



Module Handbook Pattern Design



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

Lampiran

No.	Deskripsi
<input type="checkbox"/>	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. <i>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.</i>
<input type="checkbox"/>	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. <i>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.</i>
<input type="checkbox"/>	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. <i>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.</i>
<input type="checkbox"/>	4. Mampu mengkaji dan mengaplikasikan teori dan prinsip desain komunikasi visual <i>Proficient in the examination and application of theories and principles within the realm of visual communication design.</i>
<input checked="" type="checkbox"/>	5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi <i>Competent in the exploration and application of knowledge about communication media.</i>
<input type="checkbox"/>	6. Mampu mengkaji dan mengaplikasikan ilmu sosial budaya yang terkait dengan desain komunikasi visual <i>Proficient in the examination and application of socio-cultural knowledge relevant to the field of visual communication design.</i>
<input checked="" type="checkbox"/>	7. Mampu mengkaji dan mengaplikasikan ilmu dan keterampilan menggambar, membuat sketsa, dan membuat prototipe <i>Competent in the examination and application of knowledge and skills in drawing, sketching, and prototyping.</i>
<input type="checkbox"/>	8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking <i>Proficient in the exploration and application of creativity and design thinking.</i>
<input type="checkbox"/>	9. Mampu mengkaji dan mengaplikasikan ilmu manajemen dan komunikasi marketing dalam bidang desain komunikasi visual <i>Competent in the examination and application of management and marketing communication knowledge within the domain of visual communication design.</i>
<input type="checkbox"/>	10. Mampu mengkaji dan mengaplikasikan ilmu riset desain untuk menghasilkan karya desain komunikasi visual yang komprehensif <i>Proficient in the exploration and application of design research knowledge to generate comprehensive visual communication design projects.</i>
<input type="checkbox"/>	11. Mampu mengkaji dan mengaplikasikan teknologi dan inovasi dalam desain komunikasi visual <i>Competent in the examination and application of technology and innovation within the context of visual communication design.</i>

Kurikulum:

Kurikulum 2018 S-1 Desain Komunikasi Visual

Tampilkan

Kode	Deskripsi CPMK	Pemetaan CPMK ke CPL		Bobot CPMK
		CPL 5	CPL 7	
CPMK-1	Mahasiswa memahami fungsi dan peran desain motif grafis pada berbagai pilihan medium <i>Students understand the function and role of graphic motif design in various medium choices</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CPMK-2	Mahasiswa mengapresiasi beberapa karya motif desain grafis <i>Students appreciate several works of graphic design motifs</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CPMK-3	Mahasiswa memiliki pengetahuan tentang ragam ornamentasi nusantara <i>Students have knowledge about the various ornaments of the archipelago</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CPMK-4	Mahasiswa memiliki pengetahuan tentang ragam ornamentasi lintas budaya <i>Students have knowledge about a variety of cross-cultural ornamentation</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CPMK-5	Mahasiswa mengkomposisikan elemen desain menggunakan prinsip desain sesuai tema dan memberi nilai terhadap sebuah produk <i>Students compose design elements using design principles according to the theme and give value to a product</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CPMK-6	Mahasiswa mengkolaborasikan berbagai alat, bahan menjadi sebuah karya desain yang menarik dalam industri populer saat ini <i>Students collaborate various tools, materials into an attractive design work in today's popular industry</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CPMK-7	Mahasiswa memproduksi ragam desain motif grafis digital peruntukkan media: kertas, kayu, kulit, kain, metal, layar <i>Students produce various designs of digital graphic motifs for media: paper, wood, leather, cloth, metal, screen</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CPMK-8	Mahasiswa menyajikan karya desain motif dalam bentuk portofolio <i>Students present motif design work in the form of a portfolio</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	20%
Total Bobot		50%	50%	100%

Rencana Asesmen & Evaluasi

No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	CPMK-5	CPMK-6	CPMK-7	CPMK-8	Total Bobot
1	Tugas 1 <i>Kliping Desain Motif</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	5%	5%	5%	5%	0%	0%	0%	0%	20%
2	Tugas 2 <i>Paper Ornamenasi lintas budaya</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	5%	5%	5%	5%	0%	0%	0%	0%	20%
3	UTS <i>Eksperimen gaya desain motif</i> Studi Kasus <i>Case Method</i>	0%	0%	0%	0%	5%	5%	10%	10%	30%
4	EAS <i>Penulisan ilmiah karya motif grafis</i> Studi Kasus <i>Case Method</i>	0%	0%	0%	0%	5%	10%	5%	10%	30%
TOTAL		10%	10%	10%	10%	10%	15%	15%	20%	100%
<i>Target</i>		<i>10%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>	<i>15%</i>	<i>15%</i>	<i>20%</i>	<i>100%</i>

