



# Module Handbook Advanced Advertising



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

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. <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. <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 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. <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>
<input checked="" type="checkbox"/>	<p>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></p>
<input type="checkbox"/>	<p>5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi <i>Competent in the exploration and application of knowledge about communication media.</i></p>
<input type="checkbox"/>	<p>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></p>
<input checked="" type="checkbox"/>	<p>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></p>
<input type="checkbox"/>	<p>8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking <i>Proficient in the exploration and application of creativity and design thinking.</i></p>
<input type="checkbox"/>	<p>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></p>
<input type="checkbox"/>	<p>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></p>
<input type="checkbox"/>	<p>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></p>

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.

Curriculum:

Kurikulum 2018 S-1 Desain Komunikasi Visual ▾

Show

Code	Description of CLO	Mapping of CLO to LO		Weight of CLO
		LO 4	LO 7	
CLO-1	Siswa mampu menjelaskan definisi dan isu terkait pesan dalam media Iklan Televisi maupun media digital <i>Students are able to explain definitions and issues related to messages in television advertising media and digital media</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CLO-2	Mahasiswa mampu memahami pesan di balik media iklan <i>Students are able to understand the message behind advertising media</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CLO-3	Mahasiswa mampu memahami strategi komunikasi dalam media <i>Students are able to understand communication strategies in media</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	15%
CLO-4	Mahasiswa mengetahui strategi periklanan dalam pemasaran <i>Students know advertising strategies in marketing</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15%
CLO-5	Mahasiswa mampu menerapkan strategi periklanan pada media digital <i>Students are able to apply advertising strategies to digital media</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25%
CLO-6	Mahasiswa mampu mengimplementasikan konsep dan strategi iklan pada media digital <i>Students are able to implement advertising concepts and strategies on digital media</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25%
<b>Total Weight</b>		<b>50%</b>	<b>50%</b>	<b>100%</b>

**Assessment & Evaluation Plan**

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight
1	Tugas 1 <i>Ideologi Iklan</i> Studi Kasus   <i>Case Method</i>	5%	10%	5%	0%	0%	0%	20%
2	Tugas 2 <i>Mengkonsep digital adverting</i> Kognitif - Tugas   <i>Cognitive - Assignment</i>	0%	0%	5%	5%	10%	5%	25%
3	Tugas 3 <i>Output digital ad Channel</i> Studi Kasus   <i>Case Method</i>	0%	0%	0%	5%	10%	15%	30%
4	Tugas 4 <i>Penulisan laporan ilmiah</i> Studi Kasus   <i>Case Method</i>	5%	0%	5%	5%	5%	5%	25%
<b>TOTAL</b>		<b>10%</b>	<b>10%</b>	<b>15%</b>	<b>15%</b>	<b>25%</b>	<b>25%</b>	<b>100%</b>
<i>Target</i>		<i>10%</i>	<i>10%</i>	<i>15%</i>	<i>15%</i>	<i>25%</i>	<i>25%</i>	<i>100%</i>

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	<i>Integrated Marketing Communication</i>	
Program Learning Outcome (PLO)	P.1	theoretical concepts about design (Design Theory) in general and at least one theoretical concept of visual communication design (Ecological 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	10%

						observation and review of existing literature	
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 promotion of a product or service in the form of advertising. The concept is adapted to the marketing strategy of a selected case study.	30%

## 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*