



Module Handbook Identity Design



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

Lampiran

- 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.

- 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.

Kode	Deskripsi CPMK	Pemetaan CPMK ke CPL			Bobot CPMK
		CPL 6	CPL 7	CPL 8	
CPMK-1	Mahasiswa mengenal konsep identitas visual <i>Students recognize the concept of visual identity</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10%
CPMK-2	Mahasiswa memahami dinamika gaya hidup masyarakat, kebutuhan informasi dan media <i>Students understand the dynamics of people's lifestyles, information and media needs</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10%
CPMK-3	Mahasiswa mempelajari, memahami dan menganalisa problematika merek dan grup sasaran promosi/kampanye dari berbagai metode pencarian data <i>Students learn, understand and analyze brand problems and promotional/campaign target groups from various data search methods</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15%
CPMK-4	Mahasiswa mampu membuat strategi komunikasi visual dan media berdasarkan data yang sudah diperoleh <i>Students are able to make visual and media communication strategies based on the data that has been obtained</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%

CPMK-5	Mahasiswa mampu membuat konsep visual menggunakan creative brief <i>Students are able to create visual concepts using creative briefs</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CPMK-6	Mahasiswa mampu membuat alternatif desain dan melakukan reduksi alternative berdasarkan kriteria yang telah dibuat <i>Students are able to make alternative designs and perform alternative reductions based on the criteria that have been made</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CPMK-7	Mahasiswa mampu menimplementasikan desain terpilih pada media yang telah ditentukan <i>Students are able to implement selected designs on predetermined media</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CPMK-8	Mahasiswa mampu membuat portofolio, dan pameran <i>Students are able to create portfolios and exhibitions</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
Total Bobot		33%	33%	33%	100%

No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	CPMK-5	CPMK-6	CPMK-7	CPMK-8	Total Bobot
1	Laporan Perancangan <i>Students are able to create portfolios a</i> Studi Kasus <i>Case Method</i>	5%	2%	3%	2%	4%	2%	1%	1%	20%
2	Evaluasi Tengah Semester <i>Konsep desain, GSM</i> Studi Kasus <i>Case Method</i>	0%	2%	4%	4%	3%	4%	2%	1%	20%
3	Evaluasi Akhir Semester <i>Media Visual, GSM</i> Studi Kasus <i>Case Method</i>	5%	5%	6%	6%	6%	6%	5%	6%	45%
4	Media Visual <i>Visual Media</i> Studi Kasus <i>Case Method</i>	0%	1%	2%	3%	2%	3%	2%	2%	15%
TOTAL		10%	10%	15%	15%	15%	15%	10%	10%	100%
<i>Target</i>		<i>10%</i>	<i>10%</i>	<i>15%</i>	<i>15%</i>	<i>15%</i>	<i>15%</i>	<i>10%</i>	<i>10%</i>	<i>100%</i>

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Name of Study Program	Visual Communication Design
Course Name	Identity Design
Code	DV184301
Semester	3
credits	6
Lecturer	Nurina Orta ST., M.Ds

Study Materials		
Program Learning Outcome (PLO)	P.1	theoretical class about design (<i>Design Theory</i>) in a way general and at least one draft theorists design visual communication (<i>Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley - lester Model</i>) deep ;
	P.4	methodology design in a way depth
	P.5	concepts, principles, methods, and techniques color application, composition (nirmana), design process, photography, and computers graphics
	P.6	methods and techniques drawing and graphics (technique printing);
	P.8	General knowledge, principles, and techniques communication effective
	KK. 1	capable to make work design printed and digital visual communications that have mark add and aesthetic for overcome problem identity, mass communication, and competition faced by stakeholder interest with No give rise to anxiety society and disturbing sustainability environment
	KK. 2	Capable to do research and exploration of ideas for set aim, goal communication , and prototyping solution design possible visual communication overcome problem identity , communication mass , and competition with consider aspect ethics , history , culture , consequences social , conservation environment , and applicable regulations ; capable communicate alternative prototype solution design visual communication _ independent or group in verbal , graphic , written and communicative forms with manual and digital techniques based on choice rule constant communication ; _ And
	KK. 4	capable communicate alternative prototype solution design visual communication _ independent or group in verbal , graphic , written and communicative forms with manual and digital techniques based on choice rule constant communication ; _
KK. 9	capable document , store , secure , and discover return data for ensure validity and prevention plagiarism .	
COURSE LEARNING OUTCOME (CLO)	M 1	Student capable designing identity both logo and logotype
	M 2	Student capable designing visual identity (visual identity system)
	M3	Student capable apply visual identity in various media integrated

