



Module Handbook Videography



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 3	CPL 4	
CPMK-1	Mampu Memahami ragam bahasa yang digunakan di dalam media film. <i>Able to understand the variety of languages used in film media.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CPMK-2	Mampu menyusun sebuah naskah film untuk iklan komersial berdasarkan obyek yang telah ditentukan <i>Able to compose a film script for a commercial advertisement based on a predetermined object</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CPMK-3	Mampu merancang sebuah storyboard dari sebuah naskah cerita <i>Able to design a storyboard from a story script</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CPMK-4	Mampu merancang sebuah film sebagai bagian dari iklan komersil sebuah produk atau jasa. <i>Able to design a film as part of a commercial advertisement for a product or service.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CPMK-5	Mampu menyusun sebuah naskah film documenter berdasarkan obyek yang telah ditentukan <i>Able to compose a documentary film script based on a predetermined object</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15%

CPMK-7	Mampu merancang sebuah film dokumenter sebagai materi pendidikan dan sosialisasi. <i>Able to design a documentary as an educational and socialization material.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	30%
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Total Bobot	50%	50%	100%
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myITS academics		ID	Bambang Mardiono Soewito Dosen S1 Desain Komunikasi Visual						
No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	CPMK-5	CPMK-7	Total Bobot	
1	Naskah Film <i>Movie Script</i> Studi Kasus <i>Case Method</i>	1%	1%	1%	2%	2%	2%	9%	
2	Konsep Pra Produksi <i>Pra Production Concept</i> Hasil proyek <i>Team-based Project</i>	2%	2%	1%	2%	2%	3%	12%	
3	Storyboard <i>Storyboard</i> Hasil proyek <i>Team-based Project</i>	2%	2%	1%	2%	2%	3%	12%	
4	Proses Produksi <i>Production Process</i> Kognitif - UTS <i>Cognitive - Midterm Exam</i>	5%	5%	2%	4%	2%	5%	23%	
5	Credit Title Concept <i>Credit Title Concept</i> Hasil proyek <i>Team-based Project</i>	0%	2%	0%	5%	2%	7%	16%	
6	Final Short Movie <i>Final Short Movie</i>								

Rps

Name of Study Program	Visual Communication Design
Course Name	Videography
Code	DV184403
Semester	4
credits	4 / 6,4 ECTS
Lecturer	Nugrahadi Ramadhani

Study Materials	Films and story scripts	
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	design methodology in depth;
	P.5	concepts , principles , methods , and techniques application color , composition (nirmana), design process , photography , and computers graphics ;
	P. 7	knowledge factual raw material design ;
	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 ;
	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 ;
	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 ; _ And	
KK. 5	capable pioneering business independent in the sector visual communication	
COURSE LEARNING OUTCOME (CLO)	M1	Student capable understand the basic operating techniques of video recording media
	M2	Student capable understand and be able to communicate a message through video images
	M3	Student capable understand and be able to provide arguments about the application of several basic principles of videography such as composition, color, timing.
	M4	Student capable make simple plans for making videographic works, especially the storyboard planning stages
	M5	Student capable appreciate several popular recording media shooting styles.

	M6	Student has the motivation to export several experimental styles of videography work with a variety of limited devices.
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Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-5	Students are able to understand and explain videography and camera workflows	Camera introduction : White Balanced, Shutter Speed, ISO, Dynamic Range. Videography Workflow: Preproduction, Production, Post Production.	Face to face	TM (face to face)=20 %=96x5= 480	<ul style="list-style-type: none"> ● Studying ● Discussion ● Assignment 	Accuracy in selecting image objects, image composition, camera angles that match the expected criteria Assignment 1: Creating Powerful Images (individual)	20%
			Assistance	BT =1200			
			Self-Study	BM = 720			
6-8	Able to capture various still and moving objects using camera movement techniques according to the expected mood and arrange them in a cinematic style	Camera movement: Type and mood, indoor/outdoor	Face to face	TM =288	<ul style="list-style-type: none"> ● Studying ● Discussion ● Assignment 	Accuracy in choosing camera movements according to the expected mood Assignment 2: Cinematics Camera Movement (individual)	25%
			Assistance	BT =720			
			Self-Study	BM = 432			
9-12	Able to produce a video blog (vlog) about a short story about yourself	Story and storyboard: Timing, characters, visuals, setting, acting, script, music	Face to face	TM =384	<ul style="list-style-type: none"> ● Studying ● Discussion ● Assignment 	Students are able to show story concepts that are interesting, easy to understand and have value to watch Assignment 3: My Little Story (individual)	25%
13-16	Able to create a video with a certain theme using several experimental shooting styles	Creative videography : Experiment short film	Face to face	TM = 384	<ul style="list-style-type: none"> ● Studying ● Discussion ● Assignment 	Students are able to show the concept of a short film Assignment 4 : Experimental Short Movie (Group, 4 max.)	30%

