



# Module Handbook Illustration



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

No.	Description
<input checked="" type="checkbox"/>	<p>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.</p> <p><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></p>
<input type="checkbox"/>	<p>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.</p> <p><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></p>
<input checked="" type="checkbox"/>	<p>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.</p> <p><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></p>

- 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.*

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- 5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi  
*Competent in the exploration and application of knowledge about communication media.*

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- 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.*

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- 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.*

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- 8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking  
*Proficient in the exploration and application of creativity and design thinking.*

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- 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.*

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- 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.*

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- 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.*

Code	Description of CLO	Mapping of CLO to LO		Weight of CLO
		LO 1	LO 3	
CLO-1	Mahasiswa mampu memahami studi karakter tiap-tiap media ilustrasi <i>Students are able to understand the study of the character of each illustration media</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25%
CLO-2	Mahasiswa mampu menganalisa kemungkinan konsep eksekusi pada masing-masing media <i>Students are able to analyze the possibility of the concept of execution on each media</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25%
CLO-3	Mahasiswa mampu merancang konsep ilustrasi yang sesuai dengan hasil studi media <i>Students are able to design illustration concepts that are in accordance with the results of media studies</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25%
CLO-4	Mahasiswa mampu menghasilkan karya ilustrasi berupa mock-up pada tiap-tiap media <i>Students are able to produce illustrative works in the form of mock-ups on each media</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25%
<b>Total Weight</b>		<b>50%</b>	<b>50%</b>	<b>100%</b>



**Assessment & Evaluation Plan**

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	Total Weight
1	Ilustrasi Gaya gambar <i>Illustration style</i> Hasil proyek   <i>Team-based Project</i>	5%	5%	5%	5%	20%
2	Ilustrasi Poster Vaksinasi <i>Vaccination Poster Illustration</i> Hasil proyek   <i>Team-based Project</i>	5%	5%	5%	5%	20%
3	Ilustrasi Infografik <i>Infographic Illustration</i> Hasil proyek   <i>Team-based Project</i>	5%	5%	5%	5%	20%
4	Ilustrasi Buku Anak <i>Children Book Illustration</i> Hasil proyek   <i>Team-based Project</i>	10%	10%	10%	10%	40%
<b>TOTAL</b>		<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>100%</b>
<i>Target</i>		<i>25%</i>	<i>25%</i>	<i>25%</i>	<i>25%</i>	<i>100%</i>

Name of Study Program	Visual Communication Design
Course Name	Illustration
Code	DV184402
Semester	4
credits	4 / 6,4 ECTS
Lecturer	Rabendra Yudhistira

Study Materials	Developing student competency in designing illustrations, taking into account the characteristics and elements of various media, to produce final results that meet design principles	
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.5	concepts , principles , methods , and techniques application color , composition ( nirmana ) , design process , photography , and computers graphics ;
	P.6	drawing and graphic methods and techniques (printing techniques);
	P. 8	general concepts, principles and techniques of effective communication;
	KK. 2	Able to conduct research and explore ideas to establish goals, communication targets, and prototype visual communication design solutions that can overcome identity, mass communication, and competition issues by considering aspects of ethics, history, culture, social consequences, environmental preservation, and applicable regulations ;
	KK. 5	able to start an independent business in the visual communications sector
COURSE LEARNING OUTCOME (CLO)	M1	Student capable understand studies character each illustration medium
	M2	Student capable analyze possibility draft execution on each media
	M3	Student capable designing draft appropriate illustration _ with results media studies
	M4	Student capable produce work illustration in the form of mock-ups for each media

We ek	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-2	Able to explore various drawing styles mastered to produce different visual impressions.	Identify image styles, various image styles , execution of image styles	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	- Studying - Discussion - Assignment	Students are able to produce a variety of drawing styles while maintaining consistency and quality of execution of the drawings presented	15 %
3-4	Able to design illustrations for serial book cover redesigns	Serial illustration concept, cover design elements, book or novel genre , layouting	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	- Studying - Discussion - Assignment	Students are able to translate verbal language or text from an article into visual	15 %

	(minimum 3 episodes)					language in magazine media	
5-6	Able to design illustrations based on articles from current issues in print media	Editorial illustration concepts, Design elements in articles, Text visualization methods, Layout Media typography	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	- Studying - Discussion - Assignment	Students are able to translate verbal language or text from an article into visual language in magazine media	15 %
7-10	Able to design comics with various visualization possibilities and consider aspects of comic production starting from story, character, panel design, pencils, ink and coloring	The concept of sequential illustrations, comic book characters, how to draw comics, composing storylines, composing storyboards, cinematic elements in comics	Face to face Assistance Self-Study	TM = 512 BT = 1280 BM = 768	- Studying - Discussion - Assignment	Students are able to present a complete story through sequential images	20 %
11-12	Able to design illustration For visualization knowledge knowledge in poster form . Diagrammatic drawing in the form of a process that occurs phenomenon nature , comparison statistics or chronology certain in form infographics	Draft illustration infographics , Compiling quantitative data , Visualization diagrammatic , layouting	Face to face Assistance Self-Study	TM = 256 BT = 640 BM = 384	- Studying - Discussion - Assignment	Students are able to present picture diagrammatic on a studies case	15 %
13-16	Able to design illustrations for children's story books based on Indonesian folk tales. Illustrations include illustrations on the cover and contents. It can also be developed into book packaging techniques	Concept of illustrating children's story books, compiling storylines, compiling storyboards, visualizations targeting the children segment	Face to face Assistance Self-Study	TM = 512 BT = 1280 BM = 768	- Studying - Discussion - Assignment	Students are able to present a complete story through style picture customized _ with a target market of children	20 %

	with sleeves or jackets.						
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**REFERENCES**

1. *Loomis, Andrew. 2012. Creative Illustration. Titan Books Ltd. London*
2. *Hart, John. 2008, The Art of Storyboards, Elsevier Publishers. United Kingdom*
3. *McCloud, Scott, 1994, Understanding Comics : The Invisible Art. William Morrow Paperbacks*
4. *Crossley, Kevin. 2014. Character Design From The Ground Up. Taylor & Francis Ltd. Abingdon*
5. *Bancroft, Tom. 2006. Creating Characters with Personality. Watson-Guptill. New York.*