



Universitas Negeri Surabaya
Faculty of Languages and Arts
Bachelor of Visual Communication Design Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																																																		
Design Management	9024102028	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	4	July 27, 2023																																																																		
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator																																																																			
	Kanya Catya, S.T., M.A.		Tri Cahyo Kusumandyoko, S.Sn., M.Ds.			Marsudi, S.Pd., M.Pd.																																																																			
Learning model	Case Studies																																																																								
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																								
	Program Objectives (PO)																																																																								
	PO - 1	Students master the facts, concepts, principles, laws, theories and management methodologies of Visual Communication Design.																																																																							
	PO - 2	Students are able to plan Visual Communication Design project management from the concept stage, methods, to final completion.																																																																							
	PLO-PO Matrix																																																																								
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>P.O</td></tr> <tr><td>PO-1</td></tr> <tr><td>PO-2</td></tr> </table>						P.O	PO-1	PO-2																																																															
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PO Matrix at the end of each learning stage (Sub-PO)																																																																									
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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> </thead> <tbody> <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> </tbody> </table>						P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																
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Short Course Description	The Visual Communication Design Management course provides students with an understanding of the facts, concepts, principles, laws, theories and methodologies of Visual Communication Design management. Students will be able to plan a Visual Communication Design project from concept to final completion, develop concept stages and methods, and create a comprehensive and structured project plan. The aim of this course is to produce Visual Communication Design practitioners who are reliable and adaptive in the creative industry.																																																																								
References	Main :																																																																								
	<ol style="list-style-type: none"> 1. Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006. 2. Monterio, Mike. Design is a Job. New York: A Book Apart. 2012 3. Klaus. Peggy. Soft Skills. Libri.2012. 4. LeFevre, M. (2019). Managing design: Conversations, Project Controls and best practices for commercial design and Construction Projects. John Wiley & Sons, Inc. 5. Dasar-dasar Manajemen Edisi Revisi. (2019). Indonesia: Bumi Aksara. 6. Duckworth, A. L. (2016). Grit: The Power of Passion and Perseverance. Scribner.i 7. Kotter, J. P. (2012). Leading Change (With a New Preface by the Author). Harvard Business Review Press. 8. Heller, S., & Vienne, V. (2012). Becoming a Graphic Designer: A Guide to Careers in Design. John Wiley & Sons 9. Phillips, J. (2014). PMP Project Management Professional Study Guide (4th ed.). Sybex. 10. Cullen, J. (2011). Graphic Design: The New Basics (2nd ed.). Princeton Architectural Press. 11. Hellriegel, D., Jackson, S. E., & Slocum Jr, J. W. (2015). Management: A Competency-Based Approach (12th ed.). South-Western College Pub. 																																																																								
	Supporters:																																																																								
Supporting lecturer	Kanya Catya, S.T., M.A.																																																																								

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	Understand the objectives, structure and semester learning plans for the Design Management course as well as the importance of mastering the material in the context of Visual Communication Design studies.	Able to identify the benefits and relevance of course material in the study of Visual Communication Design.	Criteria: 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Lecture 2X50		Material: Basics of Library Management: <i>Yahya. Fine Arts Management. Jakarta: Kencana.; 2016.</i> <hr/> Material: Basics of Management Library: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006.</i> <hr/> Material: Basics of Management Library: <i>Basics of Management Revised Edition. (2019). Indonesia: Earth of Letters.</i>	0%
2	Able to explain relevant facts and concepts in Visual Communication Design management.	1.Able to explain basic management concepts correctly and precisely. 2.Able to apply basic management concepts in case studies or design simulations.	Criteria: 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Lecture 2X50		Material: Design Management Library: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006.</i> <hr/> Material: Basics of Management Library: <i>Basics of Management Revised Edition. (2019). Indonesia: Earth of Letters.</i>	5%

