

## MODULE/COURSE HANDBOOK

Exploration Project on Graphic Design								
Module/ Course Title	Student Workload	Credits (ECTS)	Semester	Frequency	Duration			
Exploration Project on Graphic Design	4 Credits x 16 meetings x 170 / 60 = 181,33 hours/Semester	4 Credits x 1.59 = 6,36 ECTS	7	16 meetings (include Mid-term Exam and Final Exam)	16 meetings			
1	<b>Type of course</b> <ul style="list-style-type: none"> <li>• Experience</li> <li>• Lecture-Lab</li> <li>• Studio</li> </ul>	<b>Practice Lecture</b> $28,55 \times (4 \text{ Credits} \times 1.59) = 181,57 \text{ hours/Semester}$			<b>Class size</b> 30 students			
2	<b>Prerequisites for participation (if applicable)</b> Two Dimensional Visual Art minimum B							
3	Learning outcomes (PLO+CLO) <p>PLO-3 Develop logical, critical, systematic and creative thinking when doing specific tasks in their area of competence and in compliance with the appropriate work competency requirements.</p> <p>PLO-4 Able to develop oneself sustainably and eager to collaborate.</p> <p>PLO-8 Capable of producing original and innovative works and effectively presenting them in a variety of forums, both independently and in collaboration.</p> <p>CLO-1 Students are able to analyze the needs and context of designing graphic works such as logos, business identities, book/magazine/cassette/CD covers, and promotional calendars, then design and produce effective and creative graphic design works.</p> <p>CLO-2 Students are able to analyze the latest developments in graphic design.</p> <p>CLO-3 Students are able to design the creation of graphic design works by utilizing new applications while effectively communicating artistic concepts through their works.</p>							
4	<b>Subject aims/content</b> This course covers the principles of compiling design components based on specific concepts for communication through mass media. Students will learn how to design various graphic design works in							

	<p>line with their chosen field of concentration, such as advertising, branding, digital media, or editorial design. The course emphasizes a practical approach, where students will apply design strategies to create graphic design works that effectively communicate messages to the audience. The course will culminate in an exhibition where students will showcase their final design projects.</p> <p>The course will explore key concepts in graphic design, starting with an introduction to design principles, such as composition, color theory, typography, and visual hierarchy. Students will learn how to apply these principles to create cohesive and effective designs for mass communication. The curriculum includes a focus on different design components, such as logos, posters, brochures, digital content, and web design, depending on the student's chosen concentration. Students will also be introduced to design tools and software, such as Adobe Illustrator, Photoshop, and InDesign, to produce professional-quality design works. Additionally, students will learn how to tailor their designs for various media formats, considering factors like resolution, scalability, and audience engagement.</p> <p>By the end of the course, students are expected to demonstrate proficiency in designing graphic works that align with specific communication objectives. Students will be able to apply design principles effectively to create visually compelling designs for various media platforms. They will showcase their ability to use industry-standard design tools and software to produce high-quality graphic designs. As a final output, students will present their completed graphic design projects in an exhibition, demonstrating their capability to create professional-grade work that effectively communicates a message to a target audience. The exhibition will reflect their understanding of the principles of design and their ability to execute a design concept from start to finish.</p>
5	<p><b>Teaching methods</b>            Interactive lecture, <b>project-based learning</b>, role plays and simulations              Guided instruction, project based learning</p>
6	<p><b>Assessment methods</b>            Project assessment(Design), portfolios of students work, presentation</p>
7	<p><b>This module is used in the following study program/s as well</b>            Undergraduate program</p>
8	<p><b>Module Coordinator</b>            Dr. Asidigisanti Surya Patria, S.T., M.Pd.            Aqim Amral Hukmi, S.Pd., M.Pd.</p>
9	<p><b>Reference</b>            Major</p> <ol style="list-style-type: none"> <li>1. Nurdiansyah, D. (2024). <i>Desain Grafis Gen Z</i>. wawasan Ilmu.</li> <li>2. Sofyan, A. F., &amp; Hidayat, T. (2020). <i>Komputer Grafis: Image Editing, Graphic Design, dan Page Layout: Contoh Kasus dengan Adobe Photoshop, Adobe Illustrator, dan Adobe InDesign</i>. Penerbit Andi.</li> <li>3. Müller-Roterberg, C. (2020). <i>Design thinking for dummies</i>. John Wiley &amp; Sons.</li> <li>4. Glaser, M. (2020). <i>Milton Glaser: graphic design</i>. Abrams.</li> <li>5. Kress, G., &amp; Van Leeuwen, T. (2020). <i>Reading images: The grammar of visual design</i>. Routledge.</li> <li>6. Migotuwio, N. (2020). <i>Desain grafis: Kemarin, kini, dan nanti</i>. Alinea Media Dipantara.</li> </ol>

7. 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>

8. Saunders, G. (2011). Street Art: Prints and Precedents. *Art in Print*, 1(3), 3–11. <http://www.jstor.org/stable/43045221>

9. Triggs, T. (2009). Designing Graphic Design History. *Journal of Design History*, 22(4), 325–340. <http://www.jstor.org/stable/25653135>

10. Mardikanto, 2005. *Buku Ajar Seni Grafis*. Surabaya : Unesa University Press

11. 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

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1. [https://www.youtube.com/watch?v=Gn\\_gwWEx8lw](https://www.youtube.com/watch?v=Gn_gwWEx8lw)

2. <https://www.youtube.com/watch?v=RaSQA4uYEIY>