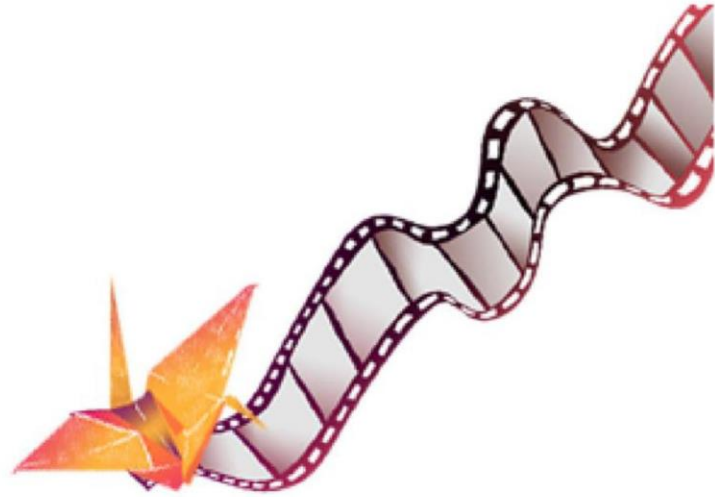# Module Handbook

Experimental

Photography

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

Lampiran

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.

CLO	Description			Weight
CLO-1	Mahasiswa mampu menciptakan hasil foto sebagai penunjang matakuliah perancangan *Students are able to create photos as a support design course*	☐	☑	25%
CLO-2	Mahasiswa mampu berpikir kreatif dalam merencanakan dan membuat foto sebagai bentuk ilmu terapan *Students are able to think creatively in planning and making photo as a form of applied science*	☑	☑	15%
CLO-3	Mahasiswa mampu menciptakan pesan dalam bentuk gambar yang sesuai dengan kaidah perancangan terapan media *Students are able to create messages in the form of images that in accordance with the rules of applied media design*	☐	☑	25%
CLO-4	Mahasiswa mempunyai kepekaan dalam mengolah dan mengkritisi hasil foto dengan baik *Students have sensitivity in processing and criticizing good photos*	☑	☐	15%
CLO-5	Mahasiswa mampu dalam presentasi visual yang berkaitan dengan perancangan DKV *Students are able to make visual presentations related to DKV design*	☑	☑	20%
Total Weight		**43%**	**57%**	**100%**

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	Total Weight
1	UTS *midterm exam* Studi Kasus | *Case Method*	5%	0%	5%	5%	5%	20%
2	UAS *final exams* Studi Kasus | *Case Method*	10%	5%	10%	10%	5%	40%
3	Persepsi Visual *Visual Perception* Studi Kasus | *Case Method*	5%	5%	5%	0%	5%	20%
4	Foto Eksperimen *Experiment Photo* Studi Kasus | *Case Method*	5%	5%	5%	0%	5%	20%
	TOTAL	**25%**	**15%**	**25%**	**15%**	**20%**	**100%**
	Target	*25%*	*15%*	*25%*	*15%*	*20%*	*100%*

Rps

Name of Study Program	Visual Communication Design
Course Name	Experimental Photography
Code	DV184508
Semester	5
credits	3 / 4,8 ECTS
Lecturer	Bambang Mardiono

Study Materials	Fine art & digital images	
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.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
COURSE LEARNING OUTCOME (CLO)	M1	Student capable creating photographs to support design courses
	M2	Student capable think creatively in planning and making photos as a form of applied science
	M3	Student capable creating messages in the form of images that comply with the principles of applied media design
	M4	Student Have sensitivity in processing and critiquing photos well

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1	Students understand the scope of the lecture and the application of assignments to	Introduction (syllabus, objectives, assessment and lecture and studio rules)	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion	Students understand the lecture contract and the application of the learning system in	5

