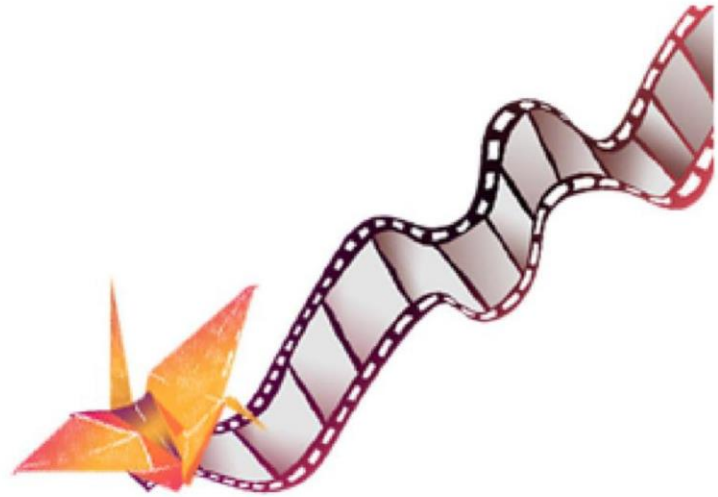




# Module Handbook Merchandising



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>

- 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.*

Curriculum:

Kurikulum 2018 S-1 Desain Komunikasi Visual ▾

Show

Code	Description of CLO	Mapping of CLO to LO		Weight of CLO
		LO 3	LO 5	
CLO-1	Mahasiswa memahami fungsi dan peran desain merchandise dan souvenir <i>Students understand the function and role of merchandise and souvenir design</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CLO-2	mahasiswa mampu mengidentifikasi dan mengelompokan jenis dan varian produk merchandise dan souvenir <i>students are able to identify and classify the types and variants of merchandise and souvenir products</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CLO-3	Mahasiswa mampu menganalisa eksisting desain produk merchandise dan souvenir <i>Students are able to analyze existing merchandise and souvenir product designs</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CLO-4	Mahasiswa memiliki kemampuan menyusun sebuah konsep visual desain merchandise dan souvenir <i>Students have the ability to compile a visual concept of merchandise and souvenir design</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%

CLO-5	Mampu memiliki ketrampilan mengembangkan konsep dalam gambar sketsa dan digital 2D/3D <i>Able to have the skills to develop concepts in 2D/3D sketches and digital drawings</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CLO-6	Memiliki pengetahuan dalam proses produksi meliputi perencanaan, biaya produksi dan proses produksi sampai dengan distribusi <i>Have knowledge in the production process including planning, production costs and production processes up to distribution</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
CLO-7	Memiliki kemampuan menghasilkan desain final berupa prototip <i>Have the ability to produce final designs in the form of prototypes</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10%
<b>Total Weight</b>		<b>57%</b>	<b>43%</b>	<b>100%</b>

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	CLO-7	Total Weight
1	Rumusan masalah merchandise <i>merchandising problem formulation</i> Studi Kasus   <i>Case Method</i>	10%	5%	0%	0%	0%	0%	0%	15%
2	konsep merchandise <i>merchandising concept</i> Studi Kasus   <i>Case Method</i>	5%	10%	0%	10%	0%	0%	0%	25%
3	Presentasi - UTS <i>Mid-semester evaluation</i> Studi Kasus   <i>Case Method</i>	0%	0%	15%	0%	5%	0%	0%	20%
4	Prototipe merchandise <i>merchandise prototype</i> Hasil proyek   <i>Team-based Project</i>	0%	0%	0%	5%	10%	0%	10%	25%
5	Penulisan laporan ilmiah <i>Scientific report paper</i> Hasil proyek   <i>Team-based Project</i>	0%	0%	0%	5%	0%	10%	0%	15%
<b>TOTAL</b>		<b>15%</b>	<b>15%</b>	<b>15%</b>	<b>20%</b>	<b>15%</b>	<b>10%</b>	<b>10%</b>	<b>100%</b>
<i>Target</i>		<i>15%</i>	<i>15%</i>	<i>15%</i>	<i>20%</i>	<i>15%</i>	<i>10%</i>	<i>10%</i>	<i>100%</i>

