



Module Handbook Communication



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 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.

- 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.

Code	Description of CLO	Mapping of CLO to LO				Weight of CLO
		LO 1	LO 4	LO 7	LO 8	
CLO-1	Mahasiswa memahami ragam bentuk komunikasi dan perkembangan media komunikasi massa. <i>Students understand the various types of communication and the development of mass communication media.</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20%
CLO-2	Mahasiswa memahami konsep, prinsip dan teknik komunikasi untuk penunjang komunikasi efektif. <i>Students understand the concepts, principles and techniques of communication to support effective communication.</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	30%
CLO-3	Mahasiswa memahami semiotika dan etika dalam karya-karya desain komunikasi visual. <i>Students understand semiotics and ethics in visual communication design works.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%
CLO-4	Mahasiswa memahami dan mampu menganalisa semiotika komunikasi dan strategi komunikasi dalam contoh karya komunikasi visual. <i>Students understand and are able to analyze communication semiotics and communication strategies in examples of visual communication works.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30%
Total Weight		17%	33%	33%	17%	100%

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	Total Weight
1	Analisa Media Komunikasi <i>Communication Media Analysis</i> Studi Kasus <i>Case Method</i>	5%	5%	5%	5%	20%
2	Evaluasi Tengah Semester <i>Mid-Semester Evaluation</i> Kognitif - UTS <i>Cognitive - Midterm Exam</i>	5%	10%	5%	10%	30%
3	Semiotika dan Etika Komunikasi <i>Semiotics and Communication Ethics</i> Studi Kasus <i>Case Method</i>	5%	5%	5%	5%	20%
4	Evaluasi Akhir Semester <i>End of Semester Evaluation</i> Hasil proyek <i>Team-based Project</i>	5%	10%	5%	10%	30%
TOTAL		20%	30%	20%	30%	100%
Target		20%	30%	20%	30%	100%

Name of Study Program	Visual Communication Design
Course Name	Communication
Code	DV184405
Semester	4
credits	3 / 4,8 ECTS
Lecturer	Sayatman

Study Materials	Communication; Communication as a process; Various types of communication (interpersonal, group, organizational, public, media, intercultural); Semiotics; Ethics.	
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	draft general social culture , ecology , and principles preservation environment ;
	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
COURSE LEARNING OUTCOME (CLO)	M1	Students are able to understand the definition of communication from various backgrounds
	M2	Students are able to understand the communication process, along with the elements of effective communication
	M3	Students are able to understand and analyze various types of communication in visual communication design applications
	M4	Students are able to speak and express ideas in front of the public
	M5	Students are able to understand sign language in visual communication design
	M6	Students are able to understand the ethical realm of communication

Week	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 understand the definition of communication	Introduction: Scope of the Constitutional Court. Communication, evaluation systems, and types of assignments. Definition of Communication	Face to face Study Independent	TM 300 BT 300 BM 360	Studying Discussion	Understand the realm of communication in visual communication design Get to know the background of the definition of communication from various implied definitions. Active in group discussions, able to express opinions.	5%
3-5	Able to understand	Interpersonal Communication	Face to face Study	TM 450 BT 450 BM 540	Studying	Students understand the characteristics of	10%

	interpersonal communication and communication psychology		Independent		Discussion	human communication. Students understand the intrapersonal communication system. Students understand the interpersonal communication system. Active in group discussions, able to express opinions.	
6	Able to understand group communication	Group Communication	Face to face Study Independent	TM 150 BT 150 BM 180	Studying Discussion Assignment	Students understand group communication systems Students are able to search for and provide opinions about visual communication phenomena that are able to reach certain groups	5%
7	Able to understand organizational communication	Organizational Communication	Face to face Study Independent	TM 150 BT 150 BM 180	Studying Discussion Assignment	Students understand organizational communication systems Students understand the public relations communication system in the realm of visual communication design Students are able to search for and provide opinions about visual communication phenomena that are able to embrace dynamic organizational members	10%
8-10	Able to understand public communication and practice it	Public Communication	Face to face Assistance Study Independent	TM 450 BT 450 BM 540	Studying Assignment	Students understand public communication Students are able to present themselves and their ideas so that they are positively understood by the presenter and their ideas.	20%
11-13	Able to understand communication	Communication and Media	Face to face Assistance	TM 450 BT 450 BM 540	Studying	Students understand the characteristics of conventional and digital media in	15%

	cation using media		Study Independent		Assignment Discussion	responding to the information needs of human communications. Students are able to describe the capabilities of conventional and digital media in the context of visual communication.	
14	Able to understand intercultural communication	Intercultural communication	Face to face Study Independent	TM 150 BT 150 BM 180	Studying Discussion	Students are able to understand the obstacles and ability to understand intercultural communication in the communication process.	10%
15	Able to understand communication semiotics	Semiotics	Face to face Study Independent	TM 150 BT 150 BM 180	Studying Discussion Assignment	Students are able to understand the basic concepts of understanding visual signs	15%
16	Able to understand communication ethics	Communication Ethics	Face to face Study Independent	TM 150 BT 150 BM 180	Studying Discussion	Students are able to understand the ethical and moral consequences of every visual communication message.	10%

REFERENCES

1. Sarah Trenholm, *Thinking Through Communication: An Introduction to the Study of Human Communication, Sixth Edition*
2. Jalaluddin Rakhmat, *Communication Psychology, Bandung: Rosdakarya Youth, 2004*
3. Jonathan Baldwin, *Visual Communication: from theory to practice, Lausanne: Ava Book, 2006*
4. Bill Chitty, 4th ^{Edition} *Integrated Marketing Communication, Australia: Cengage Learning, 2015*
5. Marco Spies, *Branded Interactions: Creating Digital the Experience. UK: Thames & Hudson, 2015*
6. Rachmat Kriyanto, *Public relations writing: Public relations media production techniques and corporate publicity. Jakarta: Kharisma Putra Utama, 2008*
7. Bertens, *Ethics, Yogyakarta: Kanisius, 2*