				TM = BT = BM =			
	Experimental Photography					experimental photography MK	
2	Understanding the development insights of image recorders	● History of the development of photography (style) ● Understanding the essence and appreciation of photographic works	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion - Assignment	Students understand the role of photography in DKV and know photography styles	10
3,4	Students understand the aesthetic principles of digital photography for commercial use	● Scope of application of digital images ● Digital media projection	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion - Assignment	Students know the value of commercial photography	10
5,6,7	Students understand the application of still-life photography	● Lighting ● Object analysis studies - Brand - Character - Form	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion - Assignment	Students know the theory of object dimensions	10
8	UTS	theory & practice				test	10
9,10,11	Understand application programs on the web	Web blog a. Journalistic essay b. Commercial c. Fine art	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion - Assignment	Students know the use of digital applications in web programs	15
12,13	Students understand the production process in exhibitions	● Production management ● Presentation techniques	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion - Assignment	Students know about the exhibition process	10
14,15	Students understand the process of appreciating experimental photography works	Curatorial	Face to face Assistance Self-Study	TM = BT = BM =	- Studying - Discussion - Assignment	Students know and can study photos as a visual language	10
16	UAS					test	10

REFERENCES

1. *Denton, John & Adam D. (2012), One Light Flash, Ilex Press, UK.*
2. *Freeman, Michael. (2008), Mastering Digital Photography, Ilex Press, UK.*
3. *Kelby, Scott. (2007), The Digital Photography Book, Peachpit Press.*
4. *Nugroho, Sarwo. (2014), Basic Videography Techniques, Andi*
5. *Peterson, Bryan. (2011), Understanding Flash Photography, Amphoto Books, imprint of the Crown Publishing Group, NY.*

6. *Schuneman, R. Smith. (1972), Photographic Communication, Focal Press, London*
7. *Soedjono, Soeprapto. (2006), Pot-Pourri Photography, Univ Publishers. Trisakti, Jakarta.*

Name of Study Program	Visual Communication Design
Course Name	Comic
Code	DV184509
Semester	5
credits	3 / 4,8 ECTS
Lecturer	Rabendra Yudhistira

Study Materials		Comic language and applications Comic in various media
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.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.8	draft general , principles , and techniques communication effective ;
	P.9	factual knowledge about the types and regulations of broadcasting, journalism and Electronic Information and Transactions, the latest technological developments in the field of visual communication design
	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	Able to understand the various languages used in comic media
	M2	Able to compose a complete story according to the specified *genre*
	M3	Able to design a *storyboard* from a story script
	M4	Student capable designing A Comic Strip with specific themes and genres
	M5	Able to design an educational themed comic
	M6	Able to design serial comics as part of the branding and promotion strategy for a product or service
	M7	Student capable designing A comic as part from Advertisement Community Service .

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-2	Able to understand the various languages used in comic media	Comics as a communication medium, structure and elements in comics	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	- Studying - Discussion - Assignment	Students are able to explain the elements in a comic in relation to it as a communication medium	5%

			TM/BT/BM			
3-4	Able to compose a complete story according to the specified *genre*	Story or *Storyline* , *data collecting* method , *genre* in comics	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	- Studying - Discussion - Assignment	Students are able to gather ideas from around them through observation and review of existing literature	5%
5-6	Able to design a *storyboard* from a story script	Comic language (*storyboard,* paneling, layout, phase)	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	- Studying - Discussion - Assignment	Students are able to adapt text language (script) into image language in the form of *storyboards* and comics	10%
7-8	Student capable designing A Comic Strip with specific themes and genres .	Comic strip / one shot, punchline	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	- Studying - Discussion - Assignment	Students are able to design A Color comic strip in A4 format (portrait or landscape)	20%
9-11	Able to design an educational themed comic	Draft comic education , target audience , categorization of sub-discussions / teaching materials	Face to face Assistance Self-Study	TM = 288 BT = 720 BM = 432	- Studying - Discussion - Assignment	Students are able to design science visualizations in comic form, sourced from educational curriculum-based subject matter at school.	20%
12-14	Able to design serial comics as part of the branding and promotion strategy for a product or service	Draft branding comics , comics series , genre and target market, *punchline* , broadcast strategy	Face to face Assistance Self-Study	TM = 288 BT = 720 BM = 432	- Studying - Discussion - Assignment	Students are able to design visualizations of branding and promotion of a product or service in comic form. The concept is adapted to the marketing strategy of a selected case study.	20%
15-16	Student capable designing A comic as part from Advertisement Community Service .	Communication strategy, CSR advertising, comic series	Face to face Assistance Self-Study	TM = 192 BT = 480 BM = 288	- Studying - Discussion - Assignment	Designing A Color comic strip in A3 format (portrait or landscape)	20%

