



**Universitas Negeri Surabaya  
Faculty of Languages and Arts  
Bachelor of Fine Arts Education Study Program**

Document Code

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Graphic design	8821003026	Study Program Elective Courses	T=3	P=0	ECTS=4.77	4	February 4, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Ika Anggun Camelia, M.Pd.,		Ika Anggun Camelia, M.Pd.			Fera Ratyaningrum, S.Pd., M.Pd.	

Learning model	Project Based Learning																																																																																			
Program Learning Outcomes (PLO)	<b>PLO study program which is charged to the course</b>																																																																																			
	<b>PLO-4</b> Develop yourself continuously and collaborate.																																																																																			
	<b>PLO-8</b> Analyze and apply fine arts scientific concepts in entrepreneurial development.																																																																																			
	<b>Program Objectives (PO)</b>																																																																																			
	<b>PO - 1</b> Students can analyze tools, materials, media, basic techniques and graphic arts principles																																																																																			
	<b>PO - 2</b> Students can plan the creation of graphic design works based on considerations of expression functions and learning support functions																																																																																			
	<b>PO - 3</b> Students can create graphic design works based on considerations of expression function and learning support function																																																																																			
	<b>PLO-PO Matrix</b>																																																																																			
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th>P.O</th> <th>PLO-4</th> <th>PLO-8</th> </tr> <tr> <td>PO-1</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> <td style="text-align: center;">✓</td> </tr> <tr> <td>PO-3</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> </table>	P.O	PLO-4	PLO-8	PO-1	✓		PO-2		✓	PO-3	✓	✓																																																																							
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																				
<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																
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**Short Course Description** This course provides an understanding in mastering the principles of arranging design components based on certain concepts for the purposes of graphic display and conveying mass information. Designing graphic design work in the form of logos, business identities, book/magazine/cassette/CD covers, promotional calendars and the like, with theoretical and practical strategies.

References	<p><b>Main :</b></p> <ol style="list-style-type: none"> <li>Suyanto, M. (2004). Aplikasi desain grafis untuk periklanan. Penerbit Andi.</li> <li>Enterprise, J. (2018). Desain grafis komplet. Elex Media Komputindo.</li> <li>Sitepu, V. (2004). Panduan mengenal desain grafis. PT. Elex Media.</li> <li>Migotuwio, N. (2020). Desain Grafis: Kemarin, Kini, dan Nanti. Alinea Media Dipantara.</li> <li>Solomon, C., Harvey, B., Kahn, K., Lieberman, H., Miller, M. L., Minsky, M., ... &amp; Silverman, B. (2020). History of logo. Proceedings of the ACM on Programming Languages, 4(HOPL), 1-66.</li> <li>Adir, V., Adir, G., &amp; Pascu, N. E. (2014). How to design a logo. Procedia-Social and Behavioral Sciences, 122, 140-144.</li> </ol> <p><b>Supporters:</b></p> <ol style="list-style-type: none"> <li>Ramdhani, A. W. F., &amp; Susanti, A. (2024). Pemanfaatan Teknologi Openai Dall-E 2 dalam Meningkatkan Kreativitas Desainer Grafis pada Komunitas Desain Grafis Indonesia. Jurnal Bisnis dan Komunikasi Digital, 1(2), 8-8.</li> <li>Nisa, N. K. (2015). Strategi kreatif iklan layanan masyarakat (ILM) dalam pemasaran sosial. Interaksi: Jurnal Ilmu Komunikasi, 4(2), 158-164.</li> </ol>
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Supporting lecturer		Ika Anggun Camelia, S.Pd., M.Pd. Wening Hesti Nawa Ruci, S.Pd., M.Pd.					
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [ Estimated time]		Learning materials [ References ]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline ( offline )	Online ( online )		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Able to understand the basics of graphic design	1.1. Explain the meaning of graphic design 2. 3. 2.Explain the scope of graphic design 3.Identify the process of designing graphic design work	<b>Criteria:</b> design concept reasoning  <b>Form of Assessment :</b> Practice/Performance, Test	Lectures, discussions, questions and answers 3 X 50		<b>Material:</b> basics of graphic design <b>Reference:</b> <i>Enterprise, J. (2018). Complete graphic design. Elex Media Komputindo.</i>	5%
2	Able to understand the basics of graphic design	Identify the process of designing graphic design work	<b>Criteria:</b> 1.composition of the work 2.neatness of work  <b>Form of Assessment :</b> Practice / Performance	practice and reflection 3 X 50		<b>Material:</b> getting to know graphic design <b>Reference:</b> <i>Sitepu, V. (2004). A guide to graphic design. PT. Elex Media.</i>	5%
3	Able to understand the basics of graphic design	Identify the process of designing graphic design work	<b>Criteria:</b> 1.composition of the work 2.neatness of work  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	practice and reflection 3 X 50		<b>Material:</b> getting to know graphic design <b>Reference:</b> <i>Sitepu, V. (2004). A guide to graphic design. PT. Elex Media.</i>	5%
4	Able to design print media page layout design work	1.Explain the role of page layout design in magazines 2.Identify variations in the appearance of page layout designs in magazines 3.Designing page layout designs in magazines	<b>Criteria:</b> work assessment  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, practice 3 X 50		<b>Material:</b> design guide <b>References:</b> <i>Sitepu, V. (2004). A guide to graphic design. PT. Elex Media.</i>	5%
5	1.Able to design logo design work and its application 2.Explain the meaning and types of logos and explain the function of logos 3.Explain the principles of designing and implementing logos in sign systems 4.Designing logo design work and its application	1.Explain the meaning and types of logos 2.Explain the function of the logo 3.Explain the principles of designing and implementing logos in sign systems 4.Designing logo design work and its application	<b>Criteria:</b> logo concept  <b>Form of Assessment :</b> Practice / Performance	Lectures, discussions, questions and answers, practice 3 X 50		<b>Material:</b> Getting to Know LOGOs <b>References:</b> <i>Solomon, C., Harvey, B., Kahn, K., Lieberman, H., Miller, ML, Minsky, M., ... &amp; Silverman, B. (2020). History of logos. Proceedings of the ACM on Programming Languages, 4(HOPL), 1-66.</i>	5%

