



Excellence in
Learning Innovation



COURSE HANDBOOK

B.A. in Visual and Communication Design

(B.A. in VCD)

Department of Art and Design
Faculty of Letter
Universitas Negeri Malang

2021 edition



Table Of Content

ABOUT THIS COURSE HANDBOOK

Overview Of Magister Of Arts In Arts Eduaction.....	1
Acreditation Status	1
Scientific Vision	1
Misions	2
Objectives	2
Graduate Profile	3
Intended Learning Outcomes	3
Curricular Structure And Course Distribution	3

COURSE DESCRIPTION

A. Basic Courses On Character Development	8
B. Courses On Subject Matter And Expertise	22
1. Scientific Courses	22
2. Skill-Based Courses	41
3. Elective Courses And Transdisciplinary Courses	56
C. Designer’s Elective Courses	78
D. Creativepreneur Elective Courses	81
E. Research Elective Courses	84

ABOUT THIS COURSE HANDBOOK

This course handbook provides information about the curriculum of the Bachelor Program in Visual and Communication Design, Department of Art and Design, Faculty of Letters, State University of Malang (UM). The handbook is in two parts. The first section provides an overview of the program, accreditation status, vision, mission and objectives, graduate profile, desired learning outcomes (ILO), and program curriculum. The second part is the main content of the handbook. It contains a description of each course in the program curriculum, an overview of the course, expected learning outcomes, and teaching and assessment methods.

Overview Of Bachelor of Arts In Visual and Communication Design

Externally, the 21st century demands the packaging of the study program curriculum according to the demands of the advertising, broadcasting, creative industry and other industries that are correlated with visual communication design which is packaged according to the development of the Industrial Revolution 4.0. Life in the 21st century requires capable students to solve problems critically and find solutions creatively, through collaborative work and effective communication skills. On that basis, the 2020 Visual Communication Design Study Program curriculum was prepared.

The flow of the preparation of the 2018 Visual Communication Design Study Program Curriculum begins with the formulation of a graduate profile, the preparation of the Standard of Graduates Learning Outcomes (SCPL), the preparation of the SCPL matrix and subjects to reduce the number of courses and the weight of credits. The compilation of PBI graduate profiles begins with an FGD with graduate users and the tracer study results of the Visual Communication Design Study Program graduates. The preparation of the SCPL for the Visual Communication Design study program was carried out by utilizing the formulation of learning outcomes (SCPL) from the National Higher Education Standards (SNDIKTI), the formulation of learning outcomes for the association / association of study programs such as ASPRODKVI, ADGI, AIDIA, and the results of discussions with the Study Program Curriculum team. In the 2020 curriculum, changes were made, namely the element of increasing student capability and accommodating an independent curriculum in order to improve the quality and capability of students. Subject naming and credit weight are based on the SCPL matrix and field of study. The subjects that have been formed are described in the form of learning materials referring to the SCPL and CPMK (course learning outcomes).

Based on the explanation above, a competency and capability-based Visual Communication Design curriculum was compiled so that the graduates of the study program are expected to be able to keep up with the demands of the era and the advancement of science and technology, be able to work and create work skillfully and creatively and not just wait for job

opportunities from institutions and industries, but also initiate the creation of a creative industry. The Visual Communication Design Study Program seeks to deliver and equip its students to create and innovate in the field of Visual Communication Design to improve the quality of Indonesia's creative industry in the 21st century.

Accreditation Status

Based on the National Accreditation Board for Higher Education Decree Number 3209 / SK / BAN-PT / AKRED / S / IX / 2017, the Visual and Communication Design Bachelor Program has been accredited A valid until 5 September 2022.

Scientific Vision

The Visual Communication Design Study Program possesses a vision to become a superior and competitive study program in the international scope by 2025 by developing science in the fields of design, socio-cultural design and design engineering which emphasizes solving various problems in the form of designs, visual communication design business management, and research and development to produce skilled and innovative graduates in the field of visual communication design.

Missions

Visual Communication Design Study Program, Faculty of Letters, Universitas Negeri Malang or abbreviated as DKV FS-UM has a mission to become a superior study program and become a reference in the process of organizing the *Tridarma* of Higher Education in the field of visual communication design oriented to local culture and the utilization of information technology which considers the values humanity. In detail, the mission of the Visual Communication Design Study Program, Faculty of Letters, Universitas Negeri Malang is to prepare undergraduate students to meet their professional needs as designers, creativepreneurs and researchers by:

- a. Organizing education and learning Visual Communication Design which is student-centered using an effective learning approach and optimizing the use of technology.
- b. Conducting research in the field of Visual Communication Design, whose findings are beneficial for the development of knowledge and the quality of learning
- c. Conducting community service activities in the field of Visual Communication Design which are oriented towards community empowerment.

Objectives

The objectives of Visual Communication Design Study Program, Department of Art and Design, Faculty of Letters, Universitas Negeri Malang (DKV JSD FS-UM) are as follows:

- a. To produce smart, religious, noble, independent, and capable graduates who are able to develop professionally as designers, creativepreneurs and researchers in the field of visual communication design,

- b. To produce superior scientific and creative works which become references related to the theme of designers, creativepreneurs and researchers in the field of visual communication design,
- c. To produce community service works through the application of the theme of designers, creativepreneurs and researchers in the field of visual communication design.

Graduate Profile

The graduates of Visual Communication Design Study Program, Department of Art and Design, Faculty of Letters, Universitas Negeri Malang are prepared to become Bachelor of Design in the field of Visual Communication Design which possess managerial qualities that are responsive to the modern era and responsive to eastern rules and norms and have the ability to respond to environmental problems visualized in the work communication design field selected.

Intended Learning Outcomes

1. Having the knowledge and ability to display behavior as religious citizens who love the country, nation, and Indonesian culture based on the spirit of Pancasila, and have independence in working innovatively, adaptively and critically in accordance with global dynamics.
2. Having knowledge of design thinking to support the process of creating visual communication designs according to the concept of target audience and client requests.
3. Having knowledge of the design process to solve various problems through visual communication design work.
4. Having knowledge of human resource management and having an optimistic and creative attitude while performing in the field of visual communication design.
5. Having knowledge to innovate and be responsive to developments in science and technology in creating products and marketing them in the field of visual communication design.
6. Having knowledge of intra-disciplinary, inter-disciplinary, and multi-disciplinary analysis to solve problems in the field of visual communication design
7. Having knowledge of ethics and manners in writing scientific papers to improve the quality of publications in reputable scientific meetings and journals.

Curricular Structure and Course Distribution

NO	CODE	COURSE	CDT	HR	SEMESTER							
					1	2	3	4	5	6	7	8
A. BASIC COURSES ON CHARACTER DEVELOPMENT												
1	UNIVUM6001	Education on Islamic *	3	3								
2	UNIVUM6002	Education on Christianity *	3	3								
3	UNIVUM6003	Education on Catholic *	3	3								
4	UNIVUM6004	Education on Hindu *	3	3								
5	UNIVUM6005	Education on Buddhist *	3	3								
6	UNIVUM6006	Education on Konghuchu *	3	3								
7	UNIVUM6007	<i>Pancasila</i> Education	2	2		2						
8	UNIVUM6008	Civics Education	2	2			2					
9	UNIVUM6009	Indonesian for Scientific Purposes	2	2			2					
10	UNIVUM6010	Innovation Management	3	3				3				
			12									
B. COURSES ON SUBJECT MATTER AND EXPERTISE												
1. Scientific Courses												
11	FSASUM6001	Language and Art Appreciation	2	2	2							
12	FSASUM6002	Language and Art Entrepreneurship	2	2		2						
13	DKVIUM6001	Communication Studies	2	2	2							
14	DKVIUM6038	Basic Design 2D	3	4	3							
15	DKVIUM6039	Basic Design 3D	3	4		3						
16	DKVIUM6040	Aesthetics	2	2	2							
17	DKVIUM6003	Sketch Drawing	3	4	3							
18	DKVIUM6004	Typography	3	4		3						
19	DKVIUM6005	Technical Drawing	3	4		3						
20	DKVIUM6041	Photography	3	4	3							
21	DKVIUM6042	Videography	3	4		3						

22	DKVIUM6046	Design Studies	2	2	2							
23	DKVIUM6009	Design Method	2	2			2					
24	DKVIUM6010	Reprographic Method	3	4			3					
25	DKVIUM6011	Advertising Management	2	2		2						
26	DKVIUM6012	Entrepreneurship	2	3		2						
27	DKVIUM6043	Research Methodology	3	4				3				
28	DKVIUM6044	Research Proposal	3	4						3		
29	DKVIUM6013	Semiotics	2	2	2							
			48									
2. Skill-Based Courses												
30	DKVIUM6014	Language and Visual Sign Systems	4	6			4					
31	DKVIUM6015	Corporate Identity	4	6				4				
32	DKVIUM6016	Layout Media	4	6					4			
33	DKVIUM6017	Product Positioning	4	6						4		
34	DKVIUM6018	Portfolio	4	6							4	
35	DKVIUM6019	Copywriting	3	4			3					
36	DKVIUM6020	Visual Merchandising	3	4				3				
43	DKVIUM6021	Product Packaging Design	3	4					3			
37	DKVIUM6022	Visual Culture	3	4		3						
38	DKVIUM6028	Exhibition Management	4	4						4		
39	DKVIUM6100	Thesis	6	-							6	
40	UPLPUM6090	Internship	4	-							4	
41	UKKNUM6090	Community Service	4	-							4	
			50									
3. Elective Courses and Transdisciplinary Courses												
42	DKVIUM6006	Illustration		4								
43	DKVIUM6048	Videography Design	3	4								
44	DKVIUM6064	Basic Computer Graphics	2	3				2				
45	DKVIUM6023	Interactive Multimedia	3	4			3					
46	DKVIUM6024	Web Design	3	4				3				

47	DKVIUM6025	Video Editing	3	4				3				
48	DKVIUM6026	Animation	3	4								
49	DKVIUM6027	Media Creative	3	4								
50	DKVIUM6047	Photography Design	3	4			3					
51	DKVIUM6049	Model Photography	3	4			3					
52	DKVIUM6050	Product Photography	3	4			3					
53	DKVIUM6051	Service Photography	3	4				3				
54	DKVIUM6052	Video Advertising	3	4			3					
55	DKVIUM6053	Commercial Video	3	4			3					
56	DKVIUM6054	Documentary Video	3	4				3				
57	DKVIUM6055	Applied Typography	3	4			3					
58	DKVIUM6056	Digital Publishing	3	4			3					
59	DKVIUM6057	Digital Engineering	3	4				3				
60	DKVIUM6058	Traditional Reprographic Methods	3	4			3					
61	DKVIUM6059	Indoors and Outdoors Reprographic Methods	3	4			3					
62	DKVIUM6060	3D Reprographic Methods	3	4				3				
63	DKVIUM6061	Persuasive Communication Design	3	4			3					
64	DKVIUM6062	Design Interpretation	3	4			3					
65	DKVIUM6063	Design Discourse	3	4				3				
C. DESIGNER'S ELECTIVE COURSES												
66	DKVIUM6029	Visual Branding : commercial project	3	4				3				
67	DKVIUM6030	Visual Branding : non-commercial project	3	4				3				
68	DKVIUM6031	Visual Branding : initiative project	4	6					4			
D. CREATIVEPRENEUR ELECTIVE COURSES												
69	DKVIUM6032	Business planning	3	4				3				
70	DKVIUM6033	Product and Service Business	3	4				3				
71	DKVIUM6034	Marketing Media	4	6					4			
E. RESEARCH ELECTIVE COURSES												
72	DKVIUM6035	Media Concept Research	3	4				3				
73	DKVIUM6036	Media Message Research	3	4				3				
74	DKVIUM6037	Target Audience Research	4	6					4			

F. TRANSDISCIPLINARY COURSES												
75	DKVIUM6006	Illustration		4								
76	DKVIUM6048	Videography Design	3	4								
77	DKVIUM6064	Basic Computer Graphics	2	3				2				
78	DKVIUM6023	Interactive Multimedia	3	4			3					
79	DKVIUM6024	Web Design	3	4				3				
80	DKVIUM6025	Video Editing	3	4				3				
81	DKVIUM6026	Animation	3	4								
82	DKVIUM6027	Media Creative	3	4								
83	DKVIUM6047	Photography Design	3	4			3					
84	DKVIUM6049	Model Photography	3	4			3					
85	DKVIUM6050	Product Photography	3	4				3				
86	DKVIUM6051	Service Photography	3	4					3			
87	DKVIUM6052	Video Advertising	3	4			3					
88	DKVIUM6053	Commercial Video	3	4				3				
89	DKVIUM6054	Documentary Video	3	4					3			
90	DKVIUM6055	Applied Typography	3	4			3					
91	DKVIUM6056	Digital Publishing	3	4				3				
92	DKVIUM6057	Digital Engineering	3	4					3			
93	DKVIUM6058	Traditional Reprographic Methods	3	4			3					
94	DKVIUM6059	Indoors and Outdoors Reprographic Methods	3	4				3				
95	DKVIUM6060	3D Reprographic Methods	3	4					3			
96	DKVIUM6061	Persuasive Communication Design	3	4			3					
97	DKVIUM6062	Design Interpretation	3	4				3				
98	DKVIUM6063	Design Discourse	3	4					3			

*Religion Courses

**Transdisciplinary Courses

Courses that can be replaced with the University/Faculty Transdisciplinary Courses

COURSE DESCRIPTION

A. BASIC COURSES ON CHARACTER DEVELOPMENT

EDUCATION ON ISLAM						
module	code	student workload	credits	semester	frequency	duration
UNIVUM6001		123 hours	(according to ECTS) 4.92	1 or 2	each semester	1 semester
1	Types of courses Lectures		contact hours 35 hours	independent study 88 hours	class size 40 students	
2	Prerequisites for participation: N/A					
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.					
4	Subject aims Students are able to: <ol style="list-style-type: none"> 1. analyze the concept and theory of Allah and human relations in a responsible, logical, critical, and systematic manner, and apply the results of the analysis in living in society 2. analyze sources and dimensions of Islamic law with critical and logical contributions in improving the quality of life, and apply the analysis in living in society 3. evaluate the application of morals and science as considerations for making appropriate decisions in resolving contemporary issues in the environment Contents: <ol style="list-style-type: none"> 1. Doctrines of Faith 2. Humans in the Conception of Islam 3. Formation Pillars for a Good Character 4. Islamic Law and Differences in Sects (Mazhab) 5. Marriage as a Facility for Achieving a Blessed Family 6. Islamic Morals and Its Role in Societal Development 7. Dynamics of Islamic Culture and Civilization 8. Corruption and Its Eradication in the Islamic Viewpoint 9. Economic System and Work Ethics in Islam 10. Politics and National Appreciation in the Islamic Perspective 11. Modern Islamic Movements and Organizations in Indonesia 12. Jihad, Religious Radicalism, and Moderate Muslims 13. Women and Feminism in the Islamic Perspective 					
5	Teaching methods Lectures, mentoring, worship development activities, Al Quran reading instruction					
6	Assessment methods Worship and Al Quran reading development activities					

	Volunteer work Participation Structured assignments Midterm examination Final examination
7	This module is used in the following degree programmes as well All S1 Degree
8	Responsibility for module Dr. Lilik Nur Kholidah, M.Pd.I
9	Other information, references Nasih, A Munjin. dkk. 2016. Menyemai Islam Ramah di Perguruan Tinggi. Malang: Dream Litera Nata, Abudin. 2002. Akhlaq Tasawuf. Jakarta: Rajawali Press Shihab, Quraish. 1996. Wawasan Al-Qur'an. Bandung: Mizan Tim Dosen PAI UM, 2018. Pendidikan Islam Transformatif: Menuju Pengembangan Pribadi Berkarakter. Malang: Dream Litera. Berita di internet yang relevan

EDUCATION ON CATHOLIC						
module	code	student workload	credits (according to ECTS)	semester	frequency	duration
	UNIVUM6001	123 hours	4.92	1 or 2	each semester	1 semester
1	Types of courses Lectures		contact hours 35 hours		independent study 88 hours	class size 40 students
2	Prerequisites for participation: N/A					
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.					
4	Subject aims Students are able to: <ol style="list-style-type: none"> analyze the presence of the blessings of Allah, as well as the origins and living objectives of humanity as the image of Allah who is faithful to the Holy Trinity of Allah analyze the presence of Jesus as divine revelation and executor for the salvation of humanity exhibit the attitudes and behaviors of a person with faith and pure conscience present oneself for mutual prosperity based on the Pancasila Contents: <ol style="list-style-type: none"> The call to Allah through the Lord Jesus The role of Jesus in family living The role of Jesus in living history Instilling the five tasks of the church and the seven sacraments Application of religious living in harmony with the spirit of Pancasila 					
5	Teaching methods Lectures					

6	Assessment methods 25% Assignments 25% Midterm examination 50% Final examination
7	This module is used in the following degree programmes as well All S1 Degree
8	Responsibility for module Dr. Paulus Teguh Kusbiantoro , Lic. Th.
9	Other information, references Magnis-Suseno, F. 2019. Katolik Itu Apa? Sosok – Ajaran – Kesaksiannya. Yogyakarta: Kanisius. Magnis-Suseno, F. 2004. Menjadi Saksi Kristus di Tengah Masyarakat Majemuk. Jakarta: Obor. Koferensi Wali Gereja Indonesia. 2009. Kompendium Katekismus Gereja Katolik. Yogyakarta: Kanisius Heuken, A. 2002. Spiritualitas Kristiani: Pemekaran Hidup Rohani Selama Dua Puluh Abad. Jakarta: Yayasan Cipta Loka Caraka. Bieger, E. 1997. Das Kirchenjahr. Zum Nachschlagen. Entstehung – Bedeutung – Brauchtum, Kevelaer, Verlag Butzon & Bercker. Departemen Dokumentasi dan Penerangan KWI, 2009, Dokumen Konsili Vatikan, Jakarta: Obor. Ratzinger, J.K. 1997. Vom Wiederauffinden der Mitte. Grundorientierungen, Freiburg im Breisgau, Verlag Herder. Departemen Dokumentasi dan Penerangan KWI. 2003. Ecclesia de Eucharistia: Ekaristi dan Hubungannya dengan Gereja. Jakarta: Dokpen KWI. Departemen Dokumentasi dan Penerangan KWI. 2008. Yesus Kristus Pembawa Air Hidup: Sebuah Refleksi Kristiani Tentang Newage, Jakarta: Dokpen KWI. Departemen Dokumentasi dan Penerangan KWI. 2018. Gaudete Et Exultate. Bersukacita Dan Bergembiralah. Jakarta: Dokpen KWI. Departemen Dokumentasi dan Penerangan KWI. 1995. De Liturgia Romana Et Inculturatione: Liturgi Romawi dan Inkulturasi. Jakarta: Dokpen KWI.

EDUCATION ON PROTESTANT					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
UNIVUM6001	123 hours	4.92	1 or 2	each semester	1 semester
1	Types of courses Lectures		contact hours 35 hours	independent study 88 hours	class size 40 students
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims Students are able to: 1. analyze properly the concepts, objectives, and basic principles of the Christian faith according to what is stated in the Bible				

	<p>2. analyze various phenomena in life in the perspective of the faith</p> <p>3. develop creatively attitudes and behaviors that foster faith and confidence in Allah</p> <p>4. apply ethics of social living according to Christian teachings in national and cultural living</p> <p>Contents:</p> <p>1. Declaration of Allah</p> <p>2. Recognition of Allah</p> <p>3. The Trinity of Allah</p> <p>4. Faith in the Christian perspective</p> <p>5. Persekutuan</p>
5	<p>Teaching methods</p> <p>Lectures, project-based learning, volunteer work</p>
6	<p>Assessment methods</p> <p>20% Active participation</p> <p>20% Assignments</p> <p>30% Midterm examination</p> <p>30% Final examination</p>
7	<p>This module is used in the following degree programmes as well</p> <p>All S1 Degree</p>
8	<p>Responsibility for module</p> <p>Leonardes Agustiadi, M.Th.</p>
9	<p>Other information, references</p> <p>Alkitab, LAI</p> <p>http://l1dikti12.ristekdikti.go.id/2016/12/06/buku-wajib-mkdu-terbitan-ditjen-belmawa-kemenristekdikti-2016.html</p> <p>Hadiwijono, Harun. 1990. Iman Kristen. Jakarta: PT. BPK Gunung Mulia.</p> <p>R. C. Sproul. 2008. Defending Your Faith. Malang: SAAT.</p> <p>Widjaya, Bambang H. 2014. Pola Hidup dalam Kerajaan Allah. Surabaya: Yayasan Masa Depan Cerah.</p> <p>Budijanto, Bambang dkk. 2018. Dinamika Spiritualitas Generasi Muda Kristen Indonesia. Jakarta: Yayasan Bilangan Research Center.</p> <p>Prince, Derek. 1993. Doa dan Puasa untuk Menentukan Masa Depan. Jakarta: Yayasan Perikabaran Injil Immanuel.</p> <p>Brill, J. Wesley. 1996. Dasar yang Teguh. Bandung: Yayasan Kalam Hidup.</p> <p>Halim, Makmur. 2010. Diklat Ilmu Agama Suku, Batu-Malang: STT Institiut Injil Indonesia.</p> <p>Warren, Rick. 2005. The Purpose Driven Life. Malang: Gandum Mas.</p> <p>Relevant journal articles.</p>

EDUCATION ON HINDU						
module code	student workload	credits (according to ECTS)	semester	frequency	duration	
UNIVUM6001	123 hours	4.92	1 or 2	each semester	1 semester	
1	Types of courses Lectures	contact hours 35 hours	independent study 88 hours	class size 40 students		
2	Prerequisites for participation: N/A					
3	Learning outcomes					

	To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.
4	<p>Subject aims Students are able to:</p> <ol style="list-style-type: none"> 1. understand the objectives and functions of Hindu Education in the formation of character and personality 2. analyze the essence of the Hindu religion from the perspectives of Hindu religion development, Hindu legal sources, Hindu leadership, and Hindu ethical teachings 3. demonstrate attitudes and behaviors that reflect the instilling of Hindu teachings 4. communicate Hindu teachings to public discourse in resolving social and public issues through popular approaches or scientific formulations 5. apply the values in Hindu teachings in creating professionalism and integrity, and maintaining the diversity of Indonesia <p>Contents:</p> <ol style="list-style-type: none"> 1. Objectives and functions of the General Course of Hindu Education in forming the basis of a humane personality for students 2. Essence of the Hindu religion from the perspectives of Hindu developmental history, theology, legal sources, leadership, and moral structure 3. Instilling of Hindu teachings through art and religious practices 4. Creation of conscience and harmony in developing professionalism and maintaining diversity.
5	<p>Teaching methods Lectures, discussions, presentations, project-based learning (video) lectures, discussions, presentations, project-based learning (video)</p>
6	<p>Assessment methods</p> <ol style="list-style-type: none"> 1. Assignments (individual/group) in paper form (15%) 2. Presentations (20%) 3. Midterm examination (20%) 4. Contributions to group discussion activities (10%) 5. Final examination (20%) 6. Peer review (5%) 7. Attitude (10%)
7	<p>This module is used in the following degree programmes as well All S1 Degree</p>
8	<p>Responsibility for module Dr. I Nengah Parta, M.Si</p>
9	<p>Other information, references Bahan Ajar Mata Kuliah Umum Pendidikan Agama Hindu. 2016. Jakarta: Direktorat Jenderal Pembelajaran dan Kemahasiswaan Kementerian Riset, Teknologi dan Pendidikan Tinggi Donder, I Ketut. 2001. Brahma Widya: Teologi Kasih Semesta. Surabaya: Paramita. Maswinara, I Wayan. 1999. Sistem Filsafat Hindu (Sarva Darsána Saṁgraha). Surabaya: Paramita. Mehta, Rohit. 2007. The Call of The Upanisad. Alih Bahasa Oleh Tjok Rai Sudharta. Denpasar: Sarad. Prakaś Saraswati, Swāmī Satya. 1996. Patanjali Rāja Yoga. Alih Bahasa Oleh: Polak, J.B.A.F.</p>

<p>Surabaya: Paramita Pudja, Gede., Rai Sudharta. 1977. Manawa Dharma Sastra. Jakarta: Junasco. Vivekananda, Svami. 2001. Wedānta: Gema Kebebasan. Alih Bahasa oleh Kamajaya, I Gede., Sanjaya, Oka. Surabaya: Paramita. Zaehner, R.C. 1992. Kebijaksanaan Dari Timur: Beberapa Aspek Pemikiran Hinduisme. Jakarta: Gramedia Pustaka Utama.</p>
--

EDUCATION ON BUDDHIST					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
UNIVUM6001	123 hours	4.92	1 or 2	each semester	1 semester
1	Types of courses Lectures	contact hours 35 hours	independent study 88 hours	class size 40 students	
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims Students are able to: <ol style="list-style-type: none"> analyze the objectives and functions of Buddhist education in forming character and possessing a noble nature analyze the contents of the Tripitaka holy book as the source of Buddhist religious teachings demonstrate attitudes and behaviors that reflect the positive values of the development history of Indonesian Buddhism as well as Buddhism in the world demonstrate attitudes and behaviors that respect other religions based on the teachings of compassion according to principles of moral ethics (<i>catur paramitha</i>) apply the principles of leadership taught by the Buddha (<i>Dasa Raja Dhamma</i>) develop the instilling of religious teachings through religious practices (<i>athasila</i>) Contents: <ol style="list-style-type: none"> The holy book of Tripitaka Positive values in the development of Buddhism Pillars of Asoka, Bhineka Tunggal Ika, Dhammapada (183) The leadership principles of the Buddha / <i>Dasa Raja Dhamma</i> <i>Catur Paramitha</i> <i>Athasila</i> / Buddhist Pancasila <i>Dana Paramitha</i> (Becoming a generous person) <i>Sadha</i> / Faith <ul style="list-style-type: none"> The One and Supreme God (Udana 8 Chapter III) Buddha, Dhamma, and Sangha Formation of character and nature with <ul style="list-style-type: none"> Intelligent ideas Broad insights A sincere heart 				

5	Teaching methods Lectures, discussions, student presentations
6	Assessment methods Active participation Worship development activities Structured assignments Midterm examination Final examination
7	This module is used in the following degree programmes as well All S1 Degree
8	Responsibility for module Yatmi, S.Ag,M.Pd.B
9	Other information, references Kirthisinghe, Buddhadasa P. 1995. Agama Buddha dan Ilmu Pengetahuan Materi Kuliah Sejarah Perkembangan Agama Buddha. 2003. Jakarta: Dewi Kayana Abadi. Diputhesa, Oka. 2010. Sutta Pittaka Dhiga Nikaya. Jakarta: Danau Batur Tjeng Ing, M. William. 2002. Kamus Sanskrit Inggris Indonesia. Jakarta: Lembaga Penerjemah Kitab Suci Tripitaka Bodhi, Bhikku. 2009. Tripitaka: Tematik Sabda Buddha dalam Kitab Suci Pali Kaharudin. Pandit Jinaratana PERVITUB I. 2004. Rangkaian Dhamma. Dhammananda, Sri Karaniya. 2004. Keyakinan Umat Buddha

EDUCATION ON CONFUCIANISM					
module code	student workload	credits (according to ECTS)	semester	frequency each semester	duration
UNIVUM6014	123 hours	4.92	1 or 2		1 semester
1	Types of courses Lectures		contact hours 35 hours	independent study 88 hours	class size 40 students
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims Students are able to: <ol style="list-style-type: none"> 4. Explain the history of Confucianism 5. Apply the values of Confucianism teaching. 6. Perceive and implement Holy Path as taught by the Great Learning (Thai Hak) Contents: <ol style="list-style-type: none"> 14. The History of Confucianism 15. The Holy Book of Confucianism 16. Holy Path 17. The Beginning and End of an Affair 				

	18. Building up ourselves 19. The Concept of God the Ultimate 20. The Procedure of Worship and the Religious Holidays in Confucianism 21. The Religion Purpose and Objectives 22. The Difference among Religious Community
5	Teaching methods Lectures, mentoring, case studies, group discussion
6	Assessment methods Class Participation Structured assignments Midterm examination Final examination
7	This module is used in the following degree programmes as well All S1 (Bachelor) Degree Level
8	Responsibility for module Dr. M. Khusairi
9	Other information, references <ol style="list-style-type: none"> 1. A,S, Markus. 2005. Samkok, Jakarta: PT Bhuana Ilmu Populer. 2. Arif, Oesman. 2007. "Negara Hukum Berlandaskan Kebajikan dan Keadilan menurut Filsafat Xun Zi". SGSK:30.2007.Nomor Sien Cia 2558. Solo: Mataklin. 3. Covey, Stephen R. 1994. 7 Kebiasaan Manusia yang sangat efektif: Jakarta: Binarupa Aksara. 4. Kementrian Pendidikan Nasional. 2008. Kerangka Acuan Pendidikan Karakter Tahun Anggaran 2010. Jakarta: Direktorat Ketenagaan, Direktorat Jenderal Pendidikan Tinggi. 5. Kho, Adam. 2008. I am Gifted So Are You. Jakarta: Elexmedia Komputido. 6. Liem, Liang Gie. Agama Khonghucu dan Filsafat Konfucianisme. 7. Majelis Agama Khonghucu Indonesia Cirebon. 2011. Da Xue Pin Yin. 8. Majelis Agama Khonghucu Indonesia Cirebon. 2011. Luan Yu Pin Yin. 9. Tockary, RIP 2001. Kumpulan Tulisan. The House of Ru. 10. Yu, Dan. 2009. 100 Hati Satu Hati. Jakarta: Gerbang Kebajikan Ru.

PANCASILA EDUCATION					
module code	student workload	credits	semester	frequency	duration
UNIVUM6007	123 hours	(according to ECTS) 4.92	1 or 2	each semester	1 semester
1	Types of courses Lectures	contact hours 35 hours	independent study 88 hours	class size 40 students	
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims Students are able to: <ol style="list-style-type: none"> 1. analyze the important meaning of Pancasila Education 2. analyze the Pancasila in the course of national history 				

	<ol style="list-style-type: none"> 3. analyze the Pancasila as a national basis 4. analyze the Pancasila as a state ideology 5. analyze the Pancasila as a philosophical system 6. evaluate the Pancasila as a system of ethics 7. evaluate the Pancasila as the basic value of knowledge development 8. demonstrate attitudes and behaviors that reflect the values of Pancasila 9. implement the values of Pancasila in everyday life <p>Contents:</p> <ol style="list-style-type: none"> 1. Analysis of the important meaning of Pancasila Education 2. Analysis of the Pancasila in the course of national history 3. Analysis of the Pancasila as a national basis 4. Analysis of the Pancasila as a state ideology 5. Analysis of the Pancasila as a philosophical system 6. Demonstration of ethics based on the values of the Pancasila 7. Evaluation of the Pancasila as the basic value of knowledge development
5	<p>Teaching methods Lectures, discussions, observations</p>
6	<p>Assessment methods Assessment methods:</p> <ol style="list-style-type: none"> 1. Attitude 15% 2. Participation 15% 3. Assignments 20% 4. Midterm examination 25% 5. Final examination 25%
7	<p>This module is used in the following degree programmes as well All S1 Degree</p>
8	<p>Responsibility for module Muhammad Mujtaba Habibi, S.Pd, M.AP</p>
9	<p>Other information, references Dirjen Belmawa Ristekdikti. 2016. Pendidikan Pancasila untuk Perguruan Tinggi. Cetakan I. Jakarta: Dirjen Belmawa Ristekdikti Abdulgani, Roeslan. 1979. Pengembangan Pancasila Di Indonesia. Jakarta: Yayasan Idayu. Aiken, H. D. 2009. Abad Ideologi, Yogyakarta: Penerbit Relief. Ali, As'ad Said. 2009. Negara Pancasila Jalan Kemaslahatan Berbangsa. Jakarta: Pustaka LP3ES. Asdi, Endang Daruni. 2003. Manusia Seutuhnya Dalam Moral Pancasila. Jogjakarta: Pustaka Raja. Bahar, Saafroedin, et. al. 1995. Risalah Sidang Badan Penyelidik Usaha-Usaha Persiapan Kemerdekaan (BPUPKI), Panitia Persiapan Kemerdekaan Indonesia (PPKI) 28 Mei 1945 -22 Agustus 1945. Jakarta: Sekretariat Negara RI. Bakker, Anton. 1992. Ontologi: Metafisika Umum. Yogyakarta: Kanisius. Bakry, Noor Ms. 2010. Pendidikan Pancasila. Pustaka Pelajar: Yogyakarta. Darmodiharjo, Darji dkk. 1991. Santiaji Pancasila: Suatu Tinjauan Filosofis, Historis dan Yuridis Konstitusional. Surabaya: Usaha Nasional. Darmodihardjo, D. 1978. Orientasi Singkat Pancasila. Jakarta: PT. Gita Karya. Direktorat Jenderal Pembelajaran dan Kemahasiswaan. 2016. Pendidikan Pancasila Untuk Perguruan Tinggi. Jakarta: Kementerian Riset, Teknologi, dan Pendidikan Tinggi Republik</p>

Indonesia.
 Ismaun, 1978. Pancasila: Dasar Filsafat Negara Republik Indonesia. Bandung: Carya Remaja.
 Kaelan. 2013. Negara Kebangsaan Pancasila: Kultural, Historis, Filosofis, Yuridis dan Aktualisasinya. Yogyakarta: Paradigma.
 Kusuma, A.B. 2004. Lahirnya Undang-Undang Dasar 1945. Jakarta: Badan Penerbit Fakultas Hukum Universitas Indonesia.
 Latif, Yudi. 2011. Negara Paripurna: Historisitas, Rasionalitas, dan Aktualitas Pancasila. Jakarta: PT Gramedia Pustaka Utama.
 Notonagoro.1994. Pancasila Secara ilmiah Populer. Jakarta: Bumi Aksara.
 Margono dkk. 2017. Pancasila secara Kontekstual Positif. Malang: UM Press.
 Oesman,Oetojo dan Alfian (Eds). 1991. Pancasila Sebagai Ideologi dalam Berbagai Bidang Kehidupan Bermasyarakat, Berbangsa dan Bernegara. Jakarta: BP-7 Pusat,
 Tim Kerja Sosialisasi MPR Periode 2009--2014.(2013). Empat Pilar Kehidupan Berbangsa dan Bernegara. Jakarta: Sekretariat Jenderal MPR RI.
 Prawirohardjo, Soeroso, dkk. 1987. Pancasila sebagai Orientasi Pengembangan Ilmu.Yogyakarta: Badan Penerbit Kedaulatan Rakyat.

CIVIC EDUCATION					
module code	student workload	credits	semester	frequency	duration
UNIVUM6008	83 hours	(according to ECTS) 3,33	1 or 2	each semester	1 semester
1	Types of courses Lectures	contact hours 23 hours	independent study 60 hours	class size 40 students	
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims 1. Critical understanding of the organization of Civic Education in Higher Education with the viewpoint of challenges in development 2. Demonstration of commitment to the national identity possessed by the state of Indonesia as the basis of becoming a citizen with character 3. Explanation of the concept of national integration as one of the parameters of national unity and oneness in a logical manner based on the discovered contextual data 4. Analysis of the concept and application of the 1945 Constitution of the Republic of Indonesia as the constitution in Indonesia from the viewpoint of dynamics in national living 5. Understanding of the concept of the rights and obligations of Indonesian citizens in the application of the Pancasila political democracy system 6. Analysis of legal issues and efforts to resolve them with the perspective of the ideal concept of just laws according to the national constitution of Indonesia 7. Understanding of the concept of national insights as a collective basic viewpoint for the nation of Indonesia in the context of its utility in the scope of global interactions 8. Identification of the elements that make up national resistance and efforts to strengthen				

	<p>the nationalist commitment of young citizens</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Civic Education in Higher Education 2. National identity 3. National integration 4. Constitution 5. Democracy 6. Just laws 7. National insights 8. National resistance
5	<p>Teaching methods</p> <p>Lectures, discussions, observations</p>
6	<p>Assessment methods</p> <p>35% Participation</p> <p>15% Assignments</p> <p>20% Midterm examination</p> <p>30% Final examination</p>
7	<p>This module is used in the following degree programmes as well</p> <p>All S1 Degree</p>
8	<p>Responsibility for module</p> <p>Rista Ayu Mawarti, S.Pd, M.Pd</p>
9	<p>Other information, references</p> <p>Dirjen Belmawa Ristekdikti. 2016. Pendidikan Kewarganegaraan untuk Perguruan Tinggi. Cetakan I. Jakarta: Dirjen Belmawa Ristekdikti</p> <p>Al Hakim, Suparlan, dkk. 2016. Pendidikan Kewarganegaraan dalam Konteks. Indonesia. Malang: Madani.</p> <p>Bolo, Andreas Doweng, dkk. 2012. Pancasila: Kekuatan Pembebas. Yogyakarta: Penerbit Kanisius</p> <p>Coleman, S., & Blumler, J. G. 2009. The Internet and Democratic Citizenship: Theory Practice and Policy. Cambridge: Cambridge University Press.</p> <p>Darmadi, Hamid. 2014. Urgensi Pendidikan Pancasila dan Kewarganegaraan di Perguruan Tinggi. Bandung: Alfabeta</p> <p>Kaelan 2013. Negara Kebangsaan Pancasila: Kultural, Historis, Filosofis, Yuridis, dan Aktualisasinya. Yogyakarta: Paradigma</p> <p>Khanif, Al (Ed), 2016. Pancasila sebagai Realitas: Percik Pemikiran Tentang Pancasila & Isu-isu Kontemporer di Indonesia. Yogyakarta: Pustaka Pelajar</p> <p>Latif, Y. 2011. Negara Paripurna: Historisitas, Rasionalitas dan Aktualitas Pancasila. Jakarta: PT. Gramedia Pustaka Utama.</p> <p>Rahayu, Ani Sri. 2017. Pendidikan Pancasila dan Kewarganegaraan (PPKn). Jakarta: Bumi Aksara</p> <p>Riyanto, Armada, dkk (Ed.). 2015. Kearifan Lokal - Pancasila. Yogyakarta: Penerbit Kanisius</p> <p>Sulasmono, B.S. 2015. Dasar Negara Pancasila. Yogyakarta: Penerbit Kanisius</p> <p>Tapscoot, D. 2009. Grown Up Digital: Yang Muda Yang Mengubah Dunia. Jakarta: PT Gramedia Pustaka Utama.</p> <p>Tilaar, HAR. 2007. Mengindonesiakan Etnisitas dan Identitas Bangsa Indonesia: Tinjauan dari Perspektif Ilmu Pendidikan. Jakarta: Rineka Cipta</p> <p>Wahab, A. A., & Sapriya. 2011. Theory dan Landasan Pendidikan Kewarganegaraan. Bandung: Alfabeta.</p>

Winarno. 2016. Paradigma Baru Pendidikan Kewarganegaraan: Panduan Kuliah di Perguruan Tinggi. Jakarta: Bumi Aksara
--

INDONESIAN FOR SCIENTIFIC PURPOSES					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
UNIVUM6009	83 hours	3.33	3 or 4	each semester	1 semester
1	Types of courses Lectures		contact hours 23 hours	independent study 60 hours	class size 40 students
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims Students are able to: <ol style="list-style-type: none"> analyze problems of language use in the writing of academic papers use correct and proper Indonesian in everyday communication in academic forums use written Indonesian for academic purposes according to academic principles Contents: <ol style="list-style-type: none"> Language insights Special characteristics of academic Indonesian language Various kinds of academic writing Determining topics and writing the introduction Determining and writing the body Critical reading for academic writing Editing 				
5	Teaching methods Lectures, project work, case studies, discussions				
6	Assessment methods 10% Participation 15% Midterm examination 20% Final examination 30% Final assignment 25% Weekly assignments				
7	This module is used in the following degree programmes as well All S1 Degree				
8	Responsibility for module Drs. Pidekso Adi, M.Pd				
9	Other information, references Glosarium Istilah bahasa Indonesia (http://bahasasastra.kemdikbud.go.id/glosarium/) Kamus Besar Bahasa Indonesia (https://kbbi.kemdikbud.go.id/) Mustakim. 2014. Seri Penyuluhan Bahasa Indonesia: Bentuk dan Pilihan Kata. Jakarta: Badan Pengembangan dan Pembinaan Bahasa.				

Pedoman Umum Ejaan Bahasa Indonesia (Permendikbud No. 50 Tahun 2015)
 Pedoman Umum Pembentukan Istilah (SK Menteri Pendidikan Nasional Nomor 146/U/2004)
 Qadratillah, M.T. 2016. Seri Penyuluhan Bahasa Indonesia: Tata Istilah. Jakarta: Badan Pengembangan dan Pembinaan Bahasa.
 Sasangka, S. S. T. W. 2015. Seri Penyuluhan Bahasa Indonesia: Kalimat. Jakarta: Badan Pengembangan dan Pembinaan Bahasa.
 Sriyanto. 2015. Seri Penyuluhan Bahasa Indonesia: Ejaan. Jakarta: Badan Pengembangan dan Pembinaan Bahasa.
 Suladi. 2015. Seri Penyuluhan Bahasa Indonesia: Paragraf. Jakarta: Badan Pengembangan dan Pembinaan Bahasa.
 Pedoman Penulisan Karya Ilmiah (PPKI) Universitas Negeri Malang. 2017.
 Petunjuk Penulisan Artikel dari Berbagai Jurnal
 Suwignyo, H., & Santoso, A. 2008. Bahasa Indonesia Keilmuan Berbasis Area Isi dan Ilmu. Malang: UMM Press.
 Suyitno, I. 2012. Menulis Makalah dan Artikel. Bandung: PT Refika Aditama.
 Widyartono, D. 2019. Menulis Karya Ilmiah. Malang: CV AMR.

INNOVATION MANAGEMENT					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
FSASUM6601	2 hours	3,3	1		1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23,3 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: N/A				
3	Learning outcomes To possess knowledge and skills that exhibit the behavior as a religious citizen who appreciates the state, nation, and culture of Indonesia based on the spirit of Pancasila, and to possess independence in working in an innovative, adaptive, and critical manner according to global dynamics.				
4	Subject aims Students are able to: 1. develop innovative ways and patterns of thinking in facing the various challenges and problems of social and technological changes in the industrial revolution 4.0 er 2. manage innovative ideas and plans through the procedure of design thinking Contents: 1. Principles of innovation 2. Development of innovation through the design thinking work procedure 3. Topic selection and notice 4. Problem identification and information tracing (empathize and explore) 5. Development of ideas (ideate) 6. Analysis of ideas (analyze and select) 7. Development of prototypes 8. Presentation and review (learn feedback) 9. Improvements, publication, and reporting (revise, share and repost)				

5	Teaching methods Lectures, group discussions, Project-Based Learning
6	Assessment methods Group presentation 30% Midterm examination 30% Final examination 40%
7	This module is used in the following degree programmes as well All S1 Degree
8	Responsibility for module Rizqi Fajar Pradipta
9	Other information, references Course module by UM Adams, K. 2006. The Sources of Innovation and Creativity. A Paper Commissioned by the National Center on Education and the Economy for the New Commission on the Skills of the American Workforce. Washington DC: National Center on Education and the Economy. Ambrose, G., & Harris, P. 2010. Design Thinking (08). Basics Design. Retrieved from https://books.google.com/books?id=9klpFfZDnWgC&pgis=1 Antonites, A.J. 2003. An Action Learning Approach to Entrepreneurial Activity, Innovation and Opportunity Finding. University of Pretoria. Johansson-Sköldberg, U., Woodilla, J., & Cetinkaya, M. 2013. Design Thinking : Past , Present and Possible Futures. Creativity and Innovation Management, 22(2), 121–146. https://doi.org/10.1111/caim.12023 Kasali, Rhenald. 2014. Self Driving. Bandung: Mizan Kasali, Rhenald. 2017. Disruption: Menghadapi Lawan-Lawan Tidak Kelihatan di Zaman Uber. Jakarta: Gramedia Moody, Z. 2017. Creativity, Design Thinking, and Interdisciplinarity. https://doi.org/10.1007/978-981-10-7524-7 Pratt, Andy C. 2008. Innovation and Creativity. In: Hall, Tim and Hubbard, Phil and Short, John Rennie, (eds.) The Sage Companion to the City. SAGE Publications, London, UK, pp. 138-153. Tran, N. 2018. Design Thinking Playbook. Designtech Highschool. https://doi.org/10.1145/2535915 Vogel, C. M. 2009. Notes on the Evolution of Design Thinking: A Work in Progress. Design Management Review, 20(2), 16–27. https://doi.org/10.1111/j.1948-7169.2009.00004 .

APRESIASI BAHASA DAN SENI					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
FSASUM6601	2 hours	3,3	1		1 semester
1	Types of courses a) Teori b) Penugasan	contact hours 23,3 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites.				
3	Learning outcomes Mastering chinese and Indonesian culture and literature for effective communication based on cross-cultural understanding.				

4	Subject aims Students are able to understand the material about the aspects of language, art, and culture along with the concept of language and cultural change.
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration
6	Assessment methods - Writing test - Presentation Assessment - Assignment - Participation
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Achmad Tohe, S.Ag, M.A., Ph.D.
9	Other information, references Agus Dirgantara, Yuana. 2012 <i>Pelangi Bahasa Sastra dan Budaya Indonesia: Kumpulan Apresiasi dan Tanggapan</i> . Yogyakarta: Garudhawaca. Gasong, Dina. 2019. <i>Apresiasi Sastra Indonesia</i> . Yogyakarta: Depublish. Ernst Cassirer. 1987. <i>Manusia dan Kebudayaan: Sebuah Esai tentang Manusi</i> . Jakarta: Penerbit PT Gramedia Harsya W. Bachtiar, Mattulada, & Haryati Soebadyo. 1985. <i>Budaya dan Manusia Indonesia</i> . Yogyakarta: Penerbit PT Hanindita J.W.M. Bakker. 1984. <i>Filsafat Kebudayaan: Sebuah Pengantar</i> . Yogyakarta: Penerbit Yayasan Kansius Kasali, Rhenald. 2014. <i>Self Driving</i> . Bandung: Mizan Kasali, Rhenald. 2017. <i>Disruption: Menghadapi Lawan-Lawan Tidak Kelihatan di Zaman Uber</i> . Jakarta: Gramedia Moody, Z. 2017. Creativity, Design Thinking, and Interdisciplinarity. https://doi.org/10.1007/978-981-10-7524-7 Pratt, Andy C. 2008. Innovation and Creativity. In: Hall, Tim and Hubbard, Phil and Short, John Rennie, (eds.) <i>The Sage Companion to the City</i> . SAGE Publications, London, UK, pp. 138-153. Tran, N. 2018. <i>Design Thinking Playbook</i> . Designtech Highschool. https://doi.org/10.1145/2535915 Vogel, C. M. 2009. Notes on the Evolution of Design Thinking: A Work in Progress. <i>Design Management Review</i> , 20(2), 16–27. https://doi.org/10.1111/j.1948-7169.2009.00004 .

B. COURSES ON SUBJECT MATTER AND EXPERTISE

1. Scientific Courses

LANGUAGE AND ART APPRECIATION					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
FSASUM6002	2 hours	3,3	2		1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23,3 jam	independent study 28 hours	class size 40 students	

2	Prerequisites for participation: There are no course prerequisites
3	Learning outcomes Be able to work in various professional fields by utilizing related scientific insights
4	Subject aims <ol style="list-style-type: none"> 1. This course aims to equip students with the basic concepts and mindset of entrepreneurship and basic theories of business development with the business model canvas (road map). 2. Students understand planning and management concepts/principles of UMKM operational activities, tourism industry business, translation, non-formal language education, mastering persuasion theory, marketing of products and services.
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration
6	Assessment methods <ul style="list-style-type: none"> - Writing test - Presentation Assessment - Assignment - Participation
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Ika Wahyu Widyawati, S.Pd.,M.Pd.
9	Other information, references Marpaung, Happy. 2005. <i>Pengetahuan Kepariwisataaan</i> . Jakarta: Alfa Beta Osterwalder, Alexander & Yves Pigneur. 2010. <i>Business Model Generation</i> , Wiley published. Suryana, Yuyus dan Kartib Bayu. 2010. <i>Kewirausahaan</i> . Jakarta : Kharisma Putra Utama. Wahab, Salah. 2006. <i>Manajemen Kepariwisataaan</i> . Jakarta: PT. Pradnya Paramitha. Wibowo, Hery. 2011. <i>Kewirausahaan: suatu pengantar</i> . Jakarta: Widya Padjajaran.MenggambarBusana. Bandung: PT. REMAJA ROSDAKARYA.

COMMUNICATION STUDIES

module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6001	2 hours	3,3	1	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23,3 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes <ol style="list-style-type: none"> 1. Having the ability to be responsive to science and technology developments in producing products and marketing them in the field of visual communication design. 2. Having knowledge of ethnics and manners in writing scientific paper published in reputable journals. 				
4	Subject aims <ol style="list-style-type: none"> 1. Be able to understand the theory, the function of theory, the development of fundamental theories in communication science. 2. Understanding of communication in organizations, mass, media, and culture and the 				

	<p>development of communication theory at the interpersonal group, organizational, and mass level.</p> <p>3. Examine problems in visual communication design through a communication theory approach.</p>
5	<p>Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration</p>
6	<p>Assessment methods - Writing test - Presentation Assessment - Assignment - Participation</p>
7	<p>This module is used in the following degree programmes as well S1 Visual Communication Design</p>
8	<p>Responsibility for module Andika Agung Sutrisno , S.Sn., M.Sn.</p>
9	<p>Other information, references Abdillah, Hana. <i>Memahami Komunikasi Antar manusia</i>. Usaha Nasional, Surabaya, 1998 Anwar Ari n, <i>Ilmu Komunikasi, Sebuah Pengantar Ringkas</i>, RajaGra indo Perkasa, 2002 [SEP] Dani Vardiansyah, <i>Pengantar Ilmu Komunikasi</i>, Ghalia Indah, 2004. Dedy Mulyana, <i>Ilmu Komunikasi Suatu Pengantar</i>, Remaja Rosda Karya, 2004. Joseph A. Devito, <i>Komunikasi Antarmanusia, Kuliah Dasar</i>, Professional Books, 1997. Mulyana, <i>Ilmu Komunikasi Suatu Pengantar</i>, Remaja Rosda Karya, 2004 Onong U E endi, <i>Ilmu Komunikasi, Teori dan Praktik</i>, Remaja Rosda Karya, 1990. [SEP] Saefullah, Ujang. 2007. <i>Kapita Selektta Komunikasi, Pendekatan Budaya dan Agama</i>, Simbiosia Rekatam Media, Sayling Wen, <i>Future of the Media</i>, Lucky Publisher, 2003. Stewart L Tubbs, dan Sylvia Moss. <i>Human Communication, Prinsip-Prinsip Dasar, Buku Pertama</i>, Remaja Rosdakarya, 2001. H. Ha ed Cangara, <i>Pengantar Ilmu Komunikasi</i>, Raja Grando Perkasa, 2006.</p>

BASIC DESIGN 2D					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6038	3 hours	5	1	each year	1 semester
1	<p>Types of courses a) Theory b) Practice/ Product Development c) Assignment</p>	<p>contact hours 35 hours</p>	<p>independent study 84 hours</p>	<p>class size 25 students</p>	
2	<p>Prerequisites for participation: There are no course prerequisites</p>				
3	<p>Learning outcomes 1. Having skills in designing to solve various that are solved in the form of concepts and visual communication design work 2. Having knowledge of ethnics and manners in writing scientific paper published in reputable journals</p>				

4	Subject aims <ol style="list-style-type: none"> 1. Having the ability to determine ideas through the process of arranging visual elements in order to solve visual communication design 2. Having the skills to produce nirmana works that imply elements of communication media and inform design work. 3. Skilled in presenting two-dimensional visual concepts (design products) to present visual communication design.
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration, practice
6	Assessment methods <ul style="list-style-type: none"> - Writing test - Presentation Assessment - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Drs. Sarjono, M.Sn.
9	Other information, references Djelantik, A.A.M. 1999, <i>Estetika Sebuah Pengantar</i> . Media Abadi, Yogyakarta Sadjiman Ebdy Sanyoto, Nirmana, <i>Elemen-elemen Seni dan Desain</i> , Penerbit: Jalasutra. Edisi II Wong, Wucius, 1986, <i>Beberapa Asas Merancang Dwimatra</i> (edisi terjemahan oleh Drs. Adjat Sakri. M.Sc), Cetakan ke-2, ITB, Bandung.

BASIC DESIGN 3D						
module code	student workload	credits	semester	frequency	duration	
DKVIUM6039	3 hours	(according to ECTS) 5	2	each year	1 semester	
1	Types of courses a) Theory b) Practice/ Product Development c) Assignment	contact hours 35 hours	independent study 84 hours	class size 25 students		
2	Prerequisites for participation: DKVIUM6038					
3	Learning outcomes <ol style="list-style-type: none"> 1. Having skills in designing to solve various that are solved in the form of concepts and visual communication design work 2. Having knowledge of ethnics and manners in writing scientific paper published in reputable journals 					
4	Subject aims <ol style="list-style-type: none"> 1. Having the ability to determine ideas through the process of arranging visual elements in order to solve visual communication design 2. Having the skills to produce nirmana works that imply elements of communication media and inform design work. 					

	3. Skilled in presenting two-dimensional visual concepts (design products) to present visual communication design.
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration, practice
6	Assessment methods - Writing test - Presentation Assessment - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Drs. Sarjono, M.Sn.
9	Other information, references Djelantik, A.A.M. 1999, <i>Estetika Sebuah Pengantar</i> . Media Abadi, Yogyakarta Sadjiman Ebdy Sanyoto, Nirmana, <i>Elemen-elemen Seni dan Desain</i> , Penerbit: Jalasutra. Edisi II Wong, Wucius, 1986, <i>Beberapa Asas Merancang Dwimatra</i> (edisi terjemahan oleh Drs. Adjat Sakri. M.Sc), Cetakan ke-2, ITB, Bandung.

AESTHETICS						
module code	student workload	credits (according to ECTS)	semester	frequency	duration	
DKVIUM6040	2 Hours	5	1	each year	1 semester	
1	Types of courses a) Theory b) Practice/ Product development	contact hours 23,3 hours	independent study 28 hours	class size 40 students		
2	Prerequisites for participation: There are no course prerequisites					
3	Learning outcomes Having knowledge of ethnics and manners in writing scientific paper published in reputable journals					
4	Subject aims Having mastery in solving visual communication design problems through scientific work, design elements, design principles, and design firms					
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration					
6	Assessment methods - Writing Test - Presentation - Assignment - Participation					
7	This module is used in the following degree programmes as well S1 Visual Communication Design					
8	Responsibility for module					

	Dr. Pujiyanto, M.Sn.
9	<p>Other information, references</p> <p>DR. H. Devos. <i>Pengantar Etika</i>, PT Tiara Wacana Yogya, Yogyakarta, 1987.</p> <p>Dody Setyo B. dan kawan-kawan, 2000. <i>Berkreasi dan Berprestasi Melalui Hak Kekayaan Intelektual</i>, PT Gramedia Widiasarana Indonesia, Jakarta, 2000.</p> <p>Rooseno Harjowidigdo, S.H. <i>Mengenal Hak Cipta Indonesia</i> , Pustaka Sinar Harapan, Jakarta, 1993.</p> <p>Wantjik K. Saleh, <i>UU Hak Cipta, Paten dan Merk serta Peraturan Pelaksanaannya</i> , Galia Indonesia, Jakarta, 1994.</p> <p>Muh. Mahfud MD., <i>“perlindungan Hukum untuk Karya Cipta”</i>, Jurnal Seni, Edisi VIII/02, Badan Penerbit ISI Yogyakarta, Yogyakarta, 2000. Unesco, Cultural Industrie : A Challenge for The Future of Culture , United Nation, New York, 1982</p>

SKETCH DRAWING					
module code	student workload	credits	semester	frequency	duration
DKVIUM6003	3 Hours	(according to ECTS) 5	1	each year	1 semester
1	<p>Types of courses</p> <p>a) Theory</p> <p>b) Practice/ Product Development</p> <p>c) Assignment</p>		<p>contact hours</p> <p>35 hours</p>	<p>independent study</p> <p>84 hours</p>	<p>class size</p> <p>25 students</p>
2	Prerequisites for participation: There are no course prerequisites				
3	<p>Learning outcomes</p> <p>Construct SCPL 1: Having skills in designing to solve various problems in the form of concepts and visual communication design work</p> <p>Construct SCPL 2: Having the ability to be responsive to science and technology developments in producing products and marketing them in the field of visual communication design.</p>				
4	<p>Subject aims</p> <ol style="list-style-type: none"> 1. Having knowledge and insight about the nature of working through visual language. 2. Having the ability to work in visualizing objects with language, images, through perspective, proportion, scale, and composition 3. Having skills in implementing visual products through various techniques and image media in the form of natural structures 				
5	<p>Teaching methods</p> <p>Lectures, Presentation, question-answer, discussion, assignment, demonstration, practice</p>				
6	<p>Assessment methods</p> <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	<p>This module is used in the following degree programmes as well</p> <p>S1 Visual Communication Design</p>				
8	Responsibility for module				

	Drs. Didiek Rahmanadji, M.Pd.
9	<p>Other information, references</p> <p>Adipranata, Rudy 2005, <i>"Pemodelan Obyek Tiga Dimensi Dari Gambar Sintetis Dua Dimensi Dengan Pendekatan Volumetric"</i>, Jurnal Informatika, Vol. 6, No.1 .</p> <p>Iryanto, D. 1999. <i>Belajar Gambar Sketsa</i>. Jakarta : Gramedia</p> <p>Septian, Hadi. 2001. <i>Cepat Belajar CorellDraw</i>. Bandung : Informatika</p> <p>Yordanegara, Alan. 1997. <i>Mengenal Macam-macam Hewan dan Tumbuhan</i>. Jakarta : Dinastindo</p> <p>Design revolutionary. (2009). Blog. Diakses, pada tanggal 25 Mei 2011. www.designrevolutionary.blogspot.com</p> <p>Pusatbahasa. (2008). Katalog. Departemen Pendidikan Nasional pada 28 November 2011. www.pusatbahasa.diknas.go.id/kbbi/index.com</p> <p>Simmonds, Jackie. 2006. <i>Sketsa</i>, Erlangga. http://www.google.com/wikipedia</p> <p>Wikipedia. (2009). <i>Perusahaan Indonesia</i>. Diakses pada 20 November 2011. www : id.wikipedia.org/wiki/Perusahaan.com</p> <p>wordpress. (2010). Creation Blog. Diakses pada 25 Oktober 2011. www.nadyaja.wordpress.com</p>

TYPOGRAPHY					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6004	4 Hours	5	2		1 semester
1	Types of courses a) Theory b) Practice c) Assignments		contact hours 35 hours	independent study 84 hours	class size 25 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 1: Having skills in designing to solve various problems in the form of concepts and visual communication design work Construct SCPL 2: Having the ability to be responsive to science and technology developments in producing products and marketing them in the field of visual communication design				
4	Subject aims 1. Finding ideas in solving problems about typography that are applied in various media. 2. Exploring typography ideas that have the type and character of the message conveyed. 3. Designing typography based on archipelago culture that has ROI: relevant, original, impact that is added value. 4. Designing typograpy based on design elements and design principles by paying attention to the design code of ethnics. 5. Having the ability to design applicable typpgraphy for various functions and purposes. 6. Having the ability to communicate personally in informing and presenting typographical works that are designed.				
5	Teaching methods Lectures, discussion, demonstration, assignments				
6	Assessment methods - Writing Test - Presentation				

	<ul style="list-style-type: none"> - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Yon Ade Lose Hermanto, S.Sn, M.Sn.
9	Other information, references Berger, Arthur Asa. 1984, <i>Sign in Contemporary Cultur</i> . London: Longman. Berryman, Gregg. 1979, <i>Notes on Graphic Design and Visual Communication</i> . California: William Kaufmann Inc. Carter, David E. 2007, <i>The big book of 5,000 font</i> . New York: Harper Colliins. Gray, Nicolete. 1986, <i>A History of Lettering</i> . Oxford: Phaidon Press. Martin, Diana&Lynn Haller. 1997, <i>Graphic Design Inspirations and Innovations 2</i> . China: North Light Books. Quon, Mike. 1995, <i>Corporate Graphics</i> . New York: PBC International Inc. Rustam, Surianto 2009, <i>Lay Out Dasar & Penerapannya</i> . Jakarta: Gramedia Pustaka Utama. Saliya, Yuswadi. 1986, <i>Dinamakah Letak Makna Itu? Mencari Dinamika Desain</i> . Jakarta: CV.Rajawali. Sihombing, Dalton. 2007, <i>Tipografi dalam Desain Grafis</i> . Jakarta: Gramedia Pustaka Utama.

TECHNICAL DRAWING					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6005	3 Hours	5	2	each year	1 semester
1	Types of courses a) Theory b) Practice/ Product Development c) Assignment	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 1: Having skills in designing to solve various problems in the form of concepts and visual communication design work Construct SCPL 2: Having the ability to be responsive to science and technology developments in producing products and marketing them in the field of visual communication design				
4	Subject aims 1. Determining ideas in solving problems using techniques and CAD 2. Exploring the idea of technique drawings and CAD based on the culture of the archipelago which has function as a place for products, information communication, and product promotion. 3. Designing the techniques drawings and primary, secondary and tertiary CAD and variant products based on design elements and principles, design and business ethnics. 4. The design results have added value in the product economy and the environment 5. Having the ability to communicate personally in informing and presenting technique				

	drawig and CAD products designed.
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration, practice
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Comunication Design
8	Responsibility for module Moch. Abdul Rohman, S.Sn., M.Sn.
9	Other information, references Beakley, George C.1974, <i>Indtroduction Engeneering Design and Graphic</i> , America: Printed ini the United States of America. Belch, George E & Michael A. Belch. 2011, <i>dvertising and Promotion: An Integrated Markerting Communication Perpective</i> , New York: Grawhill. Danger, E. P. 2002, <i>Memilih Warna Kemasan</i> , Jakarta: Pustaka Binama Presindo. Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Keputusan Menteri Kesehatan Republik Indonesia, No. 368/Men.Kes/SK/IV/1994, tentang Pedoman Periklanan Obat Bebas, Obat Tradisional, Alat Kesehatan, Kosmetika, Perbekalan Kesehatan Rumah Tangga, dan Makanan-Minuman. Klimchuk, Marianne Rosner & Sandra A. Krasovec. 2007, <i>Gambar teknik dan CAD: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan</i> , Jakarta: Erlangga. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Yersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Murphy, John and Michael Rowe. 1988, <i>How to design trademarks and logos</i> , Ohio: North Ligth book. Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia, No. HK. 00. 05. 55. 6497 Tahun 2011, tentang Bahan Kemasan Pangan. Pirous, AD. 1989, <i>Desain Grafis pada Kemasan dalam Buku Simposium Desain Grafis</i> , Yogyakarta: Institut Seni Indonesia. Pujiyanto. 2016, <i>Gambar teknik dan CAD Produk Persuasif</i> , Malang: UM Press Simamora, Bilson. 2002, <i>Aura Merek</i> , Jakarta: Gramedia Pustaka Utama. Suyanto, M. 2007, <i>Marketing Strategy Top Brand Indonesia</i> , Yogyakarta: Andi Offset. Swann, Alan. 1987, <i>Basic design and layout</i> , Oxford: Phaidon.

PHOTOGRAPHY					
module code DKVIUM6041	student workload 4 Hours	credits (according to ECTS) 5	semester 4	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Practice c) Assignment	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having the knowledge to be innovative and responsive to the development of science and technology in producing products and marketing them in the field of visual communication design.				
4	Subject aims 1. The concept and scope of photography 2. Principles and procedures of pressing objects 3. Describing the basic techniques of recording objects 4. Composition 5. Analysis of photographic works				
5	Teaching methods Lectures, discussion, demonstration, assignment				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Novian Wahyu Firmansyah, S.Sn.				
9	Other information, references Widodo, Triyono, 2017, <i>Hand Out Matakuliah Dasar-dasar Fotografi</i> . Freiningner, Andreas, The Complete Photografer, Soelarko (ed), 1999, <i>Unsur Utama Fotografi</i> , Jakarta, Effhar & Dahara Prize. Soelarko, <i>Fotografi Untuk Nafkah</i> , Bandung, Karya Nusantara. Soelarko, 1978, <i>Fotografi, Untuk Salon dan Lomba</i> , Bandung, Karya Nusantara. Soelarko, 1977, <i>Penuntun Fotografi</i> , Bandung, Karya Nusantara. Rudiyant, 2011, <i>Belajar Mudah Fotografi Digital</i> , Jakarta, JAL Publishing. Enche, Tjin, 2011, <i>Lighting Itu Mudah</i> , Jakarta, Bukune. Enche, Tjin, 2011, <i>Kamera DSLR Itu Mudah</i> , Jakarta, Bukune. Aditiawan, Rangga, <i>Mahir Fotografi</i> , Bekasi, Jawa Barat. Athalla, Joel, 2010, <i>Memotret Foto Produk Untuk Toko Online</i> , Jakarta, Grasindo. Sukarya, Deniek G., 2009, <i>Kumpulan Tulisan Fotografi</i> , Jakarta, PT Elex Media Komputindo. Triadi, Darwis, 2011, <i>Secret Lighting</i> , Jakarta, PT Gramedia Pustaka Utama.				

Ambarsari, Riana, 2015, *Food Photographer*, Jakarta, PT Gramedia.

VIDEOGRAPHY						
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration	
DKVI6042	4 Hours	5	4		1 semester	
1	Types of courses a) Theory b) Practice c) Assignment	contact hours 35 hours	independent study 84 hours	class size 25 students		
2	Prerequisites for participation: There are no course prerequisites					
3	Learning outcomes Having knowledge of the design process to solve various problems in the form of visual communication design work					
4	Subject aims 1. Determining ideas in solving problems with videography-based digital media. 2. Exploring the idea of a video production script that has function as information, communication, and promotion with an archipelago cultural approach. 3. Designing films based on pre-production, production, post-production. 4. Having the ability to communicate personally in informing and presenting the designed videography work.					
5	Teaching methods Lectures, discussion, demonstration, assignment					
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project					
7	This module is used in the following degree programmes as well S1 Visual Communication Design					
8	Responsibility for module Gunawan Susilo, S.Sn, M.Sn.					
9	Other information, references Joseph V Mascelli. ASC. 1987.. <i>The Five C's Of Cinematography</i> , Terjemahan HMY Biran. Jakarta: Yayasan Citra. Sastro Subroto, Darwanto. 1994. <i>Produksi Acara Televisi</i> . Yogyakarta: Duta Wacana University Press Sumarno, Marselli. 1998. <i>Dasar-Dasar Apresiasi Film</i> . Jakarta. Grasindo Tim Penyusun. 1996. Diktat Pendidikan Audio Visual Reguler Lpm Mandiri. Yogyakarta. LPM Mandiri Wibowo, Fred. 1997. <i>Dasar-Dasar Produksi Televisi</i> . Jakarta: Grassindo					

DESIGN STUDIES					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6046	2 Hours	3,3	1	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23,3 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 1: Having knowledge of design thinking in the process of working based on target audience and claince request. Construct SCPL 3: Having knowledge of ethnics and manners in writing scientific paper published in reputable journals.				
4	Subject aims 1. Having knowledge and insight about the developemnt of early XX centuy design until now. 2. Being able to examine socio-historical based designs and also through techno-economics in Asia. 3. Having knowledge and insight about design in the era of the industrial revolution until the XIX century 4. Being able to exmine socio-historical design and techno-economics in European American designs.				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration,				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Dhara Alim Cendekia,S.Sn, M.Ds.				
9	Other information, references Adityawan, Arief. 2010. <i>Tinjauan Desain Grafis: dari Revolusi Industri Hingga Indonesia Kini</i> . Jakarta: PT ConCept Media Ali, Matus. 2011. <i>Estetika</i> . Sanggar Luxor. Kartika, Dharsono Sony., Perwira, Nanang Ganda. 2004. <i>Pengantar Estetika</i> . Bandung: Rekayasa Sains. Kardinata, Hanny. 2015. <i>Desain Grafis Indonesia Dalam Pusaran Dunia</i> . Jakarta: ADGI Phaidon. The Chinese of Art Book. New York: Phaidon. 2013. Sachari, A., Sunarya, Y. Y. 2002. <i>Sejarah dan Perkembangan Desain & Dunia Kesenirupaan di Indonesia</i> . Bandung : Penerbit ITB Widagdo. 2005. <i>Desain dan Kebudayaan</i> . Bandung : Penerbit ITB Wells, Frederick. 1897. <i>A History of China</i> . Indoliterasi.				

DESIGN METHOD					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6009	2 Hours	3,3	3	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23,3 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 1: Having skills in designing to solve various problems in the form of concepts and visual communication design work Construct SCPL 2: Having the ability to be responsive to science and technology developments in producing products and marketing them in the field of visual communication design				
4	Subject aims 1. Determining ideas in solving problems about product design methodology. 2. Exploring the idea of a design methodology based on the culture of archipelago which has function as place for products, information, communication, and product promotion. 3. Designing primary, secondary and tertiary design methodologies as well as variant products based on design elements and principles, design and business ethnics. 4. The design has added value in product economy and environment. 5. Having the ability to communicate personally in informing and presenting product design methodologies.				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration,				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Dhara Alim Cendekia, S.Sn, M.Ds.				
9	Other information, references Beakley, George C.1974, <i>Introduction Engineering Design and Graphic</i> , America: Printed in the United States of America. Belch, George E & Michael A. Belch. 2011, <i>Advertising and Promotion: An Integrated Marketing Communication Perspective</i> , New York: Grawhill. Danger, E. P. 2002, <i>Memilih Warna Kemasan</i> , Jakarta: Pustaka Binama Presindo. Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Keputusan Menteri Kesehatan Republik Indonesia, No. 368/Men.Kes/SK/IV/1994, tentang Pedoman Periklanan Obat Bebas, <i>Obat Tradisional, Alat Kesehatan, Kosmetika, Perbekalan Kesehatan</i>				

Rumah Tangga, dan Makanan-Minuman.

Klimchuk, Marianne Rosner & Sandra A. Krasovec. 2007, *Metodologi desain: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan*, Jakarta: Erlangga.

Kotler, Philip & Gary Armstrong. 1997, *Principle of Marketing (Seventh Edition)*, New Jersey: Prentice Hall Inc.

Mangkunegara, A.A & Anwar Prabu. 2002, *Perilaku Konsumen*, Bandung: Refika Aditama.

Moser, Mike. 2008, *United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat*, Jakarta: Esensi.

Murphy, John and Michael Rowe. 1988, *How to design trademarks and logos*, Ohio: North Ligth book.

Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia, No. HK.00.05.55.6497 Tahun 2011, tentang Bahan Kemasan Pangan.

Pirous, AD. 1989, *Desain Grafis pada Kemasan dalam Buku Simposium Desain Grafis*, Yogyakarta: Institut Seni Indonesia.

Pujiyanto. 2016, *Metodologi desain Produk Persuasif*, Malang: UM Press

Simamora, Bilson. 2002, *Aura Merek*, Jakarta: Gramedia Pustaka Utama.

Suyanto, M. 2007, *Marketing Strategy Top Brand Indonesia*, Yogyakarta: Andi Offset.

Swann, Alan. 1987, *Basic design and layout*, Oxford: Phaidon.

Tjiptono, Fandy. 2005, *Brand: Management & Strategy*, Yogyakarta: Andi.

REPROGRAPHIC METHOD					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6010	3 Hours	5	3		1 semester
1	Types of courses a) Theory b) Practice/ Product Development c) Assignment		contact hours 35 hours	independent study 84 hours	class size 25 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 1: Having knowledge of design thinking in the process of working based on target audience and claince request. Construct SCPL 3: Having an optimistic, innovative, and creative attitude in managing human resources in the field of visual commmunication design..				
4	Subject aims 1. Having knowledge and insight into the history of printing graphic media. 2. Having the ability to solve problems in printing design on various media through traditional and modern printing techniques.				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration, practice				
6	Assessment methods - Writing Test - Presentation - Assignment				

	- Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Andika Agung Sutrisno , S.Sn., M.Sn.
9	Other information, references Adi Kusrianto. 2007, <i>Pengantar Visual Communication Design</i> , Yogyakarta: Andi Agus Sachari, 1986, <i>Desain, Gaya dan Realitas</i> , Jakarta: Rajawali Press Antonius Bowo Wasono dkk. 2008, <i>Teknik Grafika dan Industri Grafika</i> , Jakarta: Penerbit Direktorat Pembinaan Sekolah Menengah Kejuruan Direktorat Jenderal Manajemen Pendidikan Dasar dan Menengah Departemen Pendidikan Nasional Marianne Rosner Klimchuk. 2006, <i>Desain Kemasan</i> , Jakarta: Gloria Aksara

ADVERTISING MANAGEMENT					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6011	4 Hours	3.3	2	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes 1. Having knowledge of design thinking in the process of working based on target audience and client request 2. Having skills in designing to solve various problems in the form of concepts and visual communication design work				
4	Subject aims 1. Having the knowledge and insight to solve in marketing especially media and advertising problems through field data analysis/observation. 2. Having a conceptual understanding of advertising management for the effectiveness of the media and advertising. 3. Having the ability to solve problems of advertising media, especially managerial in designing efficient visual communication				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Dhara Alim Cendikia, S.Sn, M.Ds.				

9	<p>Other information, references</p> <p>Rhenald Kasali. 1992. <i>Manajemen Periklanan Konsep dan Aplikasinya di Indonesia</i>. Jakarta: Pustaka Utama Grafiti</p> <p>Philipps Kotler. <i>Manajemen Pemasaran</i>.</p> <p>Acker, David A. 1986. <i>Advertising Management</i>. New Delhi. Prentice of India</p> <p>Jefkins, Frank. 1997. <i>Periklanan</i>. Jakarta. Erlangga</p> <p>Kasali, Rhenald. 1992. <i>Manajemen Periklanan</i>. Jakarta: Erlangga</p> <p>Rahman, Arif. 2010. <i>Strategi Dahsyat Marketing Mix for Small Business</i>. Yogyakarta Trans Media</p> <p>Ries, Al dan Jack Trout. 2002. <i>Positioning The Battle for Your Mind</i>. Jakarta: Salemba Empat</p> <p>Simp, Terence A. 1986. <i>Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu</i>. Terjemahan oleh Revyani Sjahrial dan Dyah Anikasari. 2003. Jakarta: Erlangga.</p>
----------	---

ENTREPRENEURSHIP					
module code	student workload	credits	semester	frequency	duration
DKVIUM6012	3 Hours	(according to ECTS) 5	2	each year	1 semester
1	Types of courses a) Theory b) Practice c) Assignment	contact hours 1400 minutes / 60 minutes = 23,3 hours	independent study 3360 minutes/ 60 minutes = 56 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes SCPL 4 : Having knowledge of human resource management and optimistic attitude.				
4	Subject aims 1. Having knowledge and insight of entrepreneurial management 2. Having motivation to develop managerial motivation in entrepreneurial science 3. Having theoretical understanding and optimize work culture in order to improve self ability to formulate entrepreneurial concepts 4. Having a pattern of thinking in practically applying entrepreneurial spirit				
5	Teaching methods Lectures, discussion, demonstration, Assignment.				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Joni Agung Sudarmanto, S.Sn, M.Ds.				
9	Other information, references Marpaung, Happy. 2005. <i>Pengetahuan Kepariwisataaan</i> . Jakarta: Alfa Beta Osterwalder, Alexander & Yves Pigneur. 2010. <i>Business Model Generation</i> , Wiley published. Suryana, Yuyus dan Kartib Bayu. 2010. <i>Kewirausahaan</i> . Jakarta : Kharisma Putra Utama.				

Wahab, Salah. 2006. <i>Manajemen Kepariwisataaan</i> . Jakarta: PT. Pradnya Paramitha. Wibowo, Hery. 2011. <i>Kewirausahaan: suatu pengantar</i> . Jakarta: Widya Padjajaran.
--

RESEARCH METHODOLOGY					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6043	3 Hours	5	4		1 semester
1	Types of courses a) Theory b) Assignment		contact hours 35 hours	independent study 83,6 hours	class size 40 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 3: Having knowledge of ethnics and manners in writing scientific paper published in reputable journals.				
4	Subject aims 1. Having the ability to think critically, make decisions efficiently, and carry out the design of the research methodology preparation activities. 2. Having the ability to communicate effectively based on the design of the methods used in the research. 3. Having theoretical insights and practices that updated and followed the development of Visual Communication Design which will be raised in the research methodology. 4. Having structured learning abilities for self-development and sustainable science in developing and applying research methodologies. 5. Taking responsibility for the research methodology compiled through seminars in front of the class which will be followed up towards the research proposal (study or work).				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Joko Samodra, S.Kom., M.T.				
9	Other information, references Bungin, Burhan. 2008, <i>Analisis Data Penelitian Kualitatif</i> , Jakarta: PT. Raja Grafindo Persada. Creswell, Jhon W. 1994, <i>Research Design: Qualitative & Quantitative Approaches</i> , London: Sage Publication. Daymon, Christine & Immy Holloway. 2008, <i>Metode-metode Riset Kualitatif</i> , Yogyakarta: Bentang. Denzin, Norman K & Yvonna S. Lincoln. 2009, <i>Hand Book of Qualitative Research</i> , Yogyakarta: Pustaka Pelajar. Moleong, Lexy J. 2001, <i>Metodologi Penelitian Kualitatif</i> , Bandung: Remaja Rosdakarya.				

Ratna, Nyoman Kutha. 2010, *Metodologi Penelitian*, Yogyakarta: Pustaka Pelajar.
 Sachari, Agus. 2005, *Pengantar Metodologi Penelitian Budaya Rupa*, Jakarta: Erlangga.
 Saukah, Ali. 2000, *Pedoman Penulisan Karya Ilmiah Malang: Universitas Negeri Malang*.
 Soehartono, Irawan. 1995, *Metode Penelitian Sosial*, Bandung: Rosdakarya.
 Suyanto, Bambang, ed. 1995, *Metode Penelitian Sosial*, Surabaya: Airlangga University Press.
 Tim Penunjuk Teknis. 2011, Penunjuk Teknis Kegiatan Akademik Jurusan Seni dan Desain, Malang: Jurusan Seni dan Desain Fakultas Sastra Universitas Negeri Malang.
 Tim Prodi DKV. 2017, Penunjuk Teknis Kekarya-an, Malang: Program Studi Visual Communication Design, Jurusan Seni dan Desain Fakultas Sastra Universitas Negeri Malang.

RESEARCH PROPOSAL					
module code	student workload	credits	semester	frequency	duration
DKVIUM6044	3 Hours	(according to ECTS) 5	4	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 35 hours	independent study 83,6 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 3: Having the ability to solve Visual Communication Design problems through data analysis that is carried out through the initial stages of a research proposal				
4	Subject aims 1. Having the ability to think critically, make decisions efficiently and carry out the design of activities to compile research proposals. 2. Having adequate effective communication & public speaking skills in maintaining the research proposal writing. 3. Having insight into theorytics and practices that updated and followed the development of Visual Communication Design who will be appointed as research candidates. 4. Having structured learning abilities for self-development and sustainable scholarship in developing research proposals. 5. To be accountable through a proposal seminar which will be followed up by research or real work.				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Dr. Pujiyanto, M.Sn.				

9	<p>Other information, references</p> <p>Bungin, Burhan. 2008, <i>Analisis Data Penelitian Kualitatif</i>, Jakarta: PT. Raja Grafindo Persada.</p> <p>Creswell, Jhon W. 1994, <i>Research Design: Qualitative& Quantitative Approaches</i>, London: Sage Publication.</p> <p>Daymon, Christine & Immy Holloway. 2008, <i>Metode-metode Riset Kualitatif</i>, Yogyakarta: Bentang.</p> <p>Denzin, Norman K & Yvonna S. Lincoln. 2009, <i>Hand Book of Qualitative Research</i>, Yogyakarta: Pustaka Pelajar.</p> <p>Moleong, Lexy J. 2001, <i>Metodologi Penelitian Kualitatif</i>, Bandung: Remaja Rosdakarya.</p> <p>Ratna, Nyoman Kutha. 2010, <i>Metodologi Penelitian</i>, Yogyakarta: Pustaka Pelajar.</p> <p>Sachari, Agus. 2005, <i>Pengantar Metodologi Penelitian Budaya Rupa</i>, Jakarta: Erlangga.</p> <p>Saukah, Ali. 2000, <i>Pedoman Penulisan Karya Ilmiah Malang: Universitas Negeri Malang</i>.</p> <p>Soehartono, Irawan. 1995, <i>Metode Penelitian Sosial</i>, Bandung: Rosdakarya.</p> <p>Suyanto, Bambang, ed. 1995, <i>Metode Penelitian Sosial</i>, Surabaya: Airlangga University Press.</p> <p>Tim Penunjuk Teknis. 2011, Penunjuk Teknis Kegiatan Akademik Jurusan Seni dan Desain, Malang: Jurusan Seni dan Desain Fakultas Sastra Universitas Negeri Malang.</p> <p>Tim Prodi DKV. 2017, Penunjuk Teknis Kekarya, Malang: Program Studi Visual Communication Design, Jurusan Seni dan Desain Fakultas Sastra Universitas Negeri Malang.</p>
----------	---

SEMIOTICS					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6013	2 Hours	3,3	1		1 semester
1	Types of courses a) Theory b) Assignment	contact hours 23,3 hours	independent study 28 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 3: Having skills in analyzing intar disciplinary, interdisciplinary, and multi disciplinary (trans disciplinary) to solve problems in the field of Visual Communication Design				
4	Subject aims 1. Understanding the basic concepts of design semiotics 2. Assessing semiotic case studies in Visual Communication Design works 3. Having the ability to identify semiotic tendencies in relation to the design function as a public work				
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				

8	Responsibility for module Dhara Alim Cendekia,S.Sn, M.Ds.
9	Other information, references Marcel Danesi, Pesan, <i>Tanda dan Makna (terj)</i> , Penerbit Jalasutra, Yogyakarta, 2010. Stephen W. Littlejohn & Karen A. Foss, <i>Theory Komunikasi (terj)</i> , Penerbit Salemba Humanika, Jakarta, 2009. Kaelan, <i>Filsafat Semiotika dan Hermeneutika</i> , Penerbit Paradigma. Yogyakarta, 2009. Sumbo Tinarbuko, <i>Semiotika Komunikasi Visual</i> . Penerbit Jalasutra, Yogyakarta. 2012. Roland Barthes, <i>Elemen-elemen Semiologi (terj)</i> , Penerbit Jalasutra, Yogyakarta, Harimukti Kridaleksana, <i>Mongon-Ferdinand de Saussure : Peletak dasar Strukturalisme dan Linguistik Modern</i> , Penerbit Yayasan Obor Indonesia, Jakarta, 2005. Alex Sobur, <i>Analisis Teks Media : Suatu Pengantar Untuk Analisis Wacana, Analisis Semiotic dan Analisis Framing</i> , Penerbit Rosdakarya, Bandung, 2009. John Fiske, <i>Cultural dan Communication Studies (terj)</i> , Penerbit Jalasutra, Yogyakarta, 2009. Madam sarup, <i>Poststrukturalisme dan Postmodernisme : sebuah Pengantar Kritis (terj)</i> , Penerbit Jendela, Yogyakarta, 2004. Yasraf Amir Piliang, <i>Semiotika dan Hypersemiotika</i> , Penerbit Matahari, Bandung, 2012. John Fiske, <i>Memahami Budaya Populer (terj)</i> , Penerbit Jalasutra, Yogyakarta, 2011. Chris Barker, <i>Cultural Studies : Theory dan Praktik</i> , Penerbit Kreasi Wacana, Yogyakarta, 2004. Winfried Noth, <i>Handbook of Semiotic</i> , Indiana University PressBloomington, 1990. Benny H. Hoed, <i>Semiotik dan Dinamika Sosial Budaya</i> , Penerbit Komunitas Bambu, Jakarta, 2011. St. Sunardi, <i>Semiotika Negativa</i> , Penerbit Kanal, Yogyakarta, 2002. Marcel Danesi, <i>Pengantar Memahami Semiotika Media (terj)</i> , Penerbit Jalasutra, Yogyakarta,2010. Arthur Asa Berger, <i>Pengantar Semiotika : Tanda-tanda dalam Kebudayaan Populer</i> , Penerbit Tiara Wacana, Yogyakarta, 2010. Umberto Eco, <i>Theory Semiotika : Signifikansi Komunikasi, Theory Kode serta Theory Produksi Tanda</i> , Penerbit Kreasi Wacana, Yogyakarta, 2011. Kris Budiman, <i>Semiotika Visual : Konsep, Isu dan Problem Ikonisitas</i> , Penerbit Jalasutra, Yogyakarta, 2011.

2.Skill-Based Courses

LANGUAGE AND VISUAL SIGN SYSTEMS					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6014	6 Hours	6.7	3		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 46,7 hours	independent study 112 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes				

	Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works, and having the ability to be responsive to the development of science and technology in producing products and marketing in the field of Visual Communication Design.
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems about visual language. 2. Exploring iconographic, indexical, and sign system ideas that have functions as information, communication and promotion. 3. Designing environmental graphics based on design elements and principles based on design ethics. 4. Having the ability to communicate personally in informing and presenting environmental graphic works that has designed.
5	Teaching methods Lectures, Presentation, question-answer, