



Module Handbook Conceptual Design



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 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 checked="" 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 checked="" 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>

Code	Description of CLO	Mapping of CLO to LO			Weight of CLO
		LO 6	LO 7	LO 8	
CLO-1	<p>Mahasiswa mampu membuat judul riset inovatif Desain Komunikasi Visual berbasarkan kebutuhan, permasalahan, dan user needs insight (design tinkering). Mahasiswa mampu menuangkan idenya secara sistematis menjadi latar belakang, rumusan masalah, tujuan, dan batasan masalah atau ruang lingkup.</p> <p><i>Students are able to create innovative research titles for Visual Communication Design based on needs, problems, and user needs insight (design tinkering). Students are able to systematically pour their ideas into the background, problem formulation, objectives, and problem boundaries or scope.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%
CLO-2	<p>Mahasiswa mampu memilih, memahami dan membuat tinjauan referensi, meliputi: tinjauan desain/hasil riset terdahulu; tinjauan terhadap referensi sumber konten; dan tinjauan teoritis.</p> <p><i>Students are able to select, understand and make reference reviews, including: review of designs/results of previous research; review of content source references; and theoretical review.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
CLO-3	<p>Mahasiswa mampu merencanakan riset secara sistematis, meliputi: perencanaan proses riset, perencanaan protokol riset dan penjadwalan riset.</p> <p><i>Students are able to plan research systematically, including: planning the research process, planning research protocols and scheduling research.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%
CLO-4	<p>Mahasiswa mampu menyusun, membahas dan menganalisis hasil riset yang dilakukan sebagai bahan bahu untuk menyusun konsep desain.</p> <p><i>Students are able to compile, discuss and analyze the results of research carried out as a basis for developing design concepts.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CLO-5	<p>Mahasiswa mampu membuat konsep desain yang berupa draf desain dan prototipe awal yang dapat dipakai sebagai materi riset post-test.</p> <p><i>Students are able to create design concepts in the form of design drafts and initial prototypes that can be used as post-test research materials.</i></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%
CLO-6	<p>Mahasiswa mampu menyusun dan mempresentasikan seluruh luaran berupa: Prototipe, Materi Presentasi (PPT), dan Laporan Akhir, sebagai syarat Kolokium #1.</p> <p><i>Students are able to compile and present all outcomes in the form of: Prototypes, Presentation Materials (PPT), and Final Reports, as a requirement for Colloquium #1.</i></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10%
Total Weight		18%	55%	27%	100%

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	CLO-6	Total Weight
1	Judul, Latar Belakang, Masalah <i>Title, Background, Problem</i> Hasil proyek <i>Team-based Project</i>	20%	0%	0%	0%	0%	0%	20%
2	Tinjauan Pustaka <i>Literature Review</i> Hasil proyek <i>Team-based Project</i>	0%	10%	0%	0%	0%	0%	10%
3	Metode Riset dan Desain <i>Research and Design Method</i> Hasil proyek <i>Team-based Project</i>	0%	0%	15%	0%	0%	0%	15%
4	Pembahasan Hasil Riset <i>Discussion of Research Results</i> Hasil proyek <i>Team-based Project</i>	0%	0%	0%	20%	0%	0%	20%
5	Konsep Desain dan Hasil Akhir <i>Design Concept and Final Result</i> Hasil proyek <i>Team-based Project</i>	0%	0%	0%	0%	25%	10%	35%
TOTAL		20%	10%	15%	20%	25%	10%	100%
Target		20%	10%	20%	20%	20%	10%	100%

Name of Study Program	Visual Communication Design
Course Name	Conceptual Visual Communication Design
Code	DV184701
Semester	7
credits	6 / 9,6 ECTS
Lecturer	Baroto Tavip

Study Materials		
Program Learning Outcome (PLO)	P. 1	draft theoretical about design (<i>Design Theory</i>) in a way general and at least one draft theorists design visual communication (<i>Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley - lester Model</i>) deep ;
	P.2	general concept of design history and culture and its meaning;
	P.3	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.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
COURSE LEARNING OUTCOME (CLO)	M1	Student capable define problems , aims and objectives the design faced and as well can map methodology as step the solution .
	M2	Student capable explore and analyze relevant data and information for compile concepts and ideas idea in solve problem the visual communication it faces .
	M3	Student capable develop concept , idea And alternatives design through stages of the design process that have been carried out determined .
	M4	Student capable make presentation draft design digitally or manually and organizing them in form report .

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-4	Student capable define problems , aims and objectives the design faced and as well can map methodology as step the solution .	<p>Step1: Definitions of Problems and Communication needs</p> <p>1. Introduction, Overview, Scope of Work, Scale.</p> <p>2. Design subject, (title, background, problem, design goal)</p> <p>3. Design scope/output</p>	Face to face Assistance Self-Study	TM =50*6*4 BT =50*6*4 BM = 60*6*4	- Introductory Lecture, - Discussion/Assistance, - Studio Assignments	Able to make suggestions for design titles and subjects (background, problems, design objectives) , and able to design a methodology to achieve them.	20%

		4. Research and design methods					
5-8	Student capable explore and analyze relevant data and information for compile concepts and ideas in solve problem the visual communication it faces .	<p>Step 2: Research for Information Idea</p> <ol style="list-style-type: none"> 1. Research And Collection Data 2. Research Design/ Visual 3. Technique making reference study / reference / theory 4. Studies And analysis , (according subject) 5. Target Audience Analysis (as appropriate subject) 	Face to face Assistance Self-Study	TM = 50*6*4 BT = 50*6*4 BM = 60*6*4	<ul style="list-style-type: none"> - Introductory Lecture, - Discussion/Assistance, - Studio Assignments 	Can write down concepts and design criteria and show alternative design solutions.	30%
9-12	Student capable develop concept , idea And alternatives design through stages of the design process that have been carried out determined .	<p>Step 3: Concept Generation and refinement of Idea</p> <ol style="list-style-type: none"> 1. Concept Design 2. Design Criteria 3. Media Strategy 4. Assessing the effectiveness of Design and Media 	Face to face Assistance Self-Study	TM = 50*6*4 BT = 50*6*4 BM = 60*6*4	<ul style="list-style-type: none"> - Introductory Lecture, - Discussion/Assistance, - Studio Assignments 	Can write down concepts and design criteria and show alternative design solutions.	20%
13-16	Student capable make presentation draft design digitally or manually and organize it in form report as means evaluation .	<p>Step 4: Concepts , Presentation and Evaluation</p> <ol style="list-style-type: none"> 1. Visual Strategy 2. PreDesign (idea sketch /prototype graphics) 3. Presentation Draft Design 4. Document Report 	Face to face Assistance Self-Study	TM = 50*6*4 BT = 50*6*4 BM = 60*6*4	<ul style="list-style-type: none"> - Introductory Lecture, - Discussion/Assistance, - Studio Assignments - Presentation 	Can create presentation materials, pre-designed documents and reports	30%

REFERENCES

1. *Jhou Jie, Guan Muzi, Gao Zhe & Wang: International Visual Communication. Design Media Publishing Limited. Hong Kong. 2011.*
2. *Will Hill: The Complete Typographer. A Foundation Course for Graphic Designers Working with Type. Thames Hudson. 2010.*
3. *Edward Denison, Roger Fawcett-Tang, Jessica Glaser, Carolyn Kanight, Loewy, and Scott Witham: Print Formats and Finishes: The Designer's Illustrated Guide to Brochures, Catalogs, Bags, Labels, Packaging, and Promotion. Roto Vision 2010.*
4. *Rob Sheppard, Hannah Doyle: New Epson Complete Guide to Digital Printing. Piquiq Sterling Publishing Co. Inc. 2011.*
5. *Eva Minguet Camara: Illustration on Advertising. Instituto Monsa De Ediciones. 2010.*
6. *Patrick Cramsie: The Story of Graphic Design: From the Invention of Writing to the Birth of Digital Design. The British Library. London. 2010.*
7. *Booth, Wayne C., Gregory G. Colomb, and Joseph M. Williams. The Craft of Research. Chicago: University of Chicago Press, 1995.*
8. *Bothamley, Jennifer. Dictionary of Theories. London: Gale Research International, 1993.*