6	Able to design packaging/logo design work	<ol style="list-style-type: none"> <li>1.Explain the meaning and function of packaging</li> <li>2.Explain various types of packaging</li> <li>3.Explain the principles of packaging design</li> <li>4.Designing packaging design work</li> </ol>	<p><b>Criteria:</b> assessment of logo work</p> <p><b>Form of Assessment :</b> Practice / Performance</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> how to make a logo <b>Reference:</b> <i>Adir, V., Adir, G., &amp; Pascu, NE (2014). How to design a logo. Procedia-Social and Behavioral Sciences, 122, 140-144.</i></p>	5%
7	Able to design packaging/logo design work	<ol style="list-style-type: none"> <li>1.Explain the meaning and function of packaging</li> <li>2.Explain various types of packaging</li> <li>3.Explain the principles of packaging design</li> <li>4.Designing packaging design work</li> </ol>	<p><b>Criteria:</b> assessment of logo work</p> <p><b>Form of Assessment :</b> Practice / Performance</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> how to make a logo <b>Reference:</b> <i>Adir, V., Adir, G., &amp; Pascu, NE (2014). How to design a logo. Procedia-Social and Behavioral Sciences, 122, 140-144.</i></p>	5%
8	Midterm exam	Designing product brand logotype designs	<p><b>Criteria:</b> assessment of logo work</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Practice 3 X 50		<p><b>Material:</b> logo design <b>References:</b> <i>Adir, V., Adir, G., &amp; Pascu, NE (2014). How to design a logo. Procedia-Social and Behavioral Sciences, 122, 140-144.</i></p>	10%
9	Able to design public service advertisement designs	<ol style="list-style-type: none"> <li>1.Explain the meaning and role of advertising communications</li> <li>2.Identify various types of advertising media</li> <li>3.Explain the process of designing advertising design work</li> <li>4.Designing public service advertisement designs</li> </ol>	<p><b>Criteria:</b> assessment of poster work</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> public service advertisement <b>Reference:</b> <i>Nisa, NK (2015). Creative strategies for public service advertisements (PSAs) in social marketing. Interaction: Journal of Communication Studies, 4(2), 158-164.</i></p>	5%
10	Able to design public service advertisement designs	<ol style="list-style-type: none"> <li>1.Explain the meaning and role of advertising communications</li> <li>2.Identify various types of advertising media</li> <li>3.Explain the process of designing advertising design work</li> <li>4.Designing public service advertisement designs</li> </ol>	<p><b>Criteria:</b> assessment of poster work</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> public service advertisement <b>Reference:</b> <i>Nisa, NK (2015). Creative strategies for public service advertisements (PSAs) in social marketing. Interaction: Journal of Communication Studies, 4(2), 158-164.</i></p>	5%

11	Able to design commercial advertising design work	<ol style="list-style-type: none"> <li>1. Identify the characteristics of commercial advertising</li> <li>2. Explain the objectives and communication strategies of commercial advertising</li> <li>3. Identify the process of designing commercial advertising design work</li> <li>4. Designing commercial advertising design work</li> </ol>	<p><b>Criteria:</b> designing logo design development in commercial advertising supporting products</p> <p><b>Forms of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> advertising design</p> <p><b>Reference:</b> <i>Suyanto, M. (2004). Graphic design application for advertising. Andi Publisher.</i></p>	5%
12	Able to design commercial advertising design work	<ol style="list-style-type: none"> <li>1. Identify the characteristics of commercial advertising</li> <li>2. Explain the objectives and communication strategies of commercial advertising</li> <li>3. Identify the process of designing commercial advertising design work</li> <li>4. Designing commercial advertising design work</li> </ol>	<p><b>Criteria:</b> designing logo design development in commercial advertising supporting products</p> <p><b>Forms of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> advertising design</p> <p><b>Reference:</b> <i>Suyanto, M. (2004). Graphic design application for advertising. Andi Publisher.</i></p>	5%
13	Able to design POP advertising design work	<ol style="list-style-type: none"> <li>1. Explain the meaning and types of POP advertising</li> <li>2. Explain the goals and strategies of POP advertising</li> <li>3. Identify the process of designing POP advertising design work</li> <li>4. Designing POP advertising design work</li> </ol>	<p><b>Criteria:</b> create advertising works through catalogues</p> <p><b>Form of Assessment :</b> Practice / Performance</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> designing</p> <p><b>References:</b> <i>Migotuwio, N. (2020). Graphic Design: Yesterday, Now, and Later. Intermediate Paragraphs.</i></p>	4%
14	Able to design POP advertising design work	<ol style="list-style-type: none"> <li>1. Explain the meaning and types of POP advertising</li> <li>2. Explain the goals and strategies of POP advertising</li> <li>3. Identify the process of designing POP advertising design work</li> <li>4. Designing POP advertising design work</li> </ol>	<p><b>Criteria:</b> create advertising works through catalogues</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, practice 3 X 50		<p><b>Material:</b> designing</p> <p><b>References:</b> <i>Migotuwio, N. (2020). Graphic Design: Yesterday, Now, and Later. Intermediate Paragraphs.</i></p>	5%

15	Able to design promotional calendar design work	<ol style="list-style-type: none"> <li>1.Explain the meaning and types of promotional calendars</li> <li>2.Identify the role of the promotional calendar</li> <li>3.Explain the principles of designing promotional calendar design work</li> <li>4.Designing promotional calendar design work</li> </ol>	<b>Criteria:</b> calendar works  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, practice 3 X 50		<b>Material:</b> use of technology <b>References:</b> <i>Ramdhani, AWF, &amp; Susanti, A. (2024). Utilization of Openai Dall-E 2 Technology in Increasing the Creativity of Graphic Designers in the Indonesian Graphic Design Community. Journal of Digital Business and Communication, 1(2), 8-8.</i>	5%
16	able to present all the works that have been created in an exhibition	Students are able to present the concept and embodiment of the work they have created	<b>Criteria:</b> presentation of results  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	presentation and reflection		<b>Material:</b> designing <b>References:</b> <i>Migotuwio, N. (2020). Graphic Design: Yesterday, Now, and Later. Intermediate Paragraphs.</i>	20%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	13.34%
2.	Project Results Assessment / Product Assessment	53.34%
3.	Practice / Performance	29.84%
4.	Test	2.5%
		99.02%

#### Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.