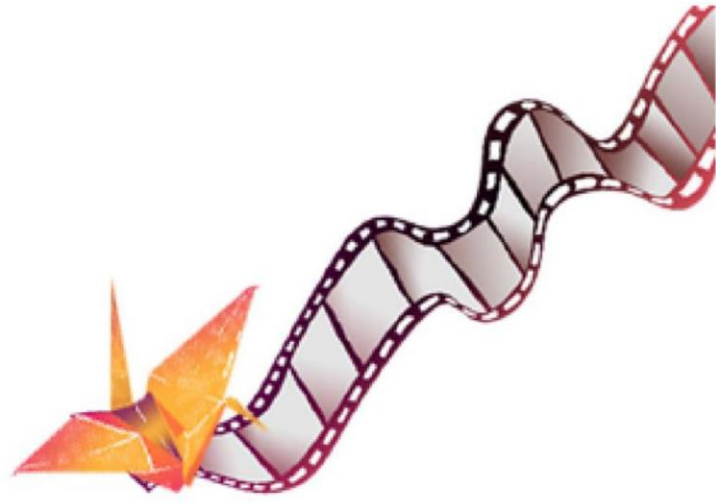




Module Handbook Promotional Design



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

Lampiran

<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 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 checked="" 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 checked="" 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>

Kode	Deskripsi CPMK	Pemetaan CPMK ke CPL			Bobot CPMK
		CPL 6	CPL 7	CPL 8	
CPMK-1	Mahasiswa memahami definisi promosi dan branding <i>Students understand the definition of promotion and branding</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 type="checkbox"/>	<input checked="" 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 checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" 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%

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	Laporan Perancangan <i>Laporan Perancangan</i> Hasil proyek <i>Team-based Project</i>	5%	2%	3%	2%	4%	2%	1%	1%	20%
2	Evaluasi Tengah Semester <i>Konsep Desain, Katalog dan iklan cetak</i> Hasil proyek <i>Team-based Project</i>	0%	2%	4%	4%	3%	4%	2%	1%	20%
3	Evaluasi Akhir Semester <i>media digital sebagai luaran wajib</i> Hasil proyek <i>Team-based Project</i>	5%	5%	6%	6%	6%	6%	5%	6%	45%
4	support media promosi <i>luaran media tambahan</i> Hasil proyek <i>Team-based Project</i>	0%	1%	2%	3%	2%	3%	2%	2%	15%
TOTAL		10%	10%	15%	15%	15%	15%	10%	10%	100%
Target		10%	10%	15%	15%	15%	15%	10%	10%	100%

rps

Name of Study Program	Visual Communication Design
Course Name	Promotional Design
Code	DV184401
Semester	4
credits	6 / 9,6 ECTS
Lecturer	Didit Prasetyo

Study Materials		
Program Learning Outcome (PLO)	P.1	draft theoretical 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 deep ;
	P.5	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.7	knowledge factual raw material designl ;
	P.8	draft general , principles , and techniques communication effective ;
	P.9	knowledge factual about types and regulations broadcasting , journalism and Information and Transactions Electronics , developments technology cutting edge in the field design visual communication ; And
	KK. 1	capable make work design printed and digital visual communications that have mark add and aesthetic For overcome problem identity , communication masses , and competition faced by stakeholders interest with No give rise to anxiety society and disturbing sustainability environment ;
	KK. 2	capable 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. 3	capable do analysis to level efficiency utilization of materials and time in the production process every alternative prototype solution design selected visual communications , without change essence and aesthetics design and with still conserve environment ;
	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. 5	capable pioneering business independent in the sector visual communication
	KK. 9	capable document , store , secure , and discover return data for ensure validity and prevention plagiarism .
	KU. 5	capable take decision in a way appropriate in context solution problems in the field his expertise , based on results analysis information and data ;
KU. 9	capable document , store , secure , and discover return data for ensure validity and prevention plagiarism .	
COURSE LEARNING OUTCOME (CLO)	M1	Students understand the definition of brand and branding
	M2	Students understand the dynamics of people's lifestyles, information and media needs
	M3	Students study, understand and analyze brand problems and promotional/campaign target groups from various data search methods

	M4	Students are able to create visual and media communication strategies based on the data they have obtained
	M5	Students are able to create visual concepts using <i>creative briefs</i>
	M6	Students are able to create alternative designs and reduce alternatives based on the criteria that have been created
	M7	Students are able to implement the selected design on the specified media
	M8	Students are able to create portfolios and exhibitions

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-2	<p>Able to understand the scope of the Constitutional Court. DKV Promotion</p> <p>Able to understand communication behavior in various product entities, services and other social/government/public relations projects</p>	<p>Introduction: Scope of the Constitutional Court. Communication, evaluation systems, and types of assignments.</p> <p>Visual communication design in the communication behavior of product entities, services and other social/government/public relations projects</p>	Face to face Structured Learning Self-Study	<p>TM 600 BT 600</p> <p>BM 720</p>	<p>Studying</p> <p>Assignment</p> <p>Discussion</p>	<p>Understand the realm of design lectures</p> <p>Recognize the differentiating characteristics of commercial and non-commercial entities by looking for examples of each entity's products, services and other social/government/public relations projects</p> <p>Active in group discussions, able to express opinions.</p>	10 %
3-4	<p>Able to understand various alternatives data collection</p> <p>Able to conduct simple research on selected entities</p>	<p>Exploration and collection of information related to entities -stakeholder and user interviews, -analysis of target groups and competitors, -brand, image and business scope, -media analysis, and -other methods</p> <p>Reviews</p>	Face to face Structured Learning Self-Study	<p>TM 600 BT 600</p> <p>BM 720</p>	<p>Studying</p> <p>Assignment</p> <p>Discussion</p>	<p>Can provide evidence and explanation of primary and secondary data obtained regarding the entity</p>	15 %
5-7	<p>Able to define needs</p> <p>Able to implicitly</p>	<p>Definition of needs and design goals</p> <p>Perform design and media schemes</p>	Face to face Structured Learning	<p>TM 900 BT 900</p> <p>BM 1080</p>	<p>Assignment</p> <p>Discussion</p>	<p>Able to create <i>creative briefs</i></p>	15 %

	define design objectives Able to create strategic direction for visual and media design		Self-Study				
8-11	Able to create visual communication concepts Able to create alternative designs	Design stage: Design concept Creative methods in developing visual communication ideas	Face to face Structured Learning Self-Study	TM 1200 BT 1200 BM 1440	Studying Assignment Discussion	Create design concepts and 30 visual alternatives	15
12-14	Able to narrow down design alternatives to the needs of the target group and other backgrounds Implementing the media required by the target group	The stage of conveying the message and implementing the design	Face to face Structured Learning Self-Study	TM 900 BT 900 BM 1080	Assignment Discussion	Able to establish visual style guidelines Able to implement selected visual styles in established media	20
15-16	Able to write scientifically and communicate about the design process Able to present the results of design work	Portfolio and Exhibition	Face to face Structured Learning Self-Study	TM 600 BT 600 BM 720	Assignment	Able to create a representative portfolio Able to create exhibitions of visual works	25

REFERENCES

1. Jonathan Baldwin, *Visual Communication: from theory to practice*, Lausanne: Ava Book, 2006
2. Bill Chitty, 4th^{Edition} *Integrated Marketing Communication*, Australia: Cengage Learning, 2015
3. Marco Spies, *Branded Interactions: Creating Digital the Experience*. UK: Thames & Hudson, 2015
4. Rachmat Kriyanto, *Public relations writing: Public relations and publicity media production techniques corporate*. Jakarta: Kharisma Putra Utama, 2008
5. Ronald Lane, *Klepper's Advertising Procedure*, 6th^{Edition}, New Jersey: Pearson Prentice Hall, 2005

Example Test Description

Course: Promotional Design

Semester: 4

Code: DV 184401

Credits: 6 credits

Department: Visual Communication Design

Lecturer: Didit Prasetyo

Learning Outcome:

Students understand and can apply Promotion Media/ Message Strategy/ Visual Strategy/ Existing video (FCB Model)

Example Question Description

Make an analysis of existing products and competitors from MSME food products that are appointed as DKV Promotion case studies. Assignment guidelines for carrying out assignments are as follows:

1. Obtain comprehensive information regarding items from MSMEs, encompassing details about ingredients, processing methods, packaging, distribution channels, price strategies, marketing approaches, and customer management.
2. Thoroughly record all details of the product.
3. Perform life cycle mapping of items produced by micro, small, and medium enterprises (MSMEs)
4. Identify pertinent rivals for items targeted towards micro, small, and medium enterprises (MSMEs).
5. Perform a SWOT analysis on the product to identify its position within the market. This analysis will enable you to conduct a market analysis and develop a promotional strategy aligned with the facts gathered.

Format:

1. Tasks are completed collectively in a collaborative manner.
2. Each group showcased their products, profiles of micro, small, and medium enterprises (MSMEs), and rival profiles of the MSMEs selected for the DKV Promotion.
3. The findings from the presentation review are utilized as enhancement resources for comprehensive evaluation of current products and competitors.

Example Answer :

1. Students attempt to examine the goods and profiles of the designated MSMEs, gathering primary data by directly interacting with the MSME actors.
2. The student is engaged in the analysis of production, marketing, and product documentation for MSMEs.
3. The students observed competitors in the MSME product market that had similar products based on their own criteria. These competitors had similar production capacity and turnover as the MSMEs being pushed. Additionally, they had a longer production and marketing time and targeted almost the same sector of customers. Identical.
4. The student assembles a presentation that includes crucial elements pertaining to marketing and promoting the product.
5. Students participate in and engage in a discussion. Proficient in the role of a guardian, adept at conducting peer reviews within a group setting, under the supervision of a moderator.
6. Students retrieve the bait and proceed to assess and fix it based on the feedback received from forum presentations.
7. The student endeavors to formulate a suitable communication plan based on the anticipated data.

8. The student has the ability to develop a schedule for their work and put it into action.

UMKM Terpilih

1. Tuang Bubble Cheese
2. Sengkuni Streetfood




Omset, Aset, dan Struktur Organisasi

Omset
Rata-rata total omset 3 Cabang lebih dari 100 juta per bulannya

Aset
Belum dihitung secara keseluruhan, tetapi dapat dipastikan lebih dari 300 juta karena ada beberapa tempat beberapa diantaranya adalah tempat produksi dan pengemasan

Struktur Organisasi
Untuk penerapan di lapangan masih belum terlalu kompleks karena omernya masih seorang
Total karyawan : 15 orang untuk 3 cabang
Sebagian ada di tim produksi dan stand

Usaha Kecil-Menengah

- ❑ Didirikan pada 14 Februari 2019 di Kabupaten Trenggalek
- ❑ Memiliki 3 cabang yang berada di Kabupaten Trenggalek
- ❑ Bergerak dalam bidang Food and Beverage

Motivasi Owner

- ❑ Memiliki pengalaman di bidang Food & Beverage, seperti membuka café di Jakarta
- ❑ Kelinginan membuat sesuatu untuk Trenggalek karena Orang tua asli Trenggalek
- ❑ Fangsa pasar dekat dan melihat potensi yang besar

Produk

Produk

- ❑ Variasi susu sapi perah berasal dari Bondongan, Trenggalek sebagai nilai jual
- ❑ Produk terunggul : Thai Tea seharga Rp. 5000 yang memakai bahan berkualitas yang bisa diadu dengan produk lainnya.
- ❑ Kisaran harga: 5.000 – 10.000
- ❑ Terjual kurang lebih 150 cup per hari per cabang

Segmentasi
Untuk 3 tahun ke depan : untuk 15 – 25 tahun (pria dan wanita)
Tetapi di lapangan ternyata banyak umur yang tidak dalam rentang itu juga menyukai produk ini.

Proses Produksi
Penyeduhan dan distribusi, Rasanya susah ditiru orang lain

Kompetitor
Podi, Tea Break, Matcha

Media Promosi

Media Promosi

- ❑ Instagram (karena focus pada produksi, Instagram terbengkalai)
- ❑ Nwalinya memasarikan melalui Instagram dan ternyata berkembang hingga terkenal.
- ❑ Ketika offline, promosi menggunakan banner
- ❑ Melakukan Kerjasama dengan freelancer atau orang terkenal khususnya yang ada di Trenggalek

Kendala
Belum bisa membuat desain menarik, Belum menguasai lebih software desain

Harapan
Ada pihak yang membantu dalam promosi digital, khususnya media Instagram.





Tuang 1.0 (Candi Brawijaya) Trenggalek Kota
Tuang 2.0 (Fajar Utama) Kec. Karanganyar
Tuang 3.0 (Alfamart) Kec. Gandusari
Tuang 4.0 (Soon) Tulungagung



Grafik posisi pertumbuhan Tuang Bubble Cheese



Posisi Tuang bubble cheese berada dipuncak pertumbuhan

Material Presentation results Observation to MSMEs

Question :

Conduct an investigation of the present product and its competitors in the MSME food industry, focusing on Promotional Visual Communication Design situations.

Indicators :

Student capable describes a message and visual strategy based on analysis study product past and position business in the market

No	Component Evaluation	Score
1	Completeness documentation and analysis product previous	30
2	Market analysis using SWOT method	30
3	Promotional media concepts and strategies whole	20
5	visual concept of print media	20
	Total score	100