



# Module Handbook Research and Design Method



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>

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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.*

Code	Description of CLO	Mapping of CLO to LO		Weight of CLO
		LO 1	LO 7	
CLO-1	Mampu untuk memahami bermacam teknik riset dan strategi untuk berbagai tujuan riset <i>Ability to understand different research techniques and strategy for different research objectives</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30%
CLO-2	Mampu untuk merancang dan melaksanakan riset kuantitatif dan kualitatif <i>Ability to create and to conduct quantitative and qualitative research</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	30%
CLO-3	Mampu untuk mengidentifikasi masalah desain melalui data primer maupun sekunder <i>Ability to identify design problem based on primary and secondary data</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%

CLO-4	Mampu untuk menuliskan laporan riset dan menuliskan publikasi ilmiah <i>Ability to write research report dan menuliskan publikasi ilmiah</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CLO-5	Ability to create a simple data visualization from a big data source <i>Mampu membuat visualisasi data dari sumber big data</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	20%
<b>Total Weight</b>		<b>20%</b>	<b>80%</b>	<b>100%</b>

### Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	Total Weight
1	Ringkasan Materi Mingguan <i>Weekly Summary</i> Kognitif - Tugas   <i>Cognitive - Assignment</i>	10%	0%	0%	0%	0%	10%
2	Reading Log <i>Reading Log</i> Kognitif - Tugas   <i>Cognitive - Assignment</i>	15%	0%	0%	0%	0%	15%
3	Kuesioner <i>Questionnaire</i> Hasil proyek   <i>Team-based Project</i>	0%	10%	5%	0%	0%	15%

4	Visualisasi Data <i>Data Visualization</i> Hasil proyek   <i>Team-based Project</i>	0%	0%	0%	0%	15%	15%
5	Laporan Riset/Publikasi <i>Report/Publication</i> Hasil proyek   <i>Team-based Project</i>	5%	5%	5%	10%	5%	30%
6	Usability Testing <i>Tes Usabilitas</i> Hasil proyek   <i>Team-based Project</i>	0%	15%	0%	0%	0%	15%
<b>TOTAL</b>		<b>30%</b>	<b>30%</b>	<b>10%</b>	<b>10%</b>	<b>20%</b>	<b>100%</b>
<i>Target</i>		<i>30%</i>	<i>30%</i>	<i>10%</i>	<i>10%</i>	<i>20%</i>	<i>100%</i>

## RPS

Name of Study Program	Visual Communication Design
Course Name	Research Design Method
Code	DV184504
Semester	5
credits	3 / 4,8 ECTS
Lecturer	Octaviyanti Wahyurini

Study Materials	Design approaches and methods	
Program Learning Outcome (PLO)	P.4	methodology design in a way deep ;
	P. 8	draft general , principles , and techniques communication effective ;
	P. 10	concepts and principles entrepreneurship field design visual communication ; and concepts and principles entrepreneurship field design visual communication , including concepts and techniques read opportunity , calculation costs and profits , search source financing , and marketing service planning visual communication .
	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 ;
COURSE LEARNING OUTCOME (CLO)	M1	Students understand the basic concepts of the nature of research, namely quantitative/qualitative, primary/secondary, formative/summative research as well as applications and case studies.
	M2	Students understand the various research strategies and tactics in DKV, especially regarding competitor analysis and ethnography.
	M3	Students are able to explain technological developments in relation to screens
	M4	Students understand marketing research strategies, user testing and visual exploration in DKV design by considering the interests and needs of the target audience to solve design problems.
	M5	Students understand the design process through several case studies of the way famous designers think with different visual style characteristics. Followed by
	M6	Students describe qualitative research methods that are participatory in nature
	M7	Students are able to write down projects, methods, concepts and design processes that are being worked on in other ongoing design classes.

Wee k	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimate d Time	Student Learning Experience	Criteria and Indicator Evaluation	Weigh t [%]
1,2	Students understand the basic concepts of the nature of research, namely quantitative/qualitative, primary/secondary,	<ul style="list-style-type: none"> <li>- Study Quantitative and Qualitative</li> <li>- Type data source</li> </ul>	Face to face	480	Assignment Discussion	Students are able to provide case examples related to the developmen	10%



	formative/summative research as well as applications and case studies.	- Study Formative and Summative				t of design research	
			Assistance	192			
			Self-Study	288			
3,4	Students understand the various research strategies and tactics in DKV, especially regarding competitor analysis and ethnography.	- Analysis competitors - Study Ethnography	Face to face	480	Assignment Discussion	Students are able to explain the advantages and disadvantages of DKV research tactics	10%
			Assistance	192			
			Self-Study	288			
5-6	Students understand marketing research strategies, user testing and visual exploration in DKV design by considering the interests and needs of the target audience to solve design problems.	- Study marketing - User Testing - Visual Exploration	Face to face	480	Assignment Discussion	Students are able to select the type of research methods and tactics according to the project they are working on	10%
			Assistance	192			
			Self-Study	288			
7-10	Students understand the design process through several case studies of the way famous designers think with different visual style characteristics. Followed by	- Writing research proposals design - Method data management - Design process	Face to face	720	Presentation of material regarding mapping and the design research process	Students are able to identify and summarize design approaches and methods.	20%
			Assistance	288			
			Self-Study	432			
11-13	Students describe qualitative research methods that are participatory in nature	- Study Participatory	Face to face	480	Studying Discussion	Students are able to explain participatory research	20%
		-	Assistance	192			
		-	Self-Study	288			

14	Students are able to create a Creative Design Solution: Selection and Curation	- Discussion			Studying Discussion Lecture	Students practise to visualize data	10%
15-16	Students are able to present visualization of data GIS	-	Asisstance	192	Studying Discussion Lecture	Students exercise reading log and visualize data,  Research Report Submission	20%
		-	Self-Study	288			

## REFERENCES

1. *100 research methods*
2. *Design Thinking, methods and principles, Jorge Frascara*