**MODULE HANDBOOK**



# UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

| Module/Course | Student Workload | Credits | Semester | Frequency | Duration |
|---|---|---|---|---|---|
| Design and Visual Communication / 7020103008 | (3CU X 1.59 ECTS) X 28.49= 135.89 Workhours | 3 CU 4.77 ECTS | 3th / odd | Once Year | 14 x meetings |

| 1 | **Types of courses** Lectures Structured, Assignments, Independent Study | **Contact hours** (3CU X 1,59 ECTS) X{(50:170') X 28,49 Workhours= 39, 97 | **Independent Study** (3CU X 1,59 ECTS) X{(60:170') X 28,49 Workhours = 39, 97 | **Structured Study** (3CU X 1,59 ECTS) X{(60:170') X 28,51 Workhours= 63,95 | **Class size** **MAX 50 STUDENT** |
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| 2 | **Prerequisites for participation (if applicable)** |
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| 3 | **Program Learning outcomes** |
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PLO 1.A
Promote an attitude of devotion to God, love for the country, responsibility, and independence, as a reflection of the values of academic norms and ethics.

PLO 2.A
Apply logical, critical, and innovative thinking through the development of science and technology in their field of expertise.

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| | PLO 2.B<br>Able to show independent performance, quality, and prevent plagiarism in compiling the results of scientific field studies.<br><br>PLO 3.A<br>Able to produce message content for various communication purposes using various types of communication channels both conventional channels and digital channels that are beneficial to society and in accordance with applicable legal norms, social norms, and ethics.<br><br>PLO 3.B<br>Able to run communication programs through planning, implementation, and evaluation stages, in the management of conventional and digital media organizations.<br><br>PLO.4 A<br>Able to analyze the concepts, rules and processes of developing message content to achieve various communication objectives using various communication media. |
| | CLO : *Students are able to understand the basic concepts of visual communication design by combining aspects of graphic design element principles and creating visual works of graphic design software.* |
| 4 | **Subject aims/Content**<br>(learning objectives of the course/subject material)<br>1. Students are able to know about the basis of research and concepts in design.<br>2. Students are able to know about the basis of research and concepts in design.<br>3. Students are able to explain Visual Communication Design<br>4. Students are able to know about fundamentals of composition<br>5. Students are able to know about fundamentals of typography<br>6. Students are able to describe the development of graphic design in the digital era<br>7. Students are able to identify Vector and Bitmap<br>8. Mid semester exam<br>9. Students are able to identify Offset Printing and Digital Printing<br>10. Students are able to design logos<br>11. Students are able to design logos<br>12. Students are able to design Infographics<br>13. Students are able to create event flyers<br>14. Students are able to create create infographics on social media<br>15. Students are able to create infographics on social media instagaram |
| 5 | **Teaching methods**<br>*Lecture Course, Case Study.* |
| 6 | **Assessment methods**<br>*Product/Project, Participation, Assignment, Performance.* |
| 7 | **This module/course is used in the following study program/s as well** - |
| 8 | **Responsibility for module/course**<br>*Compulsory* |

| 9 | **Other information (References)** |
|---|---|
| | 1. Ari Kusnanto \|2007\|Pengantar Desain Komunikasi Visual<br>2. Murphy, John dan Michael Rowe \|1988\|<br>3. How to Design Trade Mark and Logos \|Ohio: North Light Books<br>4. Sadjiman Ebdi Sanyoto \|2006\| Metode Perancangan Komunikasi Visual\| Yogyakarta: Dimensi Press<br>5. Sihombing, Danton \|2001\|Typografi dalam Desain Grafis \| Jakarta: Gramedia Pustaka Utama<br>6. Suyanto, M \|2004\| Aplikasi Desain Grafis untuk Periklanan\| Yogyakarta: Penerbit Andi Offset<br>7. Kusmiati, dkk. 1999. Teori Desain Komunikasi Visual. Jakarta: Djambatan.<br>8. Triggs Teal. 1995. Communicating Design in Visual Communication. London: Basford Ltd<br>9. A century of Graphic Design, Jeremy Aynsley, Octopus publishing 2001 by Mitchell Beazley<br>10. Becoming a Graphic Designer, Steven Heller & Teresa Fernandes, John Wiley & sons, Inc 1999<br>11. Graphic Design 21st Century, Charlotte & Peter Fiell Taschen 2002<br>12. Design Literacy, Steven Heller, Allworth press, new york 2004<br>13. Design Elements, Timothy Samara, rockport publisher 2007 |