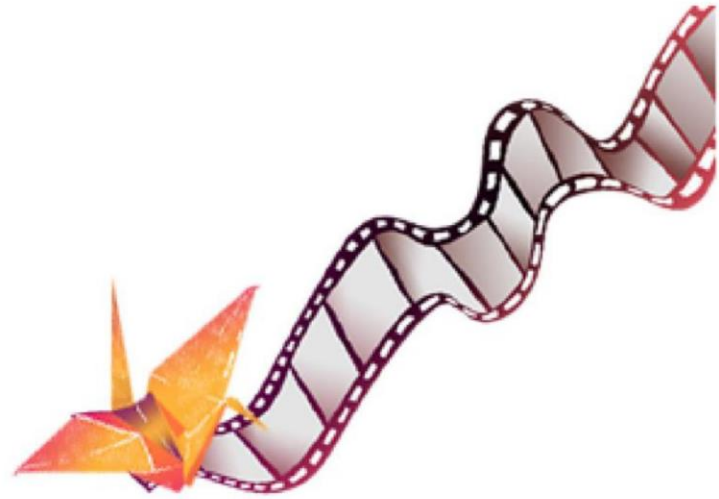




Module Handbook Packaging Design



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

Lampiran

No.	Description
<input type="checkbox"/>	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. <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>
<input type="checkbox"/>	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. <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>
<input type="checkbox"/>	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. <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>
<input checked="" type="checkbox"/>	4. Mampu mengkaji dan mengaplikasikan teori dan prinsip desain komunikasi visual <i>Proficient in the examination and application of theories and principles within the realm of visual communication design.</i>
<input type="checkbox"/>	5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi <i>Competent in the exploration and application of knowledge about communication media.</i>
<input type="checkbox"/>	6. Mampu mengkaji dan mengaplikasikan ilmu sosial budaya yang terkait dengan desain komunikasi visual <i>Proficient in the examination and application of socio-cultural knowledge relevant to the field of visual communication design.</i>
<input type="checkbox"/>	7. Mampu mengkaji dan mengaplikasikan ilmu dan keterampilan menggambar, membuat sketsa, dan membuat prototipe <i>Competent in the examination and application of knowledge and skills in drawing, sketching, and prototyping.</i>
<input type="checkbox"/>	8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking <i>Proficient in the exploration and application of creativity and design thinking.</i>
<input type="checkbox"/>	9. Mampu mengkaji dan mengaplikasikan ilmu manajemen dan komunikasi marketing dalam bidang desain komunikasi visual <i>Competent in the examination and application of management and marketing communication knowledge within the domain of visual communication design.</i>
<input type="checkbox"/>	10. Mampu mengkaji dan mengaplikasikan ilmu riset desain untuk menghasilkan karya desain komunikasi visual yang komprehensif <i>Proficient in the exploration and application of design research knowledge to generate comprehensive visual communication design projects.</i>
<input type="checkbox"/>	11. Mampu mengkaji dan mengaplikasikan teknologi dan inovasi dalam desain komunikasi visual <i>Competent in the examination and application of technology and innovation within the context of visual communication design.</i>

Curriculum:

Kurikulum 2018 S-1 Desain Komunikasi Visual

Show

Code	Description of CLO	Mapping of CLO to LO	
		LO 4	Weight of CLO
CLO-1	Mahasiswa mampu memahami sejarah perkembangan desain kemasan dan memahami prinsip dasar desain kemasan. <i>Students are able to understand the history of packaging design development and understand the basic principles of packaging design.</i>	<input checked="" type="checkbox"/>	20%
CLO-2	Mahasiswa mampu memahami perencanaan dan proses dalam mendesain kemasan serta memahami struktur dan material desain kemasan. <i>Students are able to understand the planning and process of packaging design and understand the structure and materials of packaging design.</i>	<input checked="" type="checkbox"/>	20%
CLO-3	Mahasiswa mampu memahami pertimbangan isu lingkungan, budaya dan sosial dalam desain kemasan. <i>Students are able to understand the consideration of environmental, cultural and social issues in packaging design.</i>	<input checked="" type="checkbox"/>	30%
CLO-4	Mahasiswa mampu merancang ulang desain kemasan UKM sebagai studi kasus masalah desain <i>Students are able to redesign the packaging design of SMEs as a case study of design problems</i>	<input checked="" type="checkbox"/>	30%
Total Weight		100%	100%

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	Total Weight
1	Sejarah Prinsip Des. Kemasan <i>History & pack design principles.</i> Hasil proyek <i>Team-based Project</i>	15%	0%	0%	0%	15%
2	Proses Desain Kemasan <i>Design Process</i> Hasil proyek <i>Team-based Project</i>	0%	15%	0%	0%	15%
3	Analisis dan esai desain kemasan UKM. <i>SME packaging design analysis and essay</i> Kognitif - UTS <i>Cognitive - Midterm Exam</i>	0%	0%	25%	0%	25%
4	Redesain Kemasan UKM. <i>SME Packaging Redesign.</i> Studi Kasus <i>Case Method</i>	5%	5%	5%	30%	45%
TOTAL		20%	20%	30%	30%	100%
<i>Target</i>		<i>20%</i>	<i>20%</i>	<i>30%</i>	<i>30%</i>	<i>100%</i>

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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 [%]
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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	Study ing 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	Study ing 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	Study ing 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	Study ing 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	Study ing 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 , <i>secondary packaging</i> . 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.*