson, Deb. 2014. Watercolor Basics. Walter Foster Publishing. Laguna Hills C