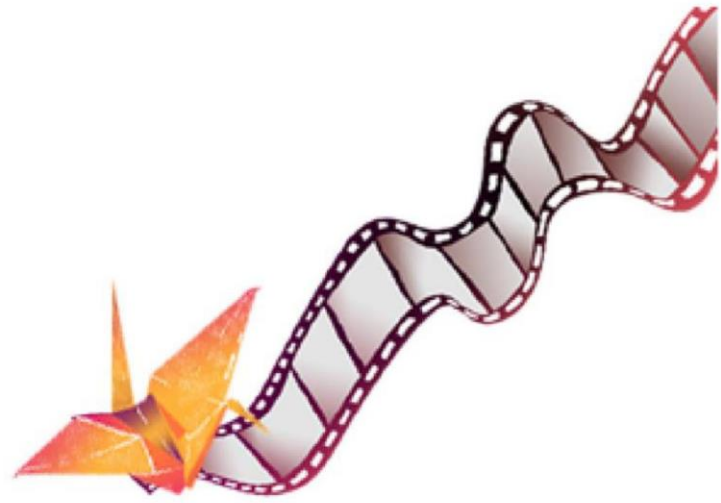




Module Handbook Editorial Design



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 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> |

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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.
 - 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.
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| Code | Description of CLO | Mapping of CLO to LO | | Weight of CLO |
|-------|--|-------------------------------------|-------------------------------------|---------------|
| | | LO 3 | LO 6 | |
| CLO-1 | <p>Mahasiswa menjelaskan prinsip-prinsip editorial desain, fungsi dan kegunaannya dalam kehidupan nyata sehari-hari</p> <p><i>Students explain the principles of editorial design, its functions and uses in real everyday life</i></p> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | 10% |
| CLO-2 | <p>Mahasiswa mengumpulkan data-data yang dibutuhkan untuk keperluan perancangan sebuah desain editorial</p> <p><i>Students collect the data needed for the purposes of designing an editorial design</i></p> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | 15% |
| CLO-3 | <p>Mahasiswa merumuskan konsep desain editorial dan mampu meingplementasikannya dalam bentuk rancangan editorial layout yang memadai</p> <p><i>Students formulate editorial design concepts and be able to implement them in the form of an adequate editorial layout design</i></p> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 20% |

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|---------------------|---|--------------------------|-------------------------------------|-------------|
| CLO-4 | <p>Mahasiswa menyusun layout sebuah editorial desain sesuai rencana tugas dengan menggunakan salahsatu software editorial (mis: adobe in design)</p> <p><i>Students arrange the layout of an editorial design according to the assignment plan by using one of the editorial software (eg: adobe in design)</i></p> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 25% |
| CLO-5 | <p>Mahasiswa membuat contoh cetak /dummy dari editorial desain yang dirancangnya</p> <p><i>Students make printed / dummy samples from the editorial designs he designed</i></p> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 30% |
| Total Weight | | 40% | 60% | 100% |

| No. | Evaluation Plan | CLO-1 | CLO-2 | CLO-3 | CLO-4 | CLO-5 | Total Weight |
|---------------|---|------------|------------|------------|------------|------------|--------------|
| 1 | Tugas 1 <i>identifikasi contoh editorial Kognitif - Tugas Cognitive - Assignment</i> | 10% | 0% | 0% | 0% | 0% | 10% |
| 2 | Tugas 2 <i>Portofolio desain Studi Kasus Case Method</i> | 0% | 0% | 5% | 5% | 5% | 15% |
| 3 | Tugas 3 <i>Deskripsi diri Studi Kasus Case Method</i> | 0% | 5% | 5% | 5% | 5% | 20% |
| 4 | UTS <i>Mendesain Koran Studi Kasus Case Method</i> | 0% | 5% | 5% | 5% | 10% | 25% |
| 5 | EAS <i>Mendesain majalah Studi Kasus Case Method</i> | 0% | 5% | 5% | 10% | 10% | 30% |
| TOTAL | | 10% | 15% | 20% | 25% | 30% | 100% |
| <i>Target</i> | | <i>10%</i> | <i>15%</i> | <i>20%</i> | <i>25%</i> | <i>30%</i> | <i>100%</i> |

RPS

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| Name of Study Program | Visual Communication Design |
| name . Choice | Editorial Design |
| Code | DV184505 |
| Semester | 5 |
| credits | 3 / 4,8 ECTS |
| Lecturer | Putri Dwitasari |