REFERENCES

1. *Douglas Katz, Steven. Film Directing Shot by Shot : Visualizing from Concept to Screen. Gulf Professional Publishing. 1991*
2. *Dancyger's , Ken. The Technique of Film & Video Editing: History, Theory, and Practice. Focal Press. 2006*
3. *101 Filmmaking Tips and Tricks. Premium Beat. 2015*

Example of Assessment, Examination and Appraisal

Course : Videography
Semester : 5
Study Program : Visual Communication Design
Dosen : Nugrahardi Ramadhani
Kode : DV184403

Learning Outcomes:

Students are able to understand the concepts, principles, and techniques of videography in the context of visual communication design. Students are able to identify and analyze problems that can be solved with videography. Students are able to apply visual communication design theories and methods to designing and developing videography. Students are able to operate videography equipment and software professionally. Students are able to produce quality, creative, and innovative videography in accordance with communication goals and objectives. Students are able to work together in teams and communicate well with clients, colleagues, and other stakeholders. Students are able to think critically, ethically, and responsibly in the videography production process. Students are able to appreciate their own and other people's videographic work.

Example of a description question:

Create a vertical storytelling short film production process where screen orientation refers to the vertical screen position. The things you need to pay attention to are as follows:

1. Determine the genre of the public service advertisement.
2. Make a premise, synopsis, and storyline.
3. Explain the steps that must be taken in the production process.
4. Make a storyboard!
5. Make a complete pitch deck in A4-size PDF format.
6. Also, make a presentation file and present it in front of the class with the group.
7. Upload all documents to My ITS Classroom.

Example Answer:

1. Students can determine the genre according to the concepts and ideas they want to convey through the video medium of public service advertisements.
2. Students create a premise from the specified genre, then develop it into a synopsis and storyline.
3. The steps that must be explained are in accordance with the rules and what is involved in each pre-production, production, and post-production process.
4. At this stage, students make a storyboard from the storyline, which has been completely adjusted according to the rules for making storyboards.
5. A pitch deck is a big concept of the idea of making a public service advertising video whose function is as a marketing tool, containing story ideas, concepts, moodboards, and how the video is realized.
6. The presentation file is a PowerPoint file consisting of a maximum of 10 to 15 pages, presented in groups.
7. Students upload files via group representative accounts on My ITS Classroom.

The following is an example screenshot of the results of a short film for a videography assignment.



Evaluation Criteria for this assignment:

Index	Good	Medium	Bad
Suitability of the vertical storytelling format	The film shows the optimal and creative use of vertical orientation.	The film uses a vertical orientation but is less than optimal and varied.	The film does not respect vertical orientation or does not conform to the format.
The strength and originality of ideas and concepts	The film's ideas and concepts are interesting, unique, and relevant to the chosen genre.	The film's ideas and concept are interesting, but they lack originality or relevance to the genre.	The film's ideas and concepts are uninteresting, cliché, or don't fit the genre.
Clarity and orderliness of the story	The film story has a clear, logical, and consistent structure.	The film's story has a fairly clear structure, but there are some parts that lack logic or consistency.	The film's story does not have a clear structure, and many parts are not logical or consistent.
Aesthetics and professionalism of post-production	The film's story does not have a clear structure, and many parts are not logical or consistent.	Post-production of the film increases the quality and aesthetics of the film considerably, but there are some shortcomings or violations of legal and ethical aspects.	Film post-production does not improve the quality and aesthetics of the film properly or violates many legal and ethical aspects.
Alignment with the selected genre	The film shows strong alignment between ideas, concepts, stories, and postproduction with the chosen genre.	The film shows sufficient harmony between ideas, concepts, stories, and post-production with the chosen genre.	The film does not show harmony between ideas, concepts, stories, and post-production in the chosen genre.