Module Handbook

Environmental Graphic Design

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

No.		Description
☐	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.

Code	Description of CLO	Mapping of CLO to LO			Weight of CLO
		LO 6	LO 7	LO 8	
CLO-1	Mampu Menguasai Konsep dan Prinsip Dasar Desain Grafis Lingkungan *Ability of Basic Concepts and Principles of Environmental Graphic Design*	☑	☐	☐	10%
CLO-2	Mampu menguasai Pengetahuan Sejarah dan Perkembangan Desain Grafis Lingkungan *Ability of Knowledge of Design History and Development of Environmental Graphic Design*	☑	☐	☐	10%
CLO-3	Mampu menerapkan Desain Brief sesuai dengan sumber data yang dikumpulkan *Able to apply the Design Brief according to the source of the data collected*	☐	☑	☐	10%

CLO	Description				Weight
CLO-4	Mampu menerapkan Strategi dan Konsep Desain Grafis Lingkungan *Able to apply Environmental Graphic Design Strategies and Concepts*	☐	☑	☐	30%
CLO-5	Mampu menciptakan Karya Desain Grafis Lingkungan sesuai dengan proses produksi yang komprehensif *Able to create Environmental Graphic Design Works in accordance with a comprehensive production process*	☑	☐	☑	30%
CLO-6	Mampu mempresentasikan Karya Desain Grafis Lingkungan melalui dokumen perencanaan, portofolio dan laporan perancangan *Able to present Environmental Graphic Design Works through planning documents, portfolios and design reports*	☐	☐	☑	10%
Total Weight		**43%**	**29%**	**29%**	**100%**

RPS

Name of Study Program	Visual Communication Design
Course Name	Environmental Graphic Design
Code	DV184501
Semester	5
credits	6 / 9,6 ECTS
Lecturer	Octaviyanti Wahyurini

Study Materials		Signage; Wayfinding; Placemaking
Program Learning Outcome (PLO)	P.1	draft theoretical about design (*Design Theory*) in a way general and at least one draft theorists design visual communication (*Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley - lester Model*) deep ;
	P.2	draft general history and culture design and meaning ;
	P.3	draft general social culture , ecology , and principles preservation environment ;
	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 ;
	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
	KU.1	capable apply thinking logical , critical , systematic , and innovative in context development or implementation knowledge knowledge and technology that pays attention to and applies mark appropriate humanities _ with field his expertise ;
	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)		

COURSE LEARNING OUTCOME (CLO)	M1	able to have an understanding of the function, role and opportunities of EGD in creating identity/brand, communication in a particular space
	M2	able to have knowledge about EGD categories in various types of places/spaces
	M3	able to analyze EGD problems in general and specifically in various types of places/spaces
	M4	able to formulate a problem statement and EGD design objectives
	M5	able to evaluate the existing condition of EGD specifically relating to aspects: function, aesthetics and communication
	M6	able to plan EGD research activities
	M7	able to carry out and collect research data in a complete and systematic manner

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1	Students have an understanding of the function, role and opportunities of EGD in creating identity/brand, communication in a particular space	**Introduction to EGD**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Discussion ● Assignment	Discussion: Students understand the function, role and opportunities of EGD as a message communication medium **Assignment 1**: Appreciation of EGD's work (3 works)	5
2	Students have knowledge about EGD categories in various types of places/spaces: Schools, Parks, Hospitals,	**EGD categories in various types of space**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	**Discussion:** Functional characteristics and types of space **Assignment 2:** Analysis of EGD Characters from 3 different types of space such as: Hospital, Mall, Airport.	5
3	Students are able to analyze EGD problems in general and specifically in various types of places/spaces	**DKV Environmental Design Studio**: Signage, Wayfinding & Placemaking Background to the EGD problem: phenomena and identification	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	**Tutorials:** Exploring the background phenomena of design **Assignment 3:** Design Background	5

4	Students are able to formulate a statement of the problem and objectives of EGD design	**Problem & Goal Statement**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	**Assistance:** *Problem & Goal Statement* **Assignment 4:** *Problem & Goal Statement*	5
5	Students are able to evaluate the existing condition of EGD specifically related to aspects: function, aesthetics and communicatio n	**Existing Design**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ●Discussion	**Assistance:** **Assignment 5:** Evaluate existing EGD designs for function, aesthetics and communicatio n	5
6	Students are able to plan EGD research activities	**EGD Research**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	**Assignment 6:** Research Planning	5
7	Students are able to carry out and collect research data in a complete and systematic manner	**Data Collection and Analysis**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	**Assignment 7:** Data analysis	10
8-9	Students are able to develop design ideas	**Design Concept (UTS)**	Face to Face Assistance Self-Study	TM = 576 BT = 768 BM = 576	● Studying ● Assignment Discussion	**Assignment 8:** Design Concept	20
10-11	Students are able to produce alternative designs	**Design Alternatives**	Face to Face Assistance Self-Study	TM = 576 BT = 768 BM = 576	● Studying ● Assignment Discussion	**Assignment 9: EGD Design Alternatives**	10
12-13	Students are able to produce a unique final design and achieve design goals	**Final Design**	Face to Face Assistance Self-Study	TM = 576 BT = 768 BM = 576	Presentation	**Assignment 10: Final artwork**	20
14-15	Students are able to present design results in a	**Design Presentation**	Face to Face Assistance Self-Study	TM = 576 BT = 768	Presentation	Assignment 11 : **Portfolio**	10

				BM = 576			
16	Students have the ability to prepare design documents completely and systematically	**Final Exam**	Face to Face Assistance Self-Study	TM = 288 BT = 384 BM = 288	Presentation		

REFERENCES

1. *Craig M. Berger (2005), Wayfinding: Designing and Implementing Graphic Navigational Systems , Page One ,*
2. *Jie Zhou, Muzi Guan, Liying Wang, Zhe Gao (2011) Graphic Design in Architecture, Design Media Publishing Limited*
3. *Gibson, D (2009) The Wayfinding Handbook : Information Design for Public Places, Princeton Architectural Press*
4. *Yu , J. (2014) Museum Display Design, Design Media Publishing Limited .*
5. *Kim Baer, Jill Vacarra (2008) Information Design Workbook: Graphic Approaches, Solutions, and Inspiration + 30 Case Studies, Rockport*