MODULE/COURSE HANDBOOK

Graphic Design I					
Module/ Course Title Graphic Design I	**Student Workload** 3 Credits x 16 meetings x 170 / 60 = 136 hours/ Semester	**Credits (ECTS)** 3 Credits x 1.59 = 4,77 ECTS	**Semester** 4	**Frequency** 16 meetings (include Mid-term Exam and Final Exam)	**Duration** 16 meetings
1	**Type of course** ● Experience ● Lecture-Lab ● Studio	**Practice Lecture** 28,55 x (3 Credits x 1.59) = 136,18 hours/Semester			**Class size** 30 students
2	**Prequisites for participation (if applicable)** Minimum computer application B				
3	**Learning outcomes (PLO+CLO)** PLO 4 Able to develop oneself sustainably and eager to collaborate. PLO 9 Capable of designing, implementing, and developing artistic skills to produce innovative works, media, and learning resources for educational and entrepreneurial purposes. CLO 1 Students can analyze tools, materials, media, basic techniques, and principles of graphic arts. CLO 2 Students are able to design and produce graphic design works by considering aesthetic value, function, and development opportunities as learning media or entrepreneurial products.				
4	**Subject aims/content** This course provides an understanding of the principles of compiling design components based on certain concepts for the purposes of graphic display and conveying information to the public. Students will learn various techniques in designing graphic design works, such as logos, business identities, book/magazine/cassette/CD covers, promotional calendars, and other visual media. Learning is carried out through theoretical and practical approaches, with a focus on creativity, aesthetics, and the use of graphic design software. Students are expected to be able to create graphic design works based on considerations of the function of expression and the function of supporting learning. In addition, students are encouraged to continue to develop themselves sustainably and collaborate in a creative work environment. Mastery of design techniques using various software is also an important aspect in supporting student professionalism in the graphic design industry. With a combination of theory and practice, students not only understand the basic concepts of graphic design, but are also able to develop innovative and communicative works. Through exploration of various visual media, students can produce designs that have aesthetic value, functionality, and relevance to the development of the creative industry and digital technology.				
5	**Teaching methods** Interactive lecture, **project-based learning**, role plays and simulations Guided instruction, project based learning				

6	**Assessment methods** Project assessment(Design), portfolios of students work, presentation Project assessment, portfolios of students work, written test, quiz
7	**This module is used in the following study program/s as well** Undergraduate program
8	**Module Coordinator** Dr. Asidigisianti Surya Patria, S.T., M.Pd. Aqim Amral Hukmi, S.Pd., M.Pd.
9	**Reference** Major 1. Harsari, R. N., Wahidiyat, M. P., Permanasari, D. E., Negoro, A. T., Sutarwiyasa, I. K., Mustikadara, I. S., ... & Judijanto, L. (2024). *Dasar-dasar Desain Grafis: Teori dan Panduan Dasar bagi Pemula*. PT. Sonpedia Publishing Indonesia. 2. Negoro, A. T., Murni, E. S., Saptaputra, E. H., Setiyoko, N., Yusa, I. M. M., Nurhadi, N., ... & Sutarwiyasa, I. K. (2024). *Buku Ajar Desain Grafis*. PT. Sonpedia Publishing Indonesia. 3. Nurdiansyah, D. (2024). *Desain Grafis Gen Z*. wawasan Ilmu. 4. Casofa, F., & Isa, A. (2022). *Gerbang Kreativitas: Jagat Desain Grafis*. Bumi Aksara. 5. Enterprise, J. (2021). *Desain grafis dengan canva untuk pemula*. Elex Media Komputindo. 6. Pratiwi, U. (2021). *Mudah belajar desain grafis dengan aplikasi Canva*. Diva Press. 7. Migotuwio, N. (2020). Desain Grafis: Kemarin, Kini, dan Nanti. Alinea Media Dipantara. 8. Solomon, C., Harvey, B., Kahn, K., Lieberman, H., Miller, M. L., Minsky, M., ... & Silverman, B. (2020). History of logo. Proceedings of the ACM on Programming Languages, 4(HOPL), 1-66. 9. Peltz, A. (2013). A Visual Turn: Comics and Art after the Graphic Novel. Art in Print, 2(6), 8–14. http://www.jstor.org/stable/43045499 10. Saunders, G. (2011). Street Art: Prints and Precedents. Art in Print, 1(3), 3–11. http://www.jstor.org/stable/43045221 11. Triggs, T. (2009). Designing Graphic Design History. Journal of Design History, 22(4), 325–340. http://www.jstor.org/stable/25653135 12. Mardikanto, 2005. Buku Ajar Seni Grafis. Surabaya : Unesa University Press 13. Bill Fick, Beth Grabowski. 2009. Printmaking: A Complete Guide to Materials and Processes. Laurence King Minor 1. Marianto, D, 1988. Seni Cetak Cukil Kayu, Kanisius, Yogyakarta. 2. Bernard Toale. 1992. Basic Printmaking Techniques. Davis Pubns 3. Hird, Kenneth F. 1982. Understanding Graphic Art. Cincinnati, Ohio : South-Western Publishing co Link 1. https://www.youtube.com/watch?v=Gn_gwWEx8lw 2. https://www.youtube.com/watch?v=RaSQA4uYEIY