We ek	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimate Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-2	Students understand the	Scope of Visual	Lectures Theory and discussion.	TM 576 BT 768 BM 576	Have an understanding of the definition	Students are able to make stylized and	10%

	<p>scientific scope of DKV and its elements and principles.</p> <p>Students create design elements such as stylization (which will later be used as the main element of the logogram).</p>	<p>Communication Design. Design Elements and Principles</p>	<p>Design studio.</p>		<p>and types of logos and can identify the differences.</p>	<p>realistic colored images of plants/animals which are then stylized (8 in color and 8 in black and white).</p>	
3-5	<p>Students are able to explain comprehensively about <i>logos</i> and <i>visual identity systems</i> as well as examples of their implementation.</p> <p>Students can classify and analyze several examples of logo and <i>visual identity system cases</i>.</p>	<p>Introduction to Logo & Visual Identity and their classification.</p>	<p>Lectures Theory and Design studio.</p>	<p>TM 864 BT 1152 BM 864</p>	<p>Get to know and analyze the various types of logos that exist.</p>	<p>Assignment: Identify various examples of logos and Visual Identity Systems Writing assignment: Classification and Categorization of Existing Logo Analysis</p>	5%
6-7	<p>Students are able to formulate design concepts to answer problems regarding the visual identity and graphic system needs of an entity.</p>	<p>Developing logo design concepts and visual identity using <i>mapping</i> and <i>morphological matrix</i>.</p>	<p>Lectures Theory and Design studio.</p>	<p>TM 576 BT 768 BM 576</p>	<p>Experienced in exploring design and visual concepts through <i>mapping</i> and <i>morphological matrices</i>.</p>	<p>Able to create <i>mapping</i>, explore <i>morphological matrix approaches</i> for developing ideas. A total of 30 alternative logos, which were developed into 9 digital logos)</p>	15%
8	<p>Selected design logo</p>	<p>UTS</p>	<p>Design studio.</p>	<p>TM 288 BT 284 TM 288</p>	<p>Students can create selected logos from a series of design methods and processes.</p>	<p>Able to create selected logos in color, black and white, color schemes and reducing logos to minimum size.</p>	20%

9-11	Students are able to identify media needs for visual identity applications and implement them in prototype form.	Visual identity in various media and Study of media characteristics	Lectures Theory and Design studio.	TM 864 BT 1152 BM 864	Experienced students identify media application needs and apply graphic systems to various media according to the entity's needs.	Students are able to apply visual identity systems such as super graphics to media needs and are able to create prototypes with mastery of materials and dimensions.	15%
12-14	Students are able to create a <i>Graphic Standard Manual</i> or <i>Brand Guideline</i> for an entity as a guide to the rules for applying the entity's logo.	<i>Graphic Standard Manual</i> or <i>Brand Guideline</i>	Lectures Theory and Design studio.	TM 864 BT 1152 BM 864	Students practice creating a graphic system guide for a brand.	Conformity and unity of the design concept with the <i>Graphic Standard Manual design</i> .	20%
15-16	Students are able to document a series of design methods and processes in a design journal or portfolio as a <i>creative brief</i> .	Portfolio and documentation of design methods and processes.	Design studio.	TM 576 BT 768 BM 576	Students are used to documenting their work and design processes.	Students are able to present a design portfolio (A3) as a <i>creative brief</i> .	15%