REFERENCES

1. Bonneff , Marcel, 1998. *Indonesian Comics* . *Scholastic. Jakarta*
2. Hart, John. 2008, *The Art of Storyboards, Elsevier Publishers. United Kingdom*
3. McCloud, Scott, 1994, *Understanding Comics : The Invisible Art. William Morrow Paperbacks*
4. Masdiono , Toni, 2000, *14 Kicks Make Comics* . *Creative Media. Jakarta*
5. Wooley, Charles. 1986. *Wooley's History of The Comic Book. Charles Wooley (privately published)*

Name of Study Program	Visual Communication Design

Course Name	Pattern Design
Code	DV184604
Semester	6
credits	3/ 4,9 ECTS
Lecturer	

Study Materials	*Ornament, Pattern, and Graphic Design*	
Program Learning Outcome (PLO)	P.1	theoretical concepts about design (Design Theory) in general and at least one theoretical concept of visual communication design (Ecoological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley-lester Model) in depth;
	P.2	general concept of design history and culture and its meaning;
	P.3	general concepts of social culture, ecology, and principles of environmental conservation;
	P.5	concepts, principles, methods and techniques of color application, composition (nirmana), design processes, photography and computer graphics;
	P.6	drawing and graphic methods and techniques (printing techniques);
	P.7	factual knowledge of design raw materials;
	P.8	general concepts, principles and techniques of effective communication;
	KK.1	able to create printed and digital visual communication design works that have added value and aesthetics to overcome identity, mass communication and competition problems faced by stakeholders without causing public unrest and disturbing environmental sustainability;
	KK.4	able to communicate alternative prototypes of visual communication design solutions independently or in groups in verbal, graphic, written and communicative models using manual or digital techniques based on a fixed choice of communication rules; And
	KK.5	able to start an independent business in the visual communications sector
COURSE LEARNING OUTCOME (CLO)	M1	Students understand the function and role of graphic motif design in various mediums.
	M2	Students are able to appreciate several works of graphic design motifs
	M3	Students have knowledge of various cross-cultural ornamentations
	M4	Students have knowledge about the various ornamentations of the archipelago
	M5	Able to compose design elements using design principles according to a theme and provide value to a product.
	M6	Able to collaborate various tools and materials into an interesting design work in a popular industry At the moment
	M7	capable of producing a variety of digital graphic motif designs for media: paper, wood, leather, fabric, metal, screen
	M8	able to present motif design work in portfolio form

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1	Students understand the function and role of graphic motif design in various mediums.	**Introduction to graphic motif design**	Face to face	TM = 96 BT = 240 BM = 144	● Studying ● Assignment ● Discussion	Students understand the purpose of MK. support the deepening of the final	
			Assistance				
			Self-Study				

