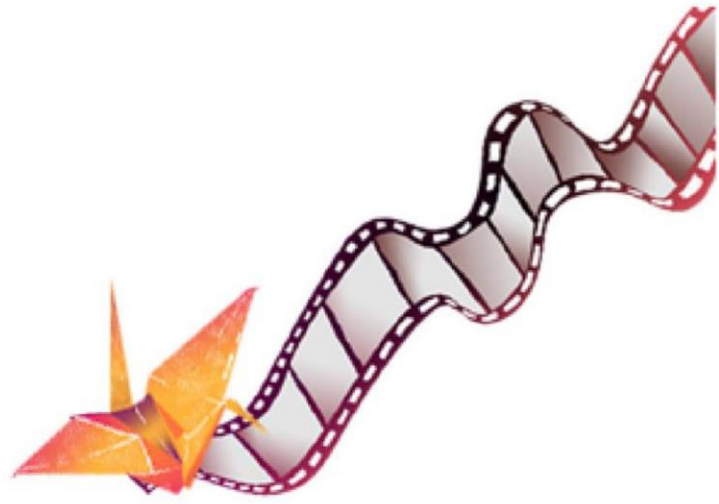




# Module Handbook Advertising



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

## LAMPIRAN

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 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.*

Curriculum:

Kurikulum 2018 S-1 Desain Komunikasi Visual ▾

Show

Code	Description of CLO	Mapping of CLO to LO			Weight of CLO
		LO 1	LO 4	LO 6	
CLO-1	Mahasiswa memiliki pengetahuan dan pemahaman yang baik mengenai ruang lingkup, industri dan keprofesian dalam periklanan. <i>Students have good knowledge and understanding of the scope, industry and profession in advertising.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10%
CLO-2	Mahasiswa mampu memahami maksud, tujuan, dan merancang suatu kegiatan IMC. <i>Students are able to understand the intent, purpose, and design of an IMC activity.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15%
CLO-3	Mahasiswa mampu memahami karakteristik berbagai media yang digunakan dalam periklanan. <i>Students are able to understand the characteristics of various media used in advertising.</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%



CLO-4 Mahasiswa mampu membuat dan mengeksplorasi berbagai macam kemungkinan New Media seperti Socmed yang dapat digunakan sebagai medium untuk menyampaikan pesan.  
*Students are able to create and explore various kinds of possibility of New Media such as Socmed that can be used as a medium for conveying messages.*



15%

CLO-5 Mahasiswa mampu mengeksplorasi dan mengembangkan big idea suatu campaign dengan pendekatan kreatif melalui kekuatan copywrite maupun visual.  
*Students are able to explore and develop big ideas a campaign with a creative approach through the power of copywriting as well as visuals.*



20%

CLO-6 Mahasiswa mampu menyusun dan merancang strategi campaign.  
*Students are able to formulate and design campaign strategies.*



25%

**Total Weight**

**25%**

**38%**

**38%**

**100%**

**Assessment & Evaluation Plan**

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight
1	Analisis Iklan <i>ad analysis</i> Studi Kasus   <i>Case Method</i>	5%	5%	0%	0%	0%	0%	10%
2	Analisis Etika Iklan <i>Advertising Ethics Analysis</i> Studi Kasus   <i>Case Method</i>	5%	5%	5%	0%	0%	0%	15%
3	Membuat Copywriting <i>Copywriting</i> Studi Kasus   <i>Case Method</i>	0%	5%	0%	0%	0%	5%	10%
4	Output Media <i>Media Output</i> Studi Kasus   <i>Case Method</i>	0%	0%	5%	5%	10%	10%	30%
5	Konsep Iklan <i>Advertising Concept</i> Studi Kasus   <i>Case Method</i>	0%	0%	5%	10%	10%	10%	35%
<b>TOTAL</b>		<b>10%</b>	<b>15%</b>	<b>15%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>100%</b>
<i>Target</i>		<i>10%</i>	<i>15%</i>	<i>15%</i>	<i>15%</i>	<i>20%</i>	<i>25%</i>	<i>100%</i>

## RPS

Name of Study Program	Visual Communication Design
Course Name	Advertising
Code	DV184404
Semester	4
credits	3 / 4,8 ECTS
Lecturer	Putri Dwitasari

Study Materials	Advertising, Media Strategy, Creative Concept	
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.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	Students are able to explain the definition of IMC, objectives, benefits and trends of IMC
	M2	Students are able to mention elements of data mining, methods in the IMC design process
	M3	Students understand social media-based IMC trends
	M4	Students know IMC strategies in screen-based media
	M5	Students Design IMC in integrated social media and audio-visual media
	M6	Students are able to present IMC ideas in groups

We ek	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estim ated Time	Student Learnin g Experien ce	Criteria and Indicator Evaluation	W eig ht [% ]
1	Students are able to understand the history of advertising, the scope and function of advertising.	<b>Introduction to Advertising History of Advertising</b>	Presentati on Discussion		<ul style="list-style-type: none"> <li>● Presen tation Discu ssion</li> </ul>	Students have good knowledge and understanding of the development, scope, objectives and functions of advertising.	5
2	Students are able to understand the methods, research and objectives of IMC activities or campaigns	<b>Integrated Marketing Communication</b>	Presentati on Discussion		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> </ul>	Students have good knowledge and understanding to create and develop a campaign or IMC strategy for an entity	5

3	Students are able to understand the corporate structure of an agency and its duties in the advertising industry so that they will be able to adapt to the work culture of the advertising industry.	<b>Advertising Agency Structure</b>	Presentati on Discussio n		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> </ul>	Students have good knowledge and understanding of the world of work in the advertising industry	5
4	Students are able to understand the characteristics of each media used in advertising as well as the ability to choose and use the right media.	<b>Media in Advertising</b>	Presentati on Discussio n		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> </ul>	Students have good knowledge and understanding of various media in advertising	5
5	Students are able to create and explore new media needed to communicate an idea, such as utilizing social media trends, etc.	<b>New Media</b>	Presentati on Discussio n		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> </ul>	Students have good knowledge and understanding of the characteristics of New Media, explore, look for various alternatives and create New Media in advertising	5
6	Students are able to understand and master the formula for the characteristics of creative advertisements that can be accepted by the wider community	<b>Good Ad</b>	Presentati on Discussio n		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> </ul>	Students have good knowledge and understanding of the characteristics of good advertisements that are acceptable to society	5
7	Students are able to create and explore creative ideas that will be used to carry out a campaign.	<b>Cracking Big Campaign Idea</b>	Presentati on Discussio n		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> </ul>	Students have knowledge and understanding of various creative ways and approaches to build and develop campaign ideas	5
8	Students have the knowledge and ability to absorb knowledge and various materials that have been presented during lectures.	<b>UTS</b>	Written examinati on		<ul style="list-style-type: none"> <li>● Assig nment</li> </ul>	Students have knowledge and understand the learning material that has been provided  Assignment: Answering written exam questions	10
9- 12	Students have the ability to design and create copywriting creatively and communicatively in conveying	<b>Copywrite</b>	Presentati on Discussio n Assistanc e		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu ssion</li> <li>● Studio /indep</li> </ul>	Students have good knowledge and skills to design an advertisement through copywriting, creating	20



	advertising messages.		Self-Study		endent study	slogans and taglines needed for a campaign  Assignment: Design advertising messages that emphasize the power of Copywriting	
13-15	Students are able to develop big ideas or visual concepts creatively.	<b>Visual Concepts</b>	Presentati on Discussio n Assistanc e Self- Study		<ul style="list-style-type: none"> <li>● Presen tation</li> <li>● Discu sion</li> <li>● Studio / indepe ndent study</li> </ul>	Students have good knowledge and abilities to design and create advertisements using a communicative and creative visual approach  Assignment: Designing an advertisement with its main strength in Visuals	20
16	Students are able to understand all the advertising learning material that has been provided	<b>Final Exam</b>	Written examinati on		Lectures and Independ ent Examin ations	Students have knowledge and understand the learning material that has been provided  Assignment: Written examination	15

## REFERENCES

1. *Advertising, Frank Jenkins*
2. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters, Joseph Sugarman*
3. *Ken Burtenshaw, Nik Mahon, Caroline Barfoot. 2006. The Funds Of Creative Advertising*
4. *Muhammad Jaiz, 2014. Basics of Advertising n*
5. *Jean Grow, Tom Altstiel. 2006. Advertising Strategy*  
*Terence A. Shimp , J. Craig Andrews, 2012. Advertising , Promotion, and other aspects of Integrated Marketing Communications*