**RPS**

Name of Study Program	Visual Communication Design
Course Name	Merchandising
Code	DV184506
Semester	5
credits	3 / 4,8 ECTS
Lecturer	Putri Dwitasari

<b>Study Materials</b>	Merchandise and Souvenirs	
<b>Program Learning Outcome (PLO)</b>	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 ;
	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
<b>COURSE LEARNING OUTCOME (CLO)</b>	M1	Students understand the function and role of merchandise and souvenir design
	M2	Students are able to identify and group types and variants of merchandise products and souvenirs
	M3	Students are able to analyze existing merchandise and souvenir product designs
	M4	Students have the ability to develop a visual concept for designing merchandise and souvenirs
	M5	Able to have the skills to develop concepts in sketches and 2D/3D digital drawings
	M6	Have knowledge in the production process including planning, production costs and production processes up to distribution
	M7	Have the ability to produce final designs in the form of prototypes

Wee k	Lesson Learning Outcome (LLO)	Comprehensiv e Coverage of Learning Materials	Learning Methods	Estimate d Time	Student Learning Experience	Criteria and Indicator Evaluation	Weigh t [%]
1	Students understand the function and role of merchandise and souvenir design	Introduction to regional merchandise and souvenir design	Face to face Assistanc e Self- Study	TM = 96 BT = 240 BM = 144	<ul style="list-style-type: none"> <li>● Studying</li> <li>● Assignment</li> <li>● Discussion</li> </ul>	Students understand the purpose of MK. support the deepening of the final	

						project design work	
2	Students are able to identify and group types and variants of merchandise and souvenir products	Regional merchandise and souvenir product categories	Face to face Assistance Self-Study	TM = 96 BT = 240 BM = 144	<ul style="list-style-type: none"> <li>● Studying</li> <li>● Assignment</li> <li>● Discussion</li> </ul>	<b>Assignment 1:</b> determining the area	5
3-4	Students are able to analyze existing merchandise and souvenir product designs	Existing regional merchandise and souvenir product designs	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	<ul style="list-style-type: none"> <li>● Studying</li> <li>● Assignment</li> <li>● Discussion</li> </ul>	<b>Assignment 2 :</b> Existing merchandise and souvenir product designs	5
5-6	Students have the ability to develop a visual concept for designing merchandise and souvenirs	Regional merchandise and souvenir design concept	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	<ul style="list-style-type: none"> <li>● Studying</li> <li>● Assignment</li> <li>● Discussion</li> </ul>	<b>Assignment 3:</b> Design concept for regional merchandise and souvenir products	20
7-9	Able to have the skills to develop concepts in sketches and 2D/3D digital drawings	Development of digital 2D/3D sketches and drawings	Face to face Assistance Self-Study	TM = 288 BT = 720 BM = 432	<ul style="list-style-type: none"> <li>● Studying</li> <li>● Assignment</li> <li>● Discussion</li> </ul>	<b>Assignment 4 :</b> Design Alternatives	10
10-12	Have knowledge in the production process including planning, production costs and the production process to distribution	Production process	Face to face Assistance Self-Study	TM = 288 BT = 720 BM = 432	<ul style="list-style-type: none"> <li>● Studying</li> <li>● Assignment</li> <li>● Discussion</li> </ul>	<b>Assignment 5:</b> Production and marketing plan	20
13-16	Have the ability to produce final designs in the form of prototypes	Final Design (prototype)	Face to face Assistance Self-Study	TM = 288 BT = 720 BM = 432	<ul style="list-style-type: none"> <li>● Presentation</li> </ul>	<b>Assignment 6:</b> Final design	40

## REFERENCES

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