						project design work	
2	capable students appreciate several works of graphic design motifs	**Motif Design Trends**	Face to face	TM = 96 BT = 240 BM = 144	● Studying ● Assignment ● Discussion	**Assignment 1:** Motif Design Clipping Students have the latest visual references	10
			Assistance				
			Self-Study				
3-4	Students have knowledge of various cross-cultural ornamentations	**Cross-Cultural Ornamentation**	Face to face	TM = 192 BT = 480 BM = 288	● Studying ● Assignment ● Discussion	**Assignment 2 :** Cross-cultural ornamentation paper (5 artifacts) Students understand the variety of cross-cultural motif designs	10
			Assistance				
			Self-Study				
5-6	Students have knowledge about the various ornamentations of the archipelago	**Archipelago Ornamentation:** Crafts, Batik, Clothing	Face to face	TM = 192 BT = 480 BM = 288	● Studying ● Assignment ● Discussion	**Assignment 3:** Archipelago Ornamentation Paper (10 artifacts) Students understand the various designs of Indonesian motifs	10
			Assistance				
			Self-Study				
7-9	Able to compose design elements using design principles according to a theme and provide value to a product.	**Motif Design Elements:** Shape, Color, Illustration	Face to face	TM = 288 BT = 720 BM = 432	● Studying ● Assignment ● Discussion	**Assignment 4 :** Composition of basic motifs Students are able to apply design principles in depth	10
			Assistance				
			Self-Study				
10-12	Able to collaborate various tools and materials into an interesting design work in a popular industry At the moment	**Motif Design Experiment:**	Face to face	TM = 288 BT = 720 BM = 432	● Studying ● Assignment ● Discussion	**Assignment 5:** Experiment with motif design styles Students are able to develop various designs according to personal character	20
			Assistance				
			Self-Study				
13-15	capable of producing a variety of digital graphic motif designs for media: paper, wood, leather, fabric, metal, screen	**Motif Design Production Process**	Face to face	TM = 288 BT = 720 BM = 432	● Studying ● Assignment ●Discussion	**Assignment 6: Work prototype** Students present design motifs in real form	30
			Assistance				
			Self-Study				

Name of Study Program	Visual Communication Design
Course Name	Environmental Branding
Code	DV184605
Semester	6
credits	3 / 4,8 ECTS
Lecturer	Baroto Tavip

Study Materials		Applied Environmental Visual Communication Design
Program Learning Outcome (PLO)	P.1	theoretical concepts about design (Design Theory) in general and at least one theoretical concept of visual communication design (Ecoological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley-lester Model) in depth;
	P.3	general concepts of social culture, ecology, and principles of environmental conservation;
	P.5	concepts, principles, methods and techniques of color application, composition (nirmana), design processes, photography and computer graphics;
	P.7	factual knowledge of design raw materials;
	P.8	general concepts, principles and techniques of effective communication;
	P.9	factual knowledge about the types and regulations of broadcasting, journalism and Electronic Information and Transactions, the latest technological developments in the field of visual communication design; And
	KK.1	able to create printed and digital visual communication design works that have added value and aesthetics to overcome identity, mass communication and competition problems faced by stakeholders without causing public unrest and disturbing environmental sustainability;
	KK.4	able to communicate alternative prototypes of visual communication design solutions independently or in groups in verbal, graphic, written and communicative models using manual or digital techniques based on a fixed choice of communication rules; And
	KK.5	able to start an independent business in the visual communications sector
COURSE LEARNING OUTCOME (CLO)	M1	Students are able to have an understanding of the function, role and opportunities of EGD in creating identity/brand, communication in a particular space
	M 2	Students are able to have knowledge about EGD categories in various types of places/spaces
	M 3	Students are able to analyze EGD problems in general and specifically in various types of places/spaces
	M 4	Students are able to formulate a statement of the problem and objectives of EGD design
	M5	Students are able to evaluate the existing condition of EGD specifically related to aspects: function, aesthetics and communication
	M6	Students are able to plan EGD research activities
	M 7	Students are 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 [%]
1-2	Students have an	**Introduction to XGD**	Face to face	TM = 300 BT = 300	● Discussion		

