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

SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Visual Communication Design I		9024104008		**T=4**	**P=0**	**ECTS=6.36**	5	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	....	....	Marsudi, S.Pd., M.Pd.

Learning model	**Project Based Learning**

Program Learning Outcomes (PLO)	**PLO study program which is charged to the course**
	Program Objectives (PO)
	PLO-PO Matrix
	P.O
	PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Short Course Description	Providing theoretical knowledge about graphic symbols, their meaning and application as a visual communication language supported by basic knowledge about the Communication Process (Decoding and Encoding, Denotative and Connotative Meaning) and the Psychology of Perception (Gestalt principles) as a Visual Communication Design discourse as well as carrying out a series of training stages in the form of practical tasks for designing graphic symbols to meet various public information needs, including sign systems, event symbols, programs, events, product labels, including methods, techniques and creativity development from identifying needs, analyzing problems and then developing problem solving ideas to visualize it from an illustration pattern to a graphic symbol such as a pictogram and ideogram by utilizing the principles of visual aesthetic design (Nirmana) and considering the communicative power of the symbol (Signs and Meaning).

References	**Main :**
	1. - Zelansky& Fisher. 1984. Design, Principles and Problem. Holt, New York : Rinehart & Winston. - Widle, Judith &Ricahrd. 1991. Visual Literacy, a Conceptual Approach to Graphic Problem Solving. New York : WarsonmGuptill Publishing. -Arntson, Amy E. 1988. New York Graphic Design Basics. Orlando : Holt, Rinehart & Winston, Inc
	Supporters:

Supporting lecturer	Muh Ariffudin Islam, S.Sn., M.Sn. Nova Kristiana, S.Sn., M.Sn.

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	1. Lecture Contract 2. Preparation of Lecture Materials and Materials	1. Explain the meaning and role of DKV. 2. Explain visual language.	**Criteria:** -	Lectures, discussions and questions and answers. 4 X 50			0%
2	1. Able to understand the field of work of Visual Communication Design 2. Understand Visual Language	1. Explain the meaning and role of DKV. 2. Explain visual language.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
3	Able to understand Icons, Indexes and Symbols.	Can describe icons, indices and symbols.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
4	Able to understand Gestalt theory	Can describe Gestalt Theory.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
5	Able to understand Gestalt theory	Can describe Gestalt Theory.	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
6	Able to understand and design sign systems	Can describe the sign system	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
7	Able to understand and design sign systems	Can describe the sign system	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
8							0%
9	Able to understand and design simple visualizations	Can describe simple visualizations	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
10	Able to understand and design simple visualizations	Can describe simple visualizations	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
11	Able to understand and design regional identity	Can understand and design regional identity	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%

No	Sub-PO		Criteria	Forms of learning			Weight
12	Able to understand and design regional identity	Can understand and design regional identity	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
13	Able to understand and design a Site Plan	Can describe and design a Site Plan	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
14	Able to understand and design a Site Plan	Can describe and design a Site Plan	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
15	Able to understand and design a Site Plan	Can describe and design a Site Plan	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing	Lecture, question and answer, Exercise 4 X 50			0%
16	UAS	UAS	**Criteria:** 1.1. Conformity with the theme. 2.2. Unique and interesting 3.3. Original 4.4. Finishing 5.5. Presentation	UAS 4 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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.