3	Explain the roles and responsibilities of management in the design industry and be able to apply management concepts in increasing efficiency and effectiveness in the design process.	<ol style="list-style-type: none"> 1. Able to identify management roles and responsibilities in the design industry. 2. Able to develop plans to increase efficiency and effectiveness in the design process. 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Students attend lectures 2. Students are actively involved in discussions <p>Form of Assessment : Participatory Activities</p>	Lecture 2X50		<p>Material: Management elements Library: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation.</i> New York: Ava Academia; 2006.</p> <hr/> <p>Material: Principles of management Library: <i>Basics of Management Revised Edition. (2019).</i> Indonesia: <i>Earth of Letters.</i></p>	10%
4	Apply time management and productivity strategies to optimize personal performance and creativity and identify personal strengths and weaknesses for self-development.	<ol style="list-style-type: none"> 1. Able to plan and implement time management strategies effectively. 2. Able to identify and develop personal strengths and weaknesses in a design context. 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Students attend lectures 2. Students are actively involved in discussions <p>Form of Assessment : Participatory Activities</p>	Lecture 2X50		<p>Material: <i>Diiri Management</i> Library: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation.</i> New York: Ava Academia; 2006.</p> <hr/> <p>Material: <i>Self Management</i> References: <i>Duckworth, AL (2016). Grit: The Power of Passion and Perseverance.</i> Scribner i</p>	10%
5	Understand the concepts and theories of change management in the context of design organizations, and be able to plan and implement effective change management strategies.	<ol style="list-style-type: none"> 1. Able to explain change management concepts and theories. 2. Able to design relevant change management strategies in cases of change in the design industry. 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Students attend lectures 2. Students are actively involved in discussions <p>Form of Assessment : Participatory Activities</p>	Lecture 2X50		<p>Material: Change Management Library: <i>Fundamentals of Management Revised Edition. (2019).</i> Indonesia: <i>Earth of Letters.</i></p> <hr/> <p>Material: Change Management References: <i>Kotter, JP (2012). Leading Change (With a New Preface by the Author).</i> Harvard Business Review Press.</p>	0%

6	Understand the nature of the visual communication design profession and the ethics associated with it, and be able to identify ethical issues that may arise in design practice and how to deal with them.	<ol style="list-style-type: none"> 1.Able to identify ethics and values in design practice. 2.Able to explain the role of designers in creating added value for clients and society. 	Criteria: <ol style="list-style-type: none"> 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Lecture 2X50		Material: Graphic Design as a profession References: <i>Monterio, Mike. Design is a Job. New York: A Book Apart. 2012</i> <hr/> Material: Graphic Design as a profession References: <i>Heller, S., & Vienne, V. (2012). Becoming a Graphic Designer: A Guide to Careers in Design. John Wiley & Sons</i>	10%
7	Understand the importance of setting appropriate fees and pricing strategies in design work, and can explain contracts and other legal aspects that are relevant in design practice.	<ol style="list-style-type: none"> 1.Able to prepare appropriate and realistic price offers for certain design projects. 2.Able to draft contracts and analyze other legal aspects that are relevant in design practice. 	Criteria: <ol style="list-style-type: none"> 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Lecture 2X50		Material: Graphic Design as a profession References: <i>Monterio, Mike. Design is a Job. New York: A Book Apart. 2012</i> <hr/> Material: Graphic Design as a profession Reference: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006.</i>	10%
8	Mastering the material taught at meetings 1-7 through the mid-semester exam (UTS)	<ol style="list-style-type: none"> 1.Mastery of the material taught at meetings 1-7 is based on the results of the mid-semester exam (UTS). 2.Students are able to analyze and present solutions or strategies to overcome legal and financing challenges that may be faced in the practice of Visual Communication Design. 	Criteria: <ol style="list-style-type: none"> 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities, Tests	2X50 Exam		Material: Meeting Material 1-7 Reference: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006.</i>	15%

9	Understand project management concepts and stages in the project life cycle, and be able to identify risk factors in design projects and mitigation strategies.	<ol style="list-style-type: none"> 1.Able to explain project management concepts and stages in the project life cycle. 2.Able to identify and manage risk factors in design projects. 	Criteria: Students attend lectures Form of Assessment : Participatory Activities, Tests	Lecture 2X50		Material: Project Management Library: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation.</i> New York: Ava Academia; 2006. Material: Project Management References: <i>LeFevre, M. (2019). Managing design: Conversations, Project Controls and best practices for commercial design and Construction Projects.</i> John Wiley & Sons, Inc.	0%
10	Know and be able to use project management software or tools commonly used in the design industry.	<ol style="list-style-type: none"> 1.Able to analyze the use of project management software or tools commonly used in the design industry. 2.Able to apply management techniques and methods in project management. 3.Able to identify the importance of using project management tools in design management 	Criteria: <ol style="list-style-type: none"> 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Group discussion 2x50		Material: Basics of Project Management References: <i>LeFevre, M. (2019). Managing design: Conversations, Project Controls and best practices for commercial design and Construction Projects.</i> John Wiley & Sons, Inc. Material: Project Management Tools References: <i>Phillips, J. (2014). PMP Project Management Professional Study Guide (4th ed.).</i> Sybex.	10%
11	Able to interpret and formulate clear and comprehensive design briefs for specific design projects.	<ol style="list-style-type: none"> 1.Able to interpret and formulate clear and comprehensive design briefs. 2.Able to present and define design briefs appropriately. 	Criteria: <ol style="list-style-type: none"> 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Lecture 2x50		Material: Library Design Brief : <i>Cullen, J. (2011). Graphic Design: The New Basics (2nd ed.).</i> Princeton Architectural Press.	10%

