Module Handbook

Visual Branding Design

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

Lampiran

Capaian Pembelajaran Lulusan yang Dibebankan pada Mata Kuliah

Kurikulum: [Kurikulum 2018 S-1 Desain Komunikasi Visual ▼]   [**Tampilkan**]

	No.	Deskripsi
☐	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.*

Deskripsi Mata Kuliah

DKV 4 Branding adalah sebuah mata kuliah perancangan yang mempelajari metode, strategi branding, menganalisa potensi brand suatu produk, jasa, organisasi ataupun kota untuk dikembangkan menjadi sebuah brand yang menonjol diantara brand kompetitornya

DKV 4 Branding is a design course that studies branding methods and strategies. analyze the brand potential of a product, service, organization or city to be developed into a brand that stands out among its competitors' brands

CPL   CPMK   Rencana Asesmen & Evaluasi   Rencana Pembelajaran

Capaian Pembelajaran Mata Kuliah

Mohon untuk mengecek kurikulum yang lain juga pada pilihan di bawah ini (lalu klik **Tampilkan**). Kemudian mohon pastikan centang CPL telah sesuai dengan yang dibutuhkan oleh CPMK.

Kurikulum: | Kurikulum 2018 S-1 Desain Komunikasi Visual ⌄ | **Tampilkan**

Kode	Deskripsi CPMK	Pemetaan CPMK ke CPL			Bobot CPMK
		CPL 6	CPL 7	CPL 8	
CPMK-1	Mahasiswa memiliki pengetahuan dan pemahaman yang baik mengenai ruang lingkup, industri dan keprofesian dalam periklanan. *Students have good knowledge and understanding of the scope, industry and profession in advertising.*	☑	☑	☑	15%
CPMK-2	Mahasiswa memiliki kemampuan dan pemahaman yang baik tentang brand dan kegiatan branding *Students have the ability and good understanding of brands and branding activities*	☑	☑	☑	15%
CPMK-3	Mahasiswa memiliki kemampuan untuk menganilisis dan menguraikan permasalahan serta menentukan solusi dengan kegiatan branding suatu entitas *Students Have the ability to analyze and describe problems and determine solutions related to the branding activities of an entity*	☑	☑	☑	15%
CPMK-4	Mahasiswa Memiliki kemampuan untuk menyusun langkah-langkah strategis dalam membangun suatu brandmenyampaikan pesan *Students Have the ability to formulate strategic steps in build a brand*	☑	☑	☑	15%
CPMK-5	Mahasiswa mampu menyusun dan merencanakan aktivitas branding *Students are able to organize and plan branding activities*	☑	☑	☑	15%
CPMK-6	Mahasiswa memiliki kemampuan untuk merancang berbagai aspek visual maupun komunikasi yang dibutuhkan dalam suatu kegiatan branding *Students have the ability to design various visual and communication aspects needed in a branding activity*	☑	☑	☑	25%
Total Bobot		**33%**	**33%**	**33%**	**100%**

Rencana Asesmen & Evaluasi

No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	CPMK-5	CPMK-6	Total Bobot
1	Presentasi *Presentation* Studi Kasus | *Case Method*	2%	2%	2%	2%	1%	1%	10%
2	Quiz *Quiz* Kognitif - Quiz | *Cognitive - Quiz*	4%	4%	4%	2%	2%	4%	20%
3	Laporan Perancangan *design report* Hasil proyek | *Team-based Project*	4%	4%	4%	2%	2%	4%	20%
4	Journal *Journal* Kognitif - Tugas | *Cognitive - Assignment*	3%	3%	1%	1%	1%	1%	10%
5	Output Desain *Design output* Hasil proyek | *Team-based Project*	2%	2%	4%	8%	9%	15%	40%
	TOTAL *Target*	**15%** *15%*	**15%** *15%*	**15%** *15%*	**15%** *15%*	**15%** *15%*	**25%** *25%*	**100%** *100%*

RPS

Name of Study Program	Visual Communication Design
Course Name	Visual Branding Design
Code	DV184601
Semester	6
credits	6 / 9,6 ECTS
Lecturer	Raditya Eka R.

