



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
Visual Perception	9024102035		T=2 P=0 ECTS=3.18	3	July 18, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator
		Marsudi, S.Pd., M.Pd.

Learning model	Case Studies																																
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																
	Program Objectives (PO)																																
	PLO-PO Matrix																																
	<table border="1" style="margin: auto;"> <tr> <td style="width: 50px; height: 20px;">P.O</td> </tr> </table>	P.O																															
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Short Course Description	PO Matrix at the end of each learning stage (Sub-PO)																																
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 50px; height: 20px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> <td style="width: 20px;">5</td> <td style="width: 20px;">6</td> <td style="width: 20px;">7</td> <td style="width: 20px;">8</td> <td style="width: 20px;">9</td> <td style="width: 20px;">10</td> <td style="width: 20px;">11</td> <td style="width: 20px;">12</td> <td style="width: 20px;">13</td> <td style="width: 20px;">14</td> <td style="width: 20px;">15</td> <td style="width: 20px;">16</td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																	

Short Course Description Course to explain the diversity of human visual perception of a phenomenon, factors that influence perception, as well as psychological responses to color and other visual elements in a review of their function and application. The study materials provided are; visual environments and optics; lightness, brightness, contrast and constancy; color; attention; object perception; space perception. Lectures are delivered using concept teaching methods, with discussion strategies and literature searches.

References	<p>Main :</p> <ol style="list-style-type: none"> 1. Craw & Craw. 1980. An Outline of General Psychology. Little Adam & Co. 2. Nicholas Wade, Mike Swanston. 2012. Visual Perception: An Introduction. Psychology Press. 3. Nashbahry C. 2010. Psikologi Persepsi Dalam DKV. Padang: Uni Press Padang. 4. Rakhmat, Jalaluddin. Bandung. Psikologi Komunikasi. Bandung: PT. Remaja Rosdakarya. 5. Mulyana, Deddy. 2005. Ilmu Komunikasi : Sebuah Pengantar. Bandung: PT. Remaja Rosdakarya. 6. Sarwono, Sarlito, W. 2009. Pengantar Psikologi Umum. Jakarta: Rajawali Press. 7. Safanayong, Yongki. 2006. Desain Komunikasi Visual Terpadu. Jakarta: Arte Intermedia. <p>Supporters:</p>
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Supporting lecturer Asidigisianti Surya Patria, S.T., 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	Understand the basics of visual perception	1. Can explain the definition of visual perception 2. Can explain the occurrence of visual perception	Criteria: 1. Ability to understand material 2. Ability to answer questions	Lectures, discussions, questions and answers 2 X 50			0%
2	Understanding the psychological factors that determine human perception	Can explain the psychological factors that determine human perception	Criteria: Ability to understand material. Ability to answer questions	Lectures, discussions, questions and answers 2 X 50			0%
3	Understand the basics of Gestalt theory and its applications.	1. Can explain the definition of Gestalt 2. Can explain the beginning of the emergence of Gestalt 3. Can apply Gestalt theory	Criteria: Ability to understand Flexibility Punctuality Neatness Proportional Creativity Originality of work Composition	Lecture, discussion, question and answer, practice 2 X 50			0%
4	Understand the basics of Gestalt theory and its applications.	1. Can explain the definition of Gestalt 2. Can explain the beginning of the emergence of Gestalt 3. Can apply Gestalt theory	Criteria: Ability to understand Flexibility Punctuality Neatness Proportional Creativity Originality of work Composition	Lecture, discussion, question and answer, practice 2 X 50			0%

5	Understand the principles of visual organization in graphic design	Can explain the principles of visual organization in graphic design as a determining factor in perception.	Criteria: 1.Ability to understand material 2.Ability to apply theory	Lectures, discussions, questions and answers, practice 2 X 50			0%
6	Understanding color perception	1.Can explain color perception 2.Can classify the types of colors that influence human perception	Criteria: 1.Ability to understand material 2.Ability to explain 3.Presentation excellence	Lectures, discussions, questions and answers. 2 X 50			0%
7	Understanding Communication Theory and Media Perception	1.Can explain Communication theory 2.Can explain media perception 3.Can identify types of media perception	Criteria: 1.Ability to understand material 2.Ability to explain 3.Presentation skills	Lectures, discussions, questions and answers. 2 X 50			0%
8	UTS	UTS	Criteria: Originality Creativity According to Communication and Media Perception	UTS 2 X 50			0%
9	Understand Semiotics theory as a tool for interpreting graphic design work	1.Can explain the semiotic theory of Peirce and Saussure. 2.Can explain signs, symbols and messages 3.Can explain the mediation of the messenger	Criteria: Depth of applying Semiotics theory	Lectures, discussions, questions and answers, exercises. 2 X 50			0%
10	Understand Semiotics theory as a tool for interpreting graphic design work	1.Can explain the semiotic theory of Peirce and Saussure. 2.Can explain signs, symbols and messages 3.Can explain the mediation of the messenger	Criteria: Depth of applying Semiotics theory	Lectures, discussions, questions and answers, exercises. 2 X 50			0%
11	Understand code in mass communication and message models in graphic design	1.Can analyze code in mass media advertising 2.Can explain message models in graphic design work	Criteria: Suitability of the answer to the question given	Lectures, discussions, questions and answers, and 2 X 50 exercises			0%
12	Understand code in mass communication and message models in graphic design	1.Can analyze code in mass media advertising 2.Can explain message models in graphic design work	Criteria: Suitability of the answer to the question given	Lectures, discussions, questions and answers, and 2 X 50 exercises			0%
13	Understand planning, research, and organizing visual messages in efforts to convey messages	1.Can explain planning and research of visual messages 2.Can organize visual messages in graphic design work	Criteria: Suitability of the answer to the question given	Lectures, discussions, questions and answers, and 2 X 50 exercises			0%
14	Understand styles in graphic design and the various perceptions that arise	1.Can explain existing graphic design styles 2.Can classify types of graphic design styles 3.Can explain the perceptions that arise from the style used	Criteria: Depth of applying design style analysis	Lectures, discussions, questions and answers, and exercises. 2 X 50			0%
15	Understand styles in graphic design and the various perceptions that arise	1.Can explain existing graphic design styles 2.Can classify types of graphic design styles 3.Can explain the perceptions that arise from the style used	Criteria: Depth of applying design style analysis	Lectures, discussions, questions and answers, and exercises. 2 X 50			0%

16	UAS	Students can explain: 1. Psychological Theory of Visual Perception 2. Gestalt Theory 3. Theory of Visual Organizational Principles 4. Semiotic Theory of Graphic Design Style	Criteria: Answers match the questions and full marks are obtained if you do all the questions correctly	Written Test 2 X 50			0%
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Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
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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.**