



Module Handbook Design Appreciation




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

LAMPIRAN

No.	Deskripsi
<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 checked="" 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 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 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>

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	
		CPL 2	Bobot CPMK
CPMK-1	Mahasiswa mampu memahami apresiasi desain melalui cara kritik visual 4 tahap: Deskripsi, Analisis Formal, Interpretasi dan Evaluasi (judgement). <i>Students are able to understand design appreciation through 4 stages of visual criticism: Description, Formal Analysis, Interpretation and Evaluation (judgment).</i>	<input checked="" type="checkbox"/>	25%
CPMK-2	Mahasiswa mampu memahami cara interpretasi desain melalui pendekatan semiotika. <i>Students are able to understand how to interpret designs through a semiotic approach.</i>	<input checked="" type="checkbox"/>	25%
CPMK-3	Mahasiswa mampu menuliskan analisis kritik visual pada karya desain. <i>Students are able to write visual criticism analysis on design works.</i>	<input checked="" type="checkbox"/>	25%
CPMK-4	Mahasiswa mampu memahami tinjauan desain yang meliputi : budaya, sosial maupun lingkungan sebagai pendekatan desain yang beragam. <i>Students are able to understand the design review which includes: cultural, social, and environmental as a variety of design approaches.</i>	<input checked="" type="checkbox"/>	25%
Total Bobot		100%	100%

Rencana Asesmen & Evaluasi

No.	Rencana Evaluasi	CPMK-1	CPMK-2	CPMK-3	CPMK-4	Total Bobot
1	Rangkuman Buku Tahap 1. Deskripsi. <i>Book Summary Stage 1. Description.</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	10%	0%	0%	0%	10%
2	Rangkuman Buku Tahap 2. Analisis Formal. <i>Book Summary Stage 2. Formal Analysis.</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	5%	10%	0%	0%	15%
3	UTS: Esai Apresiasi Desain. <i>UTS: Design Appreciation Essay.</i> Studi Kasus <i>Case Method</i>	5%	10%	15%	5%	35%
4	UAS: Desain Sosial/Budaya/Lingkungan <i>UAS: Social/Environmental/Cultural Design</i> Hasil proyek <i>Team-based Project</i>	5%	5%	10%	20%	40%
TOTAL		25%	25%	25%	25%	100%
Target		25%	25%	25%	25%	100%

RPS

Name of Study Program	Visual Communication Design
Course Name	Design Appreciation
Code	DV184703
Semester	7
credits	3 / 4,8 ECTS
Lecturer	Senja Budiharga

Study Materials	Design Appreciation and Designer Responsibilities	
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.8	draft general , principles , and techniques communication effective ;
COURSE LEARNING OUTCOME (CLO)	M1	Student capable understand the definition and stages of <i>description design appreciation</i>
	M2	Student capable understanding , <i>formal analysis, interpretation, and judgment</i>
	M3	Student capable Understanding contemporary issues such as the environmental, social and cultural responsibility of ethical designers enriches designers' way of thinking

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimated Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1-2	Students understand the definition of visual criticism and its four objective stages when criticizing a design: description, formal analysis, interpretation and assessment (Edmund Feldman's theory) by practicing analyzing	<ul style="list-style-type: none"> - Understanding appreciation design . - Four stages visual criticism . 	Presentation of visual criticism material and its four objective stages and providing examples of appreciating work.	TM 480 BT 192 BM 288	Students are able to understand the basic concept of visual criticism and its four stages. Practice appreciating works of art and design.	Students are able to understand the basic concept of visual criticism and its four stages.	

	several works.						
3-4	Students understand the first two stages of <i>description</i> and <i>formal analysis</i> which are closely related to the Design Elements and Principles in DKV	<ul style="list-style-type: none"> - Two stages first (Formal Description and Analysis . - Elements and principles design . 	Exposure material critics visual two stages first (Formal Description and Analysis . and providing examples of appreciating work.	TM 480 BT 192 BM 288	Practice appreciating works of art and design.	Students are able to understand the first two stages (Description and Formal Analysis).	
5-7	Students understand the third stage, namely <i>interpretation</i> , by applying semiotic analysis in translating the meaning of DKV's work.	<ul style="list-style-type: none"> - Stage interpretation - Semiotics - How it works advertising 	Presentation of interpretive material using semiotic analysis and how advertising works, accompanied by several design examples, especially advertising.	TM 720 BT 288 BM 432	Practice appreciating works of art and design.	Students are able to understand by practicing analyzing DKV media using semiotic analysis and sign systems.	5%
8-9	Students are able to write <i>a paper</i> appreciating a design by applying four objective stages when criticizing a design: description, formal analysis, interpretation and assessment (Edmund Feldman's theory)	UTS	Analyzing design work, including advertisements, posters, films, animation, web design, etc	TM 480 BT 192 BM 288	5 pages of academic writing containing an introduction, analysis and conclusion equipped with a theoretical basis.	Student capable make writing academic analyze A DKV's work	40%
10 - 11	Students understand the concept of originality and design craftsmanship in the final stage, namely	Originality and skills in the judgment <i>stage</i>	Presentation of characteristic material regarding originality, plagiarism and	TM 480 BT 192 BM 288	Analyze some of your favorite designers' work and practice presenting them in class.	Students know the issues of plagiarism and craftsmanship in creating work.	5%

	<i>judgment</i> in visual criticism.		craftsmanship in DKV.				
12-14	Students understand the concept of vernacular as an effort to build identity (especially national) in visual communication design and its relationship to postmodernism theory.	Vernacular design and postmodernism	Presentation of vernacular design material and postmodernism in DKV.	TM 720 BT 288 BM 432	Practice identifying works of art and design that are vernacular or postmodern in nature.	Students are able to identify vernacular designs and postmodern designs.	
15-16	Students are able to create DKV works with vernacular themes and designer responsibilities (with social, cultural and environmental ethics)		Using design approaches and methods in creating DKV media that matches the theme.	TM 480 BT 192 BM 288	Creating media prototypes (both print and audio-visual) DKV with vernacular themes and designer responsibilities (with social, cultural and environmental ethics)	Students can create DKV works with vernacular themes and designer responsibilities.	50%

REFERENCES

1. *Edmund Burke Feldman, Art as image and idea, Englewood Cliffs, NJ : Prentice-Hall, c1967.*
2. *Timothy Samara, Design Elements: A Graphic Style Manual, Rockport Publisher, Inc, 2007*
3. *Yasraf Amir Piliang, A Folded World: Cultural Realities Approaching the Third Millennium and the Death of Postmodernism, Mizan, Bandung, 1999*
4. *David Bernan, Do Good Design: How Designers Can Change the World, Aikon, 2010*
5. *Judith Williamson, Decoding Advertisement: Dissecting Ideology and Meaning in Advertising, Jalasutra, Yogyakarta, 2007*