COURSE	Course Name	Pattern Design
	Code	DV184604
	Credit	3
	Semester	6

COURSE DESCRIPTION	
	<i>It is an in depth study field of applied illustration expertise of graphic design motif into various media both print and digital, and various applied medium such as cloth, wood, metal, up to digital display.</i>
GRADE LEARNING ACHIEVEMENTS OF COURSE	
P.1	<i>Theoretical concepts of design (Design Theory) in general and at least one of the theoretical concepts of visual communication design (Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley-lester Model) in depth;</i>
P.2	<i>General concept of historical and cultural design and its meaning;</i>
P.3	<i>General concept of social culture, ecology, and environmental preservation principle;</i>
P.5	<i>Concepts, principles, methods, and techniques of color application, composition (nirmana), design process, photography, and computer graphics;</i>
P.6	<i>Methods and techniques of drawing and graphics (printing techniques);</i>
P.7	<i>Factual knowledge of raw material design;</i>
P.8	<i>General concepts, principles, and effective communication techniques;</i>
KK.1	<i>Able to create visual and printed visual communication design work that has added value and aesthetics to overcome the problem of identity, mass communication, and competition faced by stakeholders by not causing public unrest and disturbing environmental sustainability;</i>
KK.4	<i>Able to communicate alternative prototype visual communication design solutions independently or groups in the form of verbal, graphic, writing, and communicative models with manual and digital techniques based on the choice of fixed communicative rules; and</i>
KK.5	<i>Able to pioneer independent business in visual communication sector</i>
LEARNING OUTCOMES	
M1	<i>Students understand the function and role of motif graphic design on various medium options.</i>
M2	<i>students are able to appreciate some works of graphic design motif</i>
M3	<i>Students are knowledgeable about the variety of cross-cultural ornamentasi</i>
M4	<i>Students have knowledge about the variety of ornamentasi nusantara</i>
M5	<i>Able to compose design elements using design principles according to theme and give value to a product.</i>
M6	<i>Being able to collaborate on various tools, materials into an exciting design work in today's popular industry</i>
M7	<i>Capable of producing various designs of digital graphic motifs designated media: paper, wood, leather, fabric, metal, screen</i>
M8	<i>Able to present the motif design work in portfolio form</i>
SUBJECTS	
PB 1	<i>Introduction to graphic design motifs</i>
PB 2	<i>Trend Design Motif</i>
PB 3	<i>Cross Cultural Ornamentation</i>
PB 4	<i>Ornamentasi Nusantara: Kriya, Batik, Clothing</i>
PB 5	<i>Design Elements Motif: Shape, Color, Illustration</i>
REQUIREMENT	
	-
REFERENCES	

- *Yu, J. (2014) Museum Display Design, Design Media Publishing Limited.*
- *Kim Baer, Jill Vacarra (2008) Information Design Workbook: Graphic Approaches, Solutions, and Inspiration + 30 Case Studies, Rockport*
- *Jhou Jie, Guan Muzi, Gao Zhe & Wang: International Visual Communication. Design Media Publishing Limited. Hong Kong.2011.*
- *Heller, Jules. Print Making Today, York University, 1972*
- *Dameria, Anne. Color management, Link & Match*

1 Example Test Description

Course : Graphic Motifs

Semester: 6

Code: DV184604

Credits: 3 sks/ 4.8 ECTS

Department: BVCD

Lecturer: Yurif Setya D. & Bambang Mardiono

Learning Outcomes:

- Students can comprehend the local and elemental characteristics of graphic patterns that are typical of a particular region, especially in Indonesia.
- The student is capable of designing classic graphic patterns and using them in existing items for promotional and marketing purposes.

Example of an Explanation Question

1. Collaborate with your group to create a research paper on archipelago motif patterns, selecting one specific area as the focus of your research. The presentation of the study results is scheduled to take place in the fourth week of the course, demonstrating its cutting-edge nature.
2. Create a design that incorporates decorative or graphic motifs derived from existing local motifs, in line with the distinctive characteristics of the society, group, or place being studied. Embed design elements on the media that represents it to enhance its marketability.

Example Answer:

1. Students are able to compose research papers in groups about archipelago motif designs by choosing one of the research object areas. Students are able to present results research is at the front class in the 4th week .



Figure 1. Examples of research results from the Asmat group's motifs

2. Students have the ability to create patterns and build unique local patterns that can be turned into marketable products. Students collaborate using various tools and materials to create attractive designs that are currently popular in the business. This is a sentence. I am skilled in creating diverse digital graphic designs that may be applied to many mediums such as paper, wood, leather, cloth, metal, and screens. The student is capable of creating a portfolio and scientific documentation in the form of a paper, with a focus on inner motif design.



Figure 2. Example results Asmat motif design implemented in a bucket hat



Figure 3. Bucket hat prototype with pattern Asmat motif design

2 Scoring and Appraisal Guidelines

Question/Brief:

Create a design for an ornament or graphic motif that is derived from existing local themes. The design should reflect the unique characteristics of the society, group, or place being examined. Embed design elements on the media that represents it to enhance its marketability.

Indicator:

The student is capable of creating and designing patterns, both local and new, that can be used to create marketable products. Students utilize a range of tools and materials to create aesthetically appealing designs, which are currently highly sought after in the business. This is a sentence. I am proficient in creating diverse digital graphic designs suitable for many mediums such as paper, wood, leather, fabric, metal, and screen. The student is capable of producing a portfolio and scientific documentation in the form of a paper, focusing on the inner motif design.

No	Assessment Components	Score
1	Motive research results	20
2	Motif design	30
3	Execution of graphic motif prototypes	40
4	Presentation	10
	Total score	100