REFERENCES

1. Catharine Slade-Brooking, *Creating Brand Identity: a guide for designers*. Paperback, 2016
2. Jorge Frascara, *Communication Design: Principles, Methods, and Practice*, Allworth Press, 2004.
3. Mendiola B. Wiryawan, *Brand Dictionary: AZ, Red & White Pub.*, 2008.
4. Surianto Rustan, *Logo Designing*, Gramedia Pustaka Utama, 2009.
5. Timothy Samara, *Design Elements: A Graphic Style Manual*, Rockport Publisher, Inc, 2007

Examination and Assessment Sample

Course : Identity Design
Major: Visual Communication Design

Semester: 3 **Code:** DV184301 **Credits:** 9.6
Lecturer: Nurina Orta Darmawati, ST, M.Ds.

Learning Outcomes:

- Students can understand the principles of logo design and visual identity systems.
- Students are able to design a concept and logo application design along with an integrated visual identity system through the application of various media.

Example of an Explanation Question

1. Create design elements in the form of stylized and natural images of animals or plants in size 21x21 for natural black and white and color images using color media (watercolor, colored pencils, acrylic paint, markers, etc.). The stylizations are made in size 10x10, 8 in black and white and 8 in color. After that the final art work is framed in black linen or black *infraboard* .
2. Create a Morphological Matrix using stylized image materials and animals or plants that have been created above by marrying them with signs related to the service or goods company entity that will be applied as a logo design.

Example Answer:

1. Students create natural drawings by paying attention to the characteristics of the animal or plant to be drawn, such as gesture, pose, texture, dimensions and lighting. Students continue stylized drawing with natural drawing guidelines so that the simplified image does not lose its original characteristics. Stylization can apply various design styles such as cubism, cartoon, collage, experimentalism, etc.



Gambar realis berwarna
Media: pensil warna



Gambar realis hitam putih
Media: pensil 2B, 4B, 6B

Stylization

Stylasi atau pengayaan merupakan penyederhanaan suatu objek tanpa menghilangkan ciri khas yang menjadi identitasnya. Langkah ini selain berguna untuk memahami ciri khas dari hewan yang telah dipilih juga berguna untuk melatih gaya visual melalui proses penyederhanaan yang akan digunakan pada saat proses pembuatan logo.



Design Process and Development

Sestopia Aquarium Portfolio 15

Figure 2. Example of stylized jellyfish, by Alfa Fachrui

- Students create a morphological matrix that corresponds to the company entity whose visual identity system will be created in a logo. This morphological matrix is useful for exploring ideas by combining stylized animal/plant image matrices and other design elements related to the entity.

COMPONENTS (WHAT?)	KNOWN OR POSSIBLE SOLUTIONS (HOW?)								
WORD AND / OR LETTER ELEMENTS	live aid	LIVE AID	Live Aid	LIVE AID	L ²	LA	la	LA	
PICTURE ELEMENTS: INSTRUMENTS									
PICTURE ELEMENTS: AFRICA - MUSIC									
PICTURE ELEMENTS: AFRICA - GLOBE									
PICTURE ELEMENTS: AFRICA - SYMBOLS									
PICTURE ELEMENTS: AFRICA - ANIMALS									
PICTURE ELEMENTS: AFRICA - PATTERNS									

Figure 2. Example of a morphological matrix in making a logo design

Source: <http://www.girinarasoma.com/morphological-matrix/>

Examination and Appraisal Guidelines

Question: Create a Morphological Matrix using stylized image materials and animals or plants that have been created above by marrying them with signs related to the service or goods company entity that will be applied as a logo design.

Indicator: Students are able to understand the usefulness of applying the Morphological Matrix design method in exploring various logo possibilities that suit the company entity and design concept they want to build.

No	Assessment Components	Score
1	Morphological Matrix Depth	30
2	Suitability of concept to design subject	20
3	Aesthetics and communication	30
5	Execution technique	10
	Total score	100