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|--------------------------------|---|--|
| Study Materials | Visual communication design; Communication Science and Journalism; Editorial Layout; Illustration Design; Publishing and Printing; Graphic Production Process | |
| 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.5 | concepts , principles , methods , and techniques application color , composition (nirmana) , design process , photography , and computers graphics ; |
| | P.6 | drawing and graphic methods and techniques (printing techniques); |
| | P. 7 | knowledge factual raw material designl ; |
| | 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 |
| | 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. 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 | Students are able to explain the principles of editorial design, their functions and uses in real, everyday life |
| | M2 | Students are able to collect the data needed for the purposes of designing an editorial design |
| | M3 | Students are able to formulate editorial design concepts and are able to implement them in the form of adequate editorial layout designs. |
| | M4 | Students are able to prepare the layout of an editorial design according to the assignment plan using one of the editorial software (eg: Adobe in Design) |
| | M 5 | Able to make print/dummy samples of the editorial designs he has designed |

| Wee k | Lesson Learning Outcome (LLO) | Comprehensive Coverage of Learning Materials | Learning Methods | Estima ted Time | Student Learning Experienc e | Criteria and Indicator Evaluation | Wei ght [%] |
|-------|---|--|------------------|-----------------|--------------------------------|--|-------------|
| 1,2 | Students are able to explain comprehens | - Introduction /Scope of study | Theory Lectures | | Able to show examples that are | Written Assignments/Quiz: Written Assignment: | 5% |

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|-----|---|--|---------------------|--|---|--|-----|
| | ively the scope of the publishing industry, various editorial designs, functions and benefits. | <ul style="list-style-type: none"> - Introduction to the Publishing and Printing Industry, - Basic Principles of Editorial Design and Desktop publishing | | | relevant to the subject matter | Identify various examples of editorial design, their benefits in real life | |
| | | | Discussion | | Activeness in discussions about | | |
| 3,4 | Students are able to carry out classification and analysis on several existing examples of editorial design | <ul style="list-style-type: none"> - Various types of Editorial Analysis - Content Analysis - Target Audience Analysis - Communication Strategy Analysis and - Visual Design Analysis | Theory Lectures | | Able to show relevant examples | Written Assignment: Classification/Categorization and Analysis of Existing Various Editorial Designs | 5% |
| | | | Discussion/Practice | | Active in discussions | | |
| 5,6 | Students are able to formulate editorial design concepts to answer audience problems/needs | <ul style="list-style-type: none"> - Target Audience - Design Methods - Design Criteria - Design Concept - Communication Strategy - Visual Strategy | Theory Lectures | | Able to show editorial design ideas/concepts and target audience | Practical assignment: Creating an editorial design concept or redesign of an existing editorial | 10% |
| | | | Discussion/Practice | | Active in discussions | | |
| 7.8 | Students are able to develop editorial design ideas with content that is relevant to | <ul style="list-style-type: none"> - Planning - Pre production - Production process - Post production - File Management | Theory Assignments | | Able to explain editorial design methods systematically according to workflow | UTS assignment: Explain the workflow and sketch the editorial design layout | 10% |

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|----------|--|--|-------------------------------|--|--|--|-----|
| | <i>user/audience needs</i> | | | | | | |
| 9,10,11 | Students are able to produce comprehensive editorial layout designs that meet mass print production criteria | <ul style="list-style-type: none"> - Content Systematics - Rubrication - Document Setup - Editorial Layout - Manuscript Editing - Visual Illustrations - Text and Graphics - Tables and Infographics - Visual Design - Final Art | Introductory Lecture | | Able to show editorial design outline and rubrication | The Assignment of creating a cover design concept and content outline/editorial design rubric: | 20% |
| | | | Discussion/Assignment | | Able to demonstrate the concept and layout of the intended editorial design. | | |
| 12,13,14 | Students are able to create Editorial Designs in the form of models, mock ups, dummies, or prototypes. | <ul style="list-style-type: none"> - Art Work Design - File Document Format - Print Format and Finishing - Print Production | Introductory Lecture | | Able to show digital files as "final art work" for editorial designs | Assignment to create "Final Art Work" Editorial Design in the form of digital files and printed dummies. | 20% |
| | | | Exhibitions and Presentations | | Able to show dummy editorial design print results | | |
| 15,16 | End of Semester Evaluation (Evaluation to determine the final achievements of student learning outcomes) | | | | | | 30% |

REFERENCES

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6. *Henry Dreyfuss, Symbol Sourcebook. New York : Mc. Graw Hill Company. 1972.*
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