Study Materials	Tourism Branding, City Branding, Product Branding, Service Branding	
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. 6	methods and techniques drawing and graphics (technique printing);
	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
	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.3	draft general social culture , ecology , and principles preservation environment ;
	P.4	methodology design in a way deep ;
	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.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. 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 ; 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. 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 ;

	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 ; _
	KK.5	capable pioneering business independent in the sector visual communication
	KU.1	capable apply thinking logical , critical , systematic , and innovative in context development or implementation knowledge knowledge and technology that pays attention to and applies mark appropriate humanities _ with field his expertise ;
	KU.5	capable take decision in a way appropriate in context solution problems in the field his expertise , based on results analysis information and data;
	KU.9	capable document , store , secure , and discover return data for ensure validity and prevention plagiarism .
COURSE LEARNING OUTCOME (CLO)	M1	Student capable Able to have a good understanding and knowledge of brands and branding activities in building the image of an entity and communicating it to the wider community
	M2	Student able to analyze and describe problems and determine solutions faced in branding an entity
	M3	Student capable develop strategic steps and recommendations in building the brand
	M4	Student able to design various visual and communication aspects needed in branding
	M5	Student Able to carry out branding activities

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1	Students have knowledge and understanding of the definition of a brand and branding activities, the scope and steps for building a brand	**Branding Introduction**	Face to face	TM = 288 BT = 384 BM = 288	● Discussion ● Assignment	Discussion: Students understand the definition of brand and branding activities **Assignment 1:** Students form groups to choose branding design subjects	5
			Assistance				
			Self-Study				
2	Students have an understanding and knowledge of brand	**Brand Visibility and Brand Architecture**	Face to face	TM = 288 BT = 384 BM = 288	●	Discussion: Students understand brand visibility and the architecture of	5

						a brand in placing itself among brands other **Assignment 2:** Choose a design subject	
			Assistance				
			Self-Study				
3	Students have knowledge and methodology in branding Able to conduct in-depth research and analyze each finding	**Branding Step by Step:** *Stage 1: Investigation, Analysis and Strategic recommendations* **Branding research**	Face to face	TM = 288 BT = 384 BM = 288	● Studying	Discussion: Students understand research methods in branding, are able to carry out investigations, analyzes and create recommended strategic policies for building brands. **Assignment 3** : planning method rise t	5
			Assistance				
			Self-Study				
4	Students have the knowledge and ability to build and develop ideas about a brand	**Branding Step by Step:** *Stage 2: Developing the identity or brand idea (the look and feel)*	Face to face	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	Discussion: Students understand methods for building strong identity and differentiation from a brand Assistance : Field survey And *collecting* related data with Subject Planning	5
			Assistance				
			Self-Study				
5	Students have the knowledge and ability to launch and	**Branding Step by Step:** *Stage 3: Launch and Introduction (communicating the vision)*	Face to face	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	Discussion: Students strategies for launching and communicating brands	5

	communicate a brand					**Assistance:** Field survey And *collecting* related data with Subject Planning	
			Assistance				
			Self-Study				
6	Students have the knowledge and skills, research, branding steps, develop strategies and create branding design elements through conexxion branding case studies	**Case study: Conexion Branding**	Face to face	TM = 288 BT = 384 BM = 288	● Studying ● Assignment ● Discussion	**Discussion:** Students have knowledge and references in building a brand through Conexxion branding case studies	5

REFERENCES

1. *David Aaker, 2015. Aaker On Branding*
2. *Mono, 2005. BRANDING: From Brief to Finished Solution*
3. *Marty Numeier. 2006. The Brand Gap.*
4. *Roger Lindeback, 2016. Building A Brand Is Like Building A House*
5. *Wally Olins, 2008. Wally Olins: The Brand Handbook*
6. *Wally Olins, 2008. Wally Olins On Brand*
7. *Wheeler, Alina. 2006, Designing Brand identity*

Example Test Description

Course : Visual Branding Design   **Semester:** 6
Credits: 6 credits / 9.6 ECTS   **Code:** DV184601
Department   : Visual Communication Design   **Lecturer :** R Eka Rizkiantono , S.Sn , M.Ds

Learning Outcome:
The student is proficient in creating and executing branding strategies across different media platforms to establish and enhance the reputation of a brand within a certain geographical area, for a product, organization, service, or any other commercial entity.

Example of an Explanation Question
Create it A study on regional branding in East Java and Central Java was conducted, taking into account certain considerations:

1. The student has selected the region as the subject of their planning, namely Lumajang, Bondowoso, Probolinggo, Sumenep, Semarang, Jepara, Lamongan, Pasuruan, Pacitan, Magetan, and Tuban.
2. Examine any branding issues arising from the regency period.
3. Conduct a SWOT analysis.
4. Seek effectiveness by employing affinity diagrams.
5. Develop a systematic approach for conducting research.
6. Identify differentiation and associated issues, along with the necessary solutions.
7. Conducting field surveys and gathering relevant data using Subject Planning.
8. Develop a preliminary concept for the district's branding strategy.
9. A task group consisting of 5-6 individuals.

Format:
1. Research findings presented in a PowerPoint (PPT) format.
2. Explanation of research findings
3. Create a PowerPoint presentation for the upcoming presentation.
4. Findings of the research were given.