			Assistance	BM = 360	● Assignment		
	understanding of the function, role and opportunities of XGD in creating visitor experiences	*(Graphic Design Experience)*	Self-Study				
3-5	Students have knowledge of regional EGD design methods and processes	**Regional EGD**	Face to face	TM = 450 BT = 450 BM = 540	● Studying ● Assignment ● Discussion	**Assignment 1 :** Summary of Regional EGD Creative Concepts	20
			Assistance				
			Self-Study				
6-8	Students have knowledge of exhibition design methods and processes	**Design Exhibition (Visual Merchandise)**	Face to face	TM = 450 BT = 450 BM = 540	● Studying ● Assignment ● Discussion	**Assignment 2:** Design Exhibition Creative Concept Summary	20
			Assistance				
			Self-Study				
9-10	Students have knowledge of the application of light in an EGD	**Lighting design**	Face to face	TM = 300 BT = 300 BM = 360	● Studying ● Assignment ● Discussion	**Assignment 3:** Summary of the creative concept of Display Content	15
			Assistance				
			Self-Study				
11-12	Students have knowledge of the application of digital screens in an EGD	**Display design**	Face to face	TM = 300 BT = 300 BM = 360	● Studying ● Assignment ● Discussion	**Assignment 4:** Summary of the creative concept of Display Content	15
			Assistance				
			Self-Study				
13-14	Students have knowledge of implementing digital audio visual guides in a museum	**Audio Visual Guide**	Face to face	TM = 300 BT = 300 BM = 360	● Studying ● Assignment ● Discussion	**Assignment 5:** Summary of the creative concept of the AudioVisual guide	15
			Assistance				
			Self-Study				
15-16	Students have knowledge of the application of new media in an EGD	**New Media**	Face to face	TM = 300 BT = 300 BM = 360	● Studying ● Assignment ● Discussion	**Assignment 6: Summary of** digital content creative concepts	15
			Assistance				
			Self-Study				

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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

Name of Study Program	Visual Communication Design
Course Name	Animation and Digital Game
Code	DV184606
Semester	6
credits	3 / 4,8 ECTS
Lecturer	Didit Prasetyi

Study Materials		animation video production and digital game production
Program Learning Outcome (PLO)	P.1	theoretical concepts about design (Design Theory) in general and at least one theoretical concept of visual communication design (Ecoological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley-lester Model) in depth;
	P.5	concepts, principles, methods and techniques of color application, composition (nirmana), design processes, photography and computer graphics;
	P.8	general concepts, principles and techniques of effective communication;
	P.9	factual knowledge about the types and regulations of broadcasting, journalism and Electronic Information and Transactions, the latest technological developments in the field of visual communication design;
	KK.1	able to create printed and digital visual communication design works that have added value and aesthetics to overcome identity, mass communication and competition problems faced by stakeholders without causing public unrest and disturbing environmental sustainability;
	KK.4	able to communicate alternative prototypes of visual communication design solutions independently or in groups in verbal, graphic, written and communicative models using manual or digital techniques based on a fixed choice of communication rules; And
	KK.5	able to start an independent business in the visual communications sector
COURSE LEARNING OUTCOME (CLO)	M1	Students are able to explain digital game platforms
	M2	Students are able to design digital game scenarios
	M3	Students are able to design digital game interface designs
	M4	Students are able to design digital game user experiences
	M5	Students are able to model characters and digital game environments
	M6	Students are able to create character animations
	M7	Students are able to design object-oriented programs for games
	M8	Students are able to create digital game simulation products

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]

1-2	Students are able to explain digital game platforms	Exposure of existing game platforms on the market, analysis of platform characteristics, use of game production engines	Face to face Assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to identify various types of digital game platforms. Assignments: review reference books, look for real examples in articles or game products on the market, write papers about game platforms according to your interests	5%
3-4	Students are able to design digital game scenarios	Exposure to various game scenarios, use of immersiveness for digital games	Face to face Assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to design digital game scenarios for the targeted segment Assignment: create a game scenario by taking one of the desired platforms, present a mind map and make a game scenario report	10%
5-6	Students are able to design digital game interface designs	Exposure to various human and computer dialogues, use of icons and symbols in games	Face to face Assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to design digital game interface designs that suit the game segment Assignment: design a dummy game interface	5%
7-8	Students are able to design digital game user experiences	Analyze game products with the highest ratings in the market place, review the experience scheme based on ergonomics, visual form and story narrative	Face to face Assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to design user experiences for digital game products Assignment: design a dummy and test it on segments and process feedback from testing	10%
9-10	Students are able to model characters and digital game environments	Exposure to character design, environmental design and visual style	Face to face assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to model characters and virtual environments of digital games Assignments: create manual sketches of game characters and environments,	10%

						create digital versions of game characters and environments	
11-12	Students are able to create character animations	The use of sprites for character animation, the use of computer graphics to create character animation	Face to face Assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to create character animations in the game Assignment: create character movement animations from idle movements, moving and performing movements according to the proposed scenario	20%
13-14	Students are able to design object-oriented programs for games	Basic programming language structure, program engineering to create digital games using already created assets	Face to face assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to assemble programs to make objects in digital games function according to plan Assignments: compose scripts, utilize tools and applications to create demos or digital game simulations	20%
15-16	Students are able to create digital game simulation products	Utilization of publicly licensed software to create simulation products	Face to face Assistance Self-Study	TM = 480 BT = 192 BM = 288	Studying Discussion Practical assignments	Students are able to create digital game simulation products Assignment: render, create a demo or simulation application to be tested on users	20%

REFERENCES

1. Gary Rosenzweig, "ActionScript 3.0 Game Programming University", Que Publishing © 2008, ISBN-13: 978-0-7897-3702-1
2. Ohlson De Fine, MR Mike J, "Python Graphics for Games 3 : Working in 3 Dimensions : Object Creation and Animation With OpenGL and Blender" Paperback, CRC Press

Name of Study Program	Visual Communication Design
Course Name	Packaging Design
Code	DV184607
Semester	6
credits	3
Lecturer	Sayatman

Study Materials		Brand planning and packaging design
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.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 design ;
	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
COURSE LEARNING OUTCOME (CLO)	M.1	Students are able to understand the theory, definition, structure and basic concepts of packaging design
	M.2	Student capable understand the visual elements of packaging design
	M.3	Student capable design packaging according to the character of the product
	M.4	Student capable redesign existing packaging according to needs
	M.5	Student capable analyze the situation and conditions of product marketing communications development and select a product
	M.6	Student capable understand the function of secondary packaging and its manufacture
	M.7	Student capable understand and be able to create packaging designs that can be applied to POP displays latest

Mg-th	Ability end of Sub CP-MK	Comprehensive Coverage of Learning Materials (learning materials)	Learning Methods	Estimate Time	P experience Student Study*	Criteria and Indicator Evaluation	Weight [%]

1	Students are able to understand the theory, definition, structure and basic concepts of packaging design	Introduction to Packaging Design	Face to face Assistance Self-Study	TM = 240 BT = 96 BM = 144	Studying Discussion Assignment	Able to show various examples of packaging, active in discussions about current trends Assignment: identify various examples of packaging	5%
2-3	Students are able to understand the visual elements of packaging design	Visual elements of packaging design: packaging trends	Face to face Assistance Self-Study	TM =480 BT =192 BM = 288	Studying Discussion Assignment	Able to show and provide examples of visual elements on packaging. Able to show analysis of visual elements of packaging design that has been created Assignment: Analyze visual design elements according to packaging design developments	10%
4-5	Students are able to design packaging according to the character of the product	Packaging structure and materials	Face to face Assistance Self-Study	TM =480 BT =192 BM = 288	Studying Discussion Assignment	Accuracy in choosing the right packaging material according to the character of the product	10%
6-8	Students are able to design existing packaging according to their needs	Re - packaging design	Face to face Assignment Self-Study	TM =720 BT =288 BM = 432	Studying Discussion Assignment	Able to show the redesign concept Assignment: choose a case and redesign the packaging	20%
9-10	Students are able to analyze the situation and conditions of the development of product marketing communications and choose a local product as a case study by creating a communicative and attractive packaging design.	Packaging design - Select a product as a case study - Packaging design concept - Packaging design visualization	Face to face Assistance Self-Study	TM =720 BT =288 BM = 432	Studying Discussion Assignment	Understand and be able to practice the basic concepts of shape design and graphic design for packaging Assignment: choose local products as a special study and create communicative and attractive packaging designs for these products	15%

11-13	Students understand the function of secondary packaging and its manufacture	Secondary packaging	Face to face Assistance Self-Study	TM =720 BT =288 BM = 432	Studying Discussion Assignment	Able to show alternative redesigned packaging designs Assignment: create secondary packaging design	10%
14-16	Students understand and are able to create packaging designs that can be applied to POP displays now	Pop display	Face to face Assistance Self-Study	TM =720 BT =288 BM = 432	Studying Discussion Assignment	Understand create a POP Display that has unity with design packaging , *secondary packaging* . Assignment: make design possible packaging _ applied to POP displays	30%

REFERENCES

1. *Sonsino, Steven. Packaging Design: Graphics Materials & Technology. Thames and Hudson. 1990.*
2. *Morgan, Conway Lloyd. . Packaging Design: Design Brief & Finishing . 1997.*
3. *Martin, Diana. Graphic Design, Inspirations and Innovations . 1996.*

Name of Study Program	Visual Communication Design
Course Name	Advanced Advertising
Code	DV184608
Semester	6
credits	3 / 4,8 ECTS
Lecturer	Putri Dwitasari

Study Materials	*Integrated Marketing Communication*	
Program Learning Outcome (PLO)	P.1	theoretical concepts about design (Design Theory) in general and at least one theoretical concept of visual communication design (Ecoological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley-lester Model) in depth;
	P.2	general concept of design history and culture and its meaning;
	P.3	general concepts of social culture, ecology, and principles of environmental conservation;
	P.4	design methodology in depth;
	P.5	concepts, principles, methods and techniques of color application, composition (nirmana), design processes, photography and computer graphics;
	P.6	drawing and graphic methods and techniques (printing techniques);
	P.7	factual knowledge of design raw materials;
	P.8	general concepts, principles and techniques of effective communication;
	P.9	factual knowledge about the types and regulations of broadcasting, journalism and Electronic Information and Transactions, the latest technological developments in the field of visual communication design; And
	KK. 5	able to start an independent business in the visual communications sector

COURSE LEARNING OUTCOME (CLO)	M1	Student capable designing IMC for mass media and social media based products
	M2	Student capable designing IMC script communications

Mg-th	Ability end of Sub CP-MK	Comprehensive Coverage of Learning Materials (learning materials)	Learning Methods	Estimate Time	P experience Student Study*	Criteria and Indicator Evaluation	Weight [%]
1-2	Students are able to explain the definition of IMC, objectives, benefits and trends of IMC	Introduction to Integrated Marketing Communication	Face to face Assistance Self-Study	TM = 480 BT = 120 BM = 360	- Studying - Discussion - Assignment	Students are able to explain the elements of IMC, objectives, benefits and trends of IMC	10%
3-4	Students are able to mention elements of data mining, methods in the IMC design process	Research in Integrated Marketing Communication, quantitative and qualitative	Face to face Assistance Self-Study	TM = 480 BT = 120 BM = 360	- Studying - Discussion - Assignment	Students are able to gather ideas from around them through observation and review of existing literature	10%
5-7	Students understand social media-based IMC trends	Studies IMC case on social media (Facebook, Instagram)	Face to face Discussion	TM = 720 BT = 288 BM = 432	- Studying - Discussion - Assignment	Students are able to analyze IMC case studies on social media	10%
8-10	Students know IMC strategies in screen-based media	Case study of IMC in screen media	Face to face Assistance Self-Study	TM = 720 BT = 288 BM = 432	- Studying - Discussion - Assignment	Students are able to describe screen-based IMC strategies	20%
10-12	Students Design IMC in integrated social media and audio-visual media	Deep copywriting Advertising , writing script	Face to face Assistance Self-Study	TM = 720 BT = 288 BM = 432	- Studying - Discussion - Assignment	Students are able to design product or service communications in visual form	20%
13-16	Students are able to present IMC ideas in groups	Audio and video in advertising Idea Presentation	Face to face Assistance Self-Study	TM = 720 BT = 288 BM = 432	- Discussion - Assignment	Students are able to design visualizations of branding and	30%

					promotion of a product or service in the form of advertising. The concept is adapted to the marketing strategy of a selected case study.	

REFERENCES

1. *Advertising, Frank Jenkins*
2. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters, Joseph Sugarman*