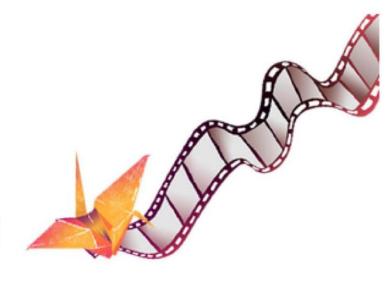
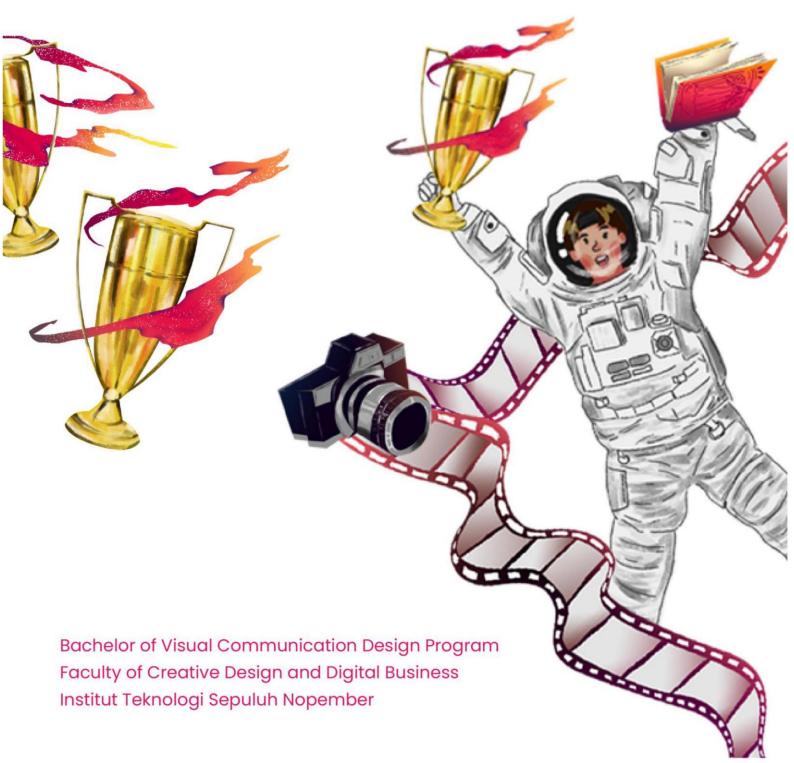




Module Handbook Environmental Branding





Lampiran

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.

Kurikulum:

Kurikulum 2018 S-1 Desain Komunikasi Visual 🔻

Tampilkan

Kode	Doekrinei CDMK		Pemetaan C	Bobot CPMK		
Kode	Deskripsi CPMK	CPL 1	CPL 2	CPL3	CPL 6	BODOLCPMK
CPMK-1	Mampu menguasai konsep dasar Branding Kawasan Able to basic concepts of Environemntal Branding					15%
СРМК-2	Mahasiswa mampu memiliki pengetahuan tentang kategori EGD dalam berbagai jenis tempat/ruang Students are able to have knowledge about EGD categories in various types of places/spaces Mahasiswa mampu menganalisa Branding Kawasan Students are able to analyze Regional Branding				0	15%
СРМК-З						20%
СРМК-4	Mahasiswa mampu membuat desain Branding Kawasan Students are able to make Regional Branding designs				2	50%
	Total Bobot	33%	17%	17%	33%	100%

Rencana Asesmen & Evaluasi

No.	Rencana Evaluasi	CPMK-1	СРМК-2	CPMK-3	CPMK-4	Total Bobot	
1	Quiz 1 : Konsep Branding Kawasan Quiz 1 : Konsep Branding Kawasan Kognitif - Quiz Cognitive - Quiz	15%	0%	0%	0%	15%	
2	Quiz 2 : Konsep City Branding Quiz 2 : Konsep City Branding Studi Kasus Case Method	0%	15%	0%	0%	15%	
3	Analisa Studi Kasus Branding Kawasan Analisa Studi Kasus Branding Kawasan Studi Kasus Case Method	0%	0%	20%	0%	20%	
4	Rancangan Branding Kawasan Brand Environent Design Hasil proyek Team-based Project	0%	0%	0%	50%	50%	
	TOTAL Target	15% 15%	15% 15%	20% 20%	50% 50%	100% 100%	

RPS

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	Applie	ed 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.	able to create printed and digital visual communication design works that
	1	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.	able to communicate alternative prototypes of visual communication design
	4	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		Students are able to have an understanding of the function, role and
OUTCOME (CLO)	M1	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
		Students are able to formulate a statement of the problem and objectives of
	M 4	EGD design
	147	Students are able to evaluate the existing condition of EGD specifically
	M5	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
	M 7	systematic manner

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 [%]
----------	--	---	---------------------	-----------------------	-----------------------------------	--	-------------------

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

REFERENCES

- 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