Module Handbook

Photography

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

LAMPIRAN

LO   CLO   Assessment & Evaluation Plan   Lesson Plan

Learning Outcomes Charged by the Course

Mohon untuk mengecek kurikulum yang lain juga pada pilihan di bawah ini (lalu klik **Tampilkan**). Kemudian mohon pastikan centang CPL telah sesuai dengan yang dibutuhkan oleh CPMK.

Curriculum: Kurikulum 2018 S-1 Desain Komunikasi Visual   ⌄   **Show**

No.	Description
☐ 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.*

- [x] 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.

- [x] 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.

- [x] 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.

LO   **CLO**   Assessment & Evaluation Plan   Lesson Plan

Course Learning Outcomes

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Curriculum: Kurikulum 2018 S-1 Desain Komunikasi Visual ▾   **Show**

Code	Description of CLO	Mapping of CLO to LO				Weight of CLO
		LO 2	LO 3	LO 6	LO 8	
CLO-1	Mahasiswa mampu memahami pengertian tipografi, ruang lingkup dan penggunaannya *Students are able to understand the meaning of typography, its scope and use*	☐	☑	☐	☐	10%
CLO-2	Mahasiswa mampu memahami sejarah tipografi (bentuk, gaya, dan jenisnya) *Students are able to understand the history of typography (forms, styles, and types)*	☑	☐	☐	☐	10%

CLO-3	Mahasiswa mampu memahami prinsip dasar tipografi (normatif) *Students are able to understand the basic principles of typography (normative)*	☐	☑	☐	☐	10%
CLO-4	Mahasiswa mampu merancang typeface dan atributnya *Students are able to design typefaces and their attributes*	☐	☐	☑	☐	20%
CLO-5	Mahasiswa mampu mengkreasikan typogarfi dalam desain dua dimensi, manual dan digital *Students are able to create typographies in two-dimensional, manual and digital designs*	☐	☐	☑	☑	30%
CLO-6	Mahasiswa mampu mengkreasikan typogarfi dalam desain multimedia *Students are able to create typographies in multimedia design*	☐	☐	☑	☑	20%
	Total Weight	**13%**	**25%**	**38%**	**25%**	**100%**

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight
1	**Anatomy Huruf** *Letter Anatomy* **Kognitif - Tugas** | *Cognitive - Assignment*	5%	5%	0%	0%	0%	0%	10%
2	**Komposisi Huruf** *Letter Composition* **Kognitif - Tugas** | *Cognitive - Assignment*	5%	5%	0%	0%	0%	0%	10%
3	**Personifikasi Huruf** *Letter Personification* **Kognitif - Tugas** | *Cognitive - Assignment*	0%	0%	5%	0%	5%	0%	10%
4	**Ekspresi Huruf** *Letter Expression* **Studi Kasus** | *Case Method*	0%	0%	5%	5%	5%	5%	20%

5	Eksperimen Huruf (Alfabet) *Letter Experiment (Alphabet)* Hasil proyek	*Team-based Project*	0%	0%	0%	10%	10%	10%	30%
6	Eksperimen Aplikasi Huruf (Multimedia) *Font Application Experiment (Multimedia)* Hasil proyek	*Team-based Project*	0%	0%	0%	5%	10%	5%	20%
	TOTAL *Target*	**10%** *10%*	**10%** *10%*	**10%** *10%*	**20%** *20%*	**30%** *30%*	**20%** *20%*	**100%** *100%*

RPS

Name of Study Program	Visual Communication Design
Course Name	Typography
Code	DV184302
Semester	3
credits	4 / 6,4 ECTS
Lecturer	Sayatman

Study Materials		
Program Learning Outcome (PLO)	P. 1	draft theoretical about design (*Design Theory*) in a way general and at least one draft theorists design visual communication (*Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley - lester Model*) deep ;
	P.2	general concept of design history and culture and its meaning;
	P.3	concepts , principles , methods , and techniques application color , composition (nirmana), design process , photography , and computers graphics ;
	P. 6	methods and techniques drawing and graphics (technique printing);
	P.8	draft general , principles , and techniques communication effective ;
	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 ; _ And
COURSE LEARNING OUTCOME (CLO)	M1	Student capable draw object or product with logic correct structure _
	M2	Student capable own sensitivity aesthetics
	M3	Student capable understand principle aesthetics
	M4	Student capable apply principle aesthetics in form , proportion , scale , harmony , texture , etc. _

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimate Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1	Understand lecture methods/introduction to lecture contracts and know basic things related to written language/texts	Introduction: a. Explanation of lecture/studio mechanisms b. Explanation of the scope of the Constitutional Court. Typography	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion	Students understand the lecture contract and the application of the learning system in typography MK	
2	Know about the history of development	History of the development	Face to face Assistance Self-Study	TM = BT = BM =	Studying	Students understand the role of	

						Discussion Assignment	typography in DKV and know the history of its development	
	and the role of typography in communication	of typography ● Understanding typography and its role in communication science, especially those related to DKV ● History of letters and figures						
3	Know the history of typography and its application to media	History of the development of tools and materials a. Movable type b. The invention of paper media	Face to face Assistance Self-Study	TM = BT = BM =		Studying Discussion Assignment	Students understand the role of typography in DKV and know the history of its development	
4	Understand the anatomy of typography	Anatomy analysis study of letters a. Letter shape b. Letter proportions c. Letter characters	Face to face Assistance Self-Study	TM = BT = BM =		Studying Discussion Assignment	Students know about the theory of letter anatomy and can apply it in writing design work	
5	Understand gestalt theory	a. Gestalt theory b. Letter composition	Face to face Assistance Self-Study	TM = BT = BM =		Studying Discussion Assignment	Students understand the applications contained in gestalt and composition theory	
6	Know the classification and characters of letters	Principles of letters	Face to face Assistance Self-Study	TM = BT = BM =		Studying Discussion Assignment	Students understand and are able to identify letters in relation to design elements in media	
7	Know about syntax theory	● Letter syntax ● Letter composition	Face to face Assistance Self-Study	TM = BT = BM =		Studying Discussion Assignment	Students know about the principles of letter arrangement	

					Studying		
8	Knowing letters as part of identity	Character initials	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students know and can study letters as an identity function	
9	UTS	(logotype)				test	
10-11	Understand the application of typography in 2D media	a. Definition of posters b. Layouts	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students can understand the character of font applications in poster design	
12-13	Understand editorial layout	Grid system	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students can apply layout rules to media	
14-15	Understand the experimental application of typography in 3D media	Experimental typography	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students can experiment with various script styles	

REFERENCES

1. *Ambrose, Gavin, Haris, Paul, (2006) The Fundamentals of Typography, Ava Publishing*
2. *Kusrianto, A (2010), Introduction to Typography, Elex Media Komputindo, Jakarta*
3. *Rustan, Surianto (2011), Typography Fonts, Gramedia Pustaka Utama, Jakarta*
4. *Rustan, Surianto (2009), Basic Layout and Its Application, Gramedia Pustaka Utama, Jakarta*
5. *Sihombing, Danton (2001), Typography in graphic design, Gramedia Pustaka Utama, Jakarta*