Example Answer :

05
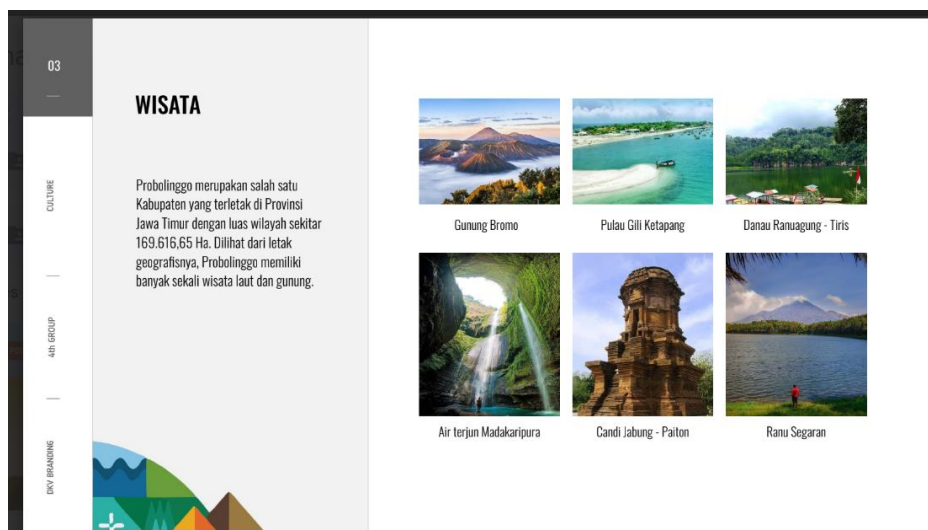
CULTURE

4th GROUP

DKV BRANDING

Religi

Keadaan Religi :
- Sebagian besar sukunya Jawa dan Madura
- Terdapat beraneka ragam agama, mayoritas Islam

Wisata Religi :

Museum Rasullulah SAW
Yang membedakannya dengan soto ayam biasa adalah
kuahnya dimasak menggunakan santan.

Miniatur Ka'abah - Gending

09

TYPE PEOPLE

4th GROUP

DKV BRANDING

SENI/TRADISI

Jiwa seni/tradisi serta kebudayaan orang
Probolinggo masih sangat kuat

- Orang Probolinggo termasuk kategori suku bangsa Madura, meskipun agak berbeda dengan suku bangsa Jawa lainnya
- Orang Probolinggo kebanyakan berbahasa Madura, tetapi tidak mengenal penggunaan tingkatan bahasa.
- Sistem kekerabatan masyarakat desa Probolinggo juga sama dengan tradisi Madura
- Budaya di Desa Probolinggo juga banyak seperti Karapan Sapi sebenarnya bermula dari keseharian petani membajak sawahnya
- Ada juga tradisi yang tetap terjaga di Probolinggo yakni tradisi Sya'banan. Tradisi ini berasal dari masyarakat yang bertujuan untuk menyambut hadirnya bulan puasa.
- Setiap tahunnya para nelayan yang tergabung di dalam Paguyuban Nelayan selalu mengadakan kegiatan ritual yang telah ditetapkan menjadi agenda tahunan oleh Pemerintah Kabupaten Probolinggo
- Menjunjung tinggi adhap kesopanan bagi orang Probolinggo kesopanan adalah nilai-nilai dalam kehidupan. Tradisi ini juga sama dengan tradisi Madura yang mana kesopanan memang harus ditonjolkan di Probolinggo.
- Ada kesenian yang ekstrim yaitu *ojung*. Kesenian ini digelar sebagai salah satu upaya ritual untuk meminta kepada Tuhan agar diturunkan hujan.

Analysis regional potential

13

CITY BRANDING

4th GROUP

DKV BRANDING

BRANDING

Endless Probolinggo *(20/2/2017)*

Kabupaten Probolinggo merupakan destinasi yang memiliki berbagai wisata alam. Oleh karena itu, kata "tak berujung" dari tagline tersebut menggambarkan rasa nostalgia untuk kembali menikmati keindahan dan keanekaragaman alam wisata di Probolinggo.

probolinggo KABUPATEN

14

CITY BRANDING

4th GROUP

DKV BRANDING

BRANDING

Impressive Probolinggo City *(12 November 2018)*

Berarti menjadikan Kota Probolinggo berkesan. Harapannya orang datang ke Probolinggo memiliki kesan yang baik karena keramahtamahan penduduknya, obyek wisatanya menarik, kulinernya, wisata sejarahnya, maupun interaksi lainnya yang dilakukan di Probolinggo.

Dalam slogan impressive Probolinggo terdiri dari gambar empat dedaunan keunggulan Probolinggo, yaitu Mangga, Anggur, Angin, dan Laut.

impressive **PROBOLINGGO CITY**

Analysis results previous existing branding

Streght

- Pendapatan masyarakat sektor ekonomi cukup kuat, memiliki daya saing, daya juang. Olahan ikan laut, rengginang, olahan mangga. Hal ini terbukti dengan angka kemiskinan yang menurun tiap tahunnya dan pertumbuhan ekonomi yang selalu naik, hanya terus waktu pandemi.

Weakness

- Sumber daya alam tidak mendukung untuk perkebunan Mangga dan Anggur yang merupakan ikon kota itu sendiri, sehingga kebanyakan penduduk memilih untuk merantau dan berkebun di kota lain.
- Kota Probolinggo dikenal sebagai Kota Bayuangga. Akronim dari "bayu"(angin), "ang" (anggur), dan "ga" (mangga). Tetapi akhir-akhir ini sebagai Kota Anggur kian luntur. Terbukti dengan penurunan jumlah produksi selama 4 tahun dari tahun 2009 ke 2013 turun sebanyak ± 3000 batang pohon anggur.
- Pelabuhan Tanjung Tembaga yang menjadi jalur transportasi perairan menuju Gili Ketapang masih kurang terfasilitasi
- Berbagai wisata alam yang kurang dikelola, terbukti dengan banyaknya keluhan wisatawan mengenai banyaknya sampah, kurang kompetennya penjaga, dsb.
- Tidak ad... Proboling... dikenal d...

Opportunities

- Memiliki potensi wisatawan yang meningkat (477 Ribu - 1023 Juta) dan hanya menurun akibat pandemi. Kabupaten Probolinggo memiliki potensi menarik wisatawan mancanegara dan domestik.
- Menjadi daerah transit untuk jalur transportasi darat menuju Banyuwangi dan kota-kota bagian timur Jawa Timur serta penyebrangan ke Bali
- Menjadi titik wisatawan untuk berkunjung ke berbagai wisata populer seperti Gunung Bromo, Gili Ketapang, Air Terjun Madakaripura (Air terjun tertinggi di Pulau Jawa), Hal ini dapat menarik wisatawan berkunjung ke Probolinggo

Threat

- Pemberlakuan jalur tol Paspro (Pasuruan dan Probolinggo) dapat menjadi ancaman turunnya minat wisatawan untuk transit ke Probolinggo
- Persaingan ketat dengan kota/kabupaten sekitar dari segi wisata alam seperti air terjun Coban Rondo, Pantai Klayar Pacitan, dll.
- Memiliki wisata alam Pantai Bentar di Kecamatan Dringu, Kabupaten Probolinggo. Yang dimana pantai bentar juga menjadi salah satu tujuan wisata tetapi nyatanya ancaman luar dari air laut sangat berdampak pada ketinggian air laut dan bisa sangat rawan terjadinya banjir.
- Beberapa kebudayaan di kabupaten Probolinggo sangat mirip dengan kebudayaan yang ada di Madura karena pada dasarnya masyarakat Probolinggo termasuk kategori suku bangsa Madura.

SWOT analysis

3.1 Desain Konsep

Big Idea

ProbolingGO! konsep ini memvisualisasikan Kabupaten Probolinggo sebagai tempat dimana pengunjung dapat membebaskan semangat petualangan mereka. Desain yang diaplikasikan pun mencerminkan eksplorasi, otentik, dan keindahan alam pegunungan dan pesisir Kabupaten Probolinggo yang menyegarkan.

Keywords

Kami menggunakan Keywords sebagai patokan dan dasaran dari keseluruhan desain kami, yaitu :
- Eksplor
- Semangat
- Refreshing
- Otentik
- Pegunungan
- Pesisir

Tagline

Tagline ini menampilkan karakteristik yang menarik dan mengundang minat, serta mencerminkan semangat petualangan dan keberanian untuk mengeksplorasi keindahan pesisir dan pegunungan Probolinggo. Dengan tagline ini, branding Kabupaten Probolinggo menjadi lebih unik dan menggambarkan tujuan wisata yang menawarkan pengalaman menyegarkan, otentik, dan penuh semangat bagi para wisatawan

Concept design

Guidelines Scoring & Appraisal

Question   :
Create a study on district branding in East Java and Central Java (to be selected based on agreement with the team and lecturers).
Indicators   :
Student capable analyze potency something area For developed become a prominent brand among competing brands with use method research that has been done agreed .

No	Component Evaluation	Score
1	Research Depth	30
2	Method	20
3	Branding concept	30
5	Presentation	20
	Total score	**100**