MODULE/COURSE HANDBOOK

<table>
<tr><td colspan="6">Audio Visual</td></tr>
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<td>**Module/ Course Title**

Audio Visual</td>
<td>**Student Workload**

3 Credits x 16 meetings x 170 / 60 = 136 hours/ Semester</td>
<td>**Credits (ECTS)**

3 Credits x 1.59 = 4,77 ECTS</td>
<td>**Semester**

5</td>
<td>**Frequency**

16 meetings (include Mid-term Exam and Final Exam)</td>
<td>**Duration**

16 meetings</td>
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<td>1</td>
<td colspan="2">**Type of course**
● Experience
● Lecture-Lab
● Studio</td>
<td colspan="2">**Practice Lecture**

28,55 x (3 Credits x 1.59) = 136,18 hours/Semester</td>
<td>**Class size**

30 students</td>
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<td>2</td>
<td colspan="5">**Prequisites for participation (if applicable)**</td>
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<td>3</td>
<td colspan="5">PLO 4 Able to develop oneself sustainably and eager to collaborate.
PLO 6 Able to develop and execute a creative, innovative, and evaluative visual arts learning in accordance with student characteristics, within the implementation of ICT-based pedagogical competencies and management.

CLO 1 Students are able to develop technical and conceptual skills in developing audio-visual work production through a continuous learning process.
CLO 2 Students are able to design, produce, and edit audiovisual materials using appropriate software and equipment, while applying multimedia techniques to create works that are aesthetic and effective in the context of fine arts education.</td>
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<td>4</td>
<td colspan="5">**Subject aims/content**
This course provides an understanding of the characteristics of audio-visual media, the basics of communication technology, and the concepts and roles of audio-visual media in communication activities. Students will learn how audio-visual media functions in various communication settings and explore the significance of both static and dynamic media in modern communication. Emphasis will be placed on the application of these media forms in advertising, particularly within electronic media.

The topics covered in this course include an understanding of the various types of audio-visual media, including images, sound, and video, and how these elements are combined to create effective messaging. Additionally, students will learn the basics of communication technology that underpins the creation and distribution of audio-visual media, as well as the application of communication theories in advertising material creation. This course also covers the use of static and dynamic audio-visual media for advertising purposes across various electronic platforms, such as television, the internet, and social media.

As an output of this course, students are expected to master the fundamental principles of designing and producing effective audio-visual works for communication purposes. Students will be able to apply communication theories in designing advertisements using audio-visual media, as well as develop practical skills in using audio-visual design software. Students are also expected to be able to evaluate and</td>
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	analyze the effectiveness of audio-visual media in various communication contexts, particularly in the realm of advertising through electronic media.
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
7	**This module is used in the following study program/s as well** Undergraduate program
8	**Module Coordinator** Ika Anggun Camelia, S.Pd., M.Pd. Aqim Amral Hukmi, S.Pd., M.Pd.
9	**Reference** Major 1. Firdaus, M. H. S., Amna, S. A., Dewana, T. I., Mustofa, A. A., & Alvilutviansyah, M. (2024). *Design & Audiovisual Memahami dan Menguasai Multimedia*. PT. Penerbit Qriset Indonesia. 2. Maxwell, W. H. (2021). *Audio-Visual Aids To Educational Technology (Prabhat Prakashan): The Field Book: WH Maxwell Chronicles Adventures in the Field*. Prabhat Prakashan. 3. Arisona, S., Gibson, S., Leishman, D., & Tanaka, A. (2022). Live visuals: history, theory, practice. 4. Wahyuti, T. (2023). *Produksi Konten Digital*. PT Rekacipta Proxy Media. 5. Sikov, E. (2020). *Film studies: An introduction*. Columbia University Press. 6. de Oliveira Neto, J. D., Huang, W. D., & de Azevedo Melli, N. C. (2015). Online learning: audio or text? Educational Technology Research and Development, 63(4), 555–573. http://www.jstor.org/stable/24546636 7. Greenfield, P. M. (2009). Technology and Informal Education: What Is Taught, What Is Learned. Science, 323(5910), 69–71. http://www.jstor.org/stable/20177122 8. Herreid, C. F., & Schiller, N. A. (2013). Case Studies and the Flipped Classroom. Journal of College Science Teaching, 42(5), 62–66. http://www.jstor.org/stable/43631584 9. Davis and Wooler. 1990. The Grammer of Television Production. Berrie and Jenkins. 10. Halls, John. 1990. Visual Scrifting. London: Focal Press. Minor 1. Joseph M. Boggs, The Art of Wacthing Films, Benjamin/Cummings Publishing Company Inc., USA, 1978 2. Stewart Bronfeld, Writing for Film and Television, Simon & Schuster Inc., New York, 1981 3. Dana Hodgdon & Stuart M. Kaminsky, Basic Film Making, Arco Publisihing Inc., New York, 1981 4. J.B. Wahyudi, Teknologi Informasi dan Produksi Citra Bergerak, Gramedia, Jakarta, 1992 5. Susan ST Maur, The A – Z Video and Audio-Visual Jargon, Routledge & Keagan Paul, London and New York, 1986 6. P.C.S. Sutisno, Pedoman Praktis Penulisan Skenario Televisi dan Video. Grasindo, Jakarta, 1993 7. Heru Effendy, Mari Membuat Film : Panduan Menjadi Produser Edisi Kedua, Penerbit Erlangga, Jakarta : 2009