12	Understand the key skills needed in management, such as leadership, effective communication, decision making, negotiation, and collaboration in the context of visual communication design and apply them in the design industry.	<ol style="list-style-type: none"> 1. Able to identify and explain key skills in management. 2. Able to apply key skills in real situations in the design industry 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Students attend lectures 2. Students are actively involved in discussions <p>Form of Assessment : Participatory Activities</p>	Lecture 2x50		<p>Material: Key Skills in Library Management: Hellriegel, D., Jackson, SE, & Slocum Jr, JW (2015). <i>Management: A Competency-Based Approach (12th ed.). South-Western College Pub.</i></p>	0%
13	Able to design appropriate design strategies to overcome complex design challenges and understand the role of design strategies in achieving business or communication goals.	<ol style="list-style-type: none"> 1. Able to design appropriate design strategies for certain design cases. 2. Able to explain the role of design strategy in achieving business or communication goals. 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Students attend lectures 2. Students are actively involved in discussions <p>Form of Assessment : Participatory Activities</p>	Lecture & Practice 2x50		<p>Material: Project Management Library: Best K. <i>Design Management: Managing Design Strategy, Process and Implementation.</i> New York: Ava Academia; 2006.</p> <hr/> <p>Material: Project Management References: LeFevre, M. (2019). <i>Managing design: Conversations, Project Controls and best practices for commercial design and Construction Projects.</i> John Wiley & Sons, Inc.</p>	0%
14	Able to design appropriate design strategies to overcome complex design challenges and understand the role of design strategies in achieving business or communication goals.	<ol style="list-style-type: none"> 1. Able to design appropriate design strategies for certain design cases. 2. Able to explain the role of design strategy in achieving business or communication goals. 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Students attend lectures 2. Students are actively involved in discussions <p>Form of Assessment : Participatory Activities</p>	Lecture & Practice 2x50		<p>Material: Project Management Library: Best K. <i>Design Management: Managing Design Strategy, Process and Implementation.</i> New York: Ava Academia; 2006.</p> <hr/> <p>Material: Project Management References: LeFevre, M. (2019). <i>Managing design: Conversations, Project Controls and best practices for commercial design and Construction Projects.</i> John Wiley & Sons, Inc.</p>	0%

15	Able to design appropriate design strategies to overcome complex design challenges and understand the role of design strategies in achieving business or communication goals.	1. Able to design appropriate design strategies for certain design cases. 2. Able to explain the role of design strategy in achieving business or communication goals.	Criteria: 1. Students attend lectures 2. Students are actively involved in discussions Form of Assessment : Participatory Activities	Lecture & Practice 2x50		Material: Project Management Library: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006.</i> Material: Project Management References: <i>LeFevre, M. (2019). Managing design: Conversations, Project Controls and best practices for commercial design and Construction Projects. John Wiley & Sons, Inc.</i>	0%
16	Mastering the material taught at meetings 1-15 through the final semester exam (UAS)	Mastery of the material taught at meetings 1-15 is based on the results of the final semester exam (UAS).	Criteria: 1. Students attend lectures 2. Students are actively involved in discussions Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Practice 2x50		Material: Meeting Material 1-15 Reference: <i>Best K. Design Management: Managing Design Strategy, Process and Implementation. New York: Ava Academia; 2006.</i>	20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	72.5%
2.	Project Results Assessment / Product Assessment	10%
3.	Practice / Performance	10%
4.	Test	7.5%
		100%

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.**

