



Module Handbook Printing and Graphic Technology



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

LAMPIRAN

No.	Description
<input 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 checked="" 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.
- 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 2	LO 3	LO 6	LO 8	
CLO-1	<p>Mahasiswa mengetahui sejarah perkembangan teknologi cetak dan ragam jenis teknologi grafika (konvensional s.d digital)</p> <p><i>Students know the history of the development of printing technology and various types of graphic technology (conventional to digital)</i></p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15%
CLO-2	<p>Mahasiswa memahami prinsip dasar, teknik dan metode cetak</p> <p><i>Students understand the basic principles, techniques and methods of printing</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15%
CLO-3	<p>Mahasiswa memahami proses dan alur produksi cetak (printing workflow)</p> <p><i>Students understand the print production process and flow (printing workflow)</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20%

CLO-4	Mahasiswa memahami prinsip manajemen warna untuk produksi cetak <i>Students understand the principles of color management for print production</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15%
CLO-5	Mahasiswa memahami ragam material dan finishing cetak <i>Students understand the variety of materials and print finishing</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15%
CLO-6	Mahasiswa mampu membuat Final Art Work contoh karya desain komunikasi visual untuk produksi cetak. <i>Students are able to make Final Art Work examples of visual communication design works for print production.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
Total Weight		14%	57%	14%	14%	100%

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight
1	Evaluasi Tugas 1 <i>Task Evaluation 1</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	5%	5%	10%	0%	0%	0%	20%
2	Evaluasi Tengah Semester <i>Mid-Semester Evaluation</i> Studi Kasus <i>Case Method</i>	10%	10%	10%	0%	0%	0%	30%
3	Evaluasi Tugas 2 <i>Evaluasi Tugas 2</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	0%	0%	0%	5%	5%	10%	20%
4	Evaluasi Akhir Semester <i>End of Semester Evaluation</i> Hasil proyek <i>Team-based Project</i>	0%	0%	0%	10%	10%	10%	30%
TOTAL		15%	15%	20%	15%	15%	20%	100%
<i>Target</i>		<i>15%</i>	<i>15%</i>	<i>20%</i>	<i>15%</i>	<i>15%</i>	<i>20%</i>	<i>100%</i>

RPS

Name of Study Program	Visual Communication Design
Course Name	Printing and Graphic Technology
Code	DV184503
Semester	5
credits	3 / 4,8 ECTS
Lecturer	Sayatman

Study Materials	Technology Graphics ; <ul style="list-style-type: none"> - History Development Technology Graphics (conventional – digital) - Principle base print And method print - Variety technical technique _ technology print in industry graphics - Printing Process and Printing Workflow - Color Management for Pre Press - <i>Final Art Work</i> 	
Program Learning Outcome (PLO)	P.2	general concept of design history and culture and its meaning;
	P.5	concepts, principles, methods and techniques of color application, composition (nirmana), design processes, photography and computer graphics;
	P.6	methods and techniques drawing and graphics (technique printing);
	P.7	knowledge factual raw material designl ;
	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
	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 know history development and variety technology print
	M2	Student capable understand principle base print and method print
	M3	Student capable understand the process and flow production print
	M4	Student capable understand various materials and printing finishes
	M5	Student capable understand concepts and principles production color print
	M6	Student capable produce sample artwork work design visual 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	Student know history development technology print And variety type technology graphics (conventional digital	Introduction : MK's Scope of Work Graphic technology History of Printing Technology Developments in Print Technology Printing Technique Types technology print conventional -	Face to face Structured Learning Self-Study	TM=150*2 BT =150*2 BM=180*2	Discussion, Question and answer, Quiz	Activeness in Discussion Ability to answer questions regarding the history of the developme	15%

	elementary school)	digital				nt of various types of printing technology Quiz	
3,4,5,6,7	Student understand principle base print And method And use technology print in industry graphics	Printing Technology: - Screen Printing - Offset Printing - Flexography - Rotogravure - Digital printing	Face to face Structured Learning Self-Study	TM=150*5 BT =150*5 BM=180*5	Presentati on Question and answer,	Presentatio n Students are able to answer questions about various types of printing technology	20%
8,9,	Student understand the process and channel production print / <i>printing workflow</i>	Printing Process & Workflow: - Prepress - Press - Post Press	Face to face Structured Learning Self-Study	TM=150*2 BT =150*2 BM=180*2	Lectures, Discussions, Visit to Industry	Create a resume/gra phics industry visit assignment	15%
10,11	Student understand various materials and printing finishes	Printing Material & Finishing: - Embossing/ - Debossing - Foil Stamping - UV Varnish - Dye Cutting - Bindings	Face to face Structured Learning Self-Study	TM=150*2 BT =150*2 BM=180*2	Lectures, Discussions, Question and answer	Students are able to show examples of various printing materials and types of printing finishing in question	10%
12,13	Student understand draft And principle use color For production print	Color Management: - ConceptColor - Basic principles Color - Communication Color - Principle of Color Sparation	Face to face Structured Learning Self-Study	TM=150*2 BT =150*2 BM=180*2	Lectures, Discussions, Question and answer	Students are able to show the color separation process	10%
14,15,16	Student capable make <i>Art Work</i> example work design printed visual communication And Presentation	Final Art Work - image, - color, - typography PortfolioDesign - Dummies Presentation / Report	Face to face Structured Learning Self-Study	TM = 150*3 BT = 150*3 BM = 180*3	Lectures, Discussions, Final Art Work Assignme nt Dummy printout example	Students are able to show Final Artwork and dummy print samples Report	30%

REFERENCES

1. Edward Denison, Roger Fawcett-Tang, Jessica Glaser, Carolyn Kanight, Loewy, and Scott Witham: *Print Formats and Finishes: The Designer's Illustrated Guide to Brochures, Catalogs, Bags, Labels, Packaging, and Promotion*. Roto Vision 2010.
2. Rob Sheppard, Hannah Doyle: *New Epson Complete Guide to Digital Printing*. Piqsiq Sterling Publishing Co. Inc. 2011.
3. Heller, Jules. *Print Making Today*, York University, 1972
4. Dameria , Anne. *Designer's Guide in Production Print* , Link & Match
5. Dameria , Anne. *Color management*, Link & Match
6. Dameria , Anne. *Digital Workflow in Industry iGraffika* , Link & Match
7. Dameria , Anne. *Designer Handbook in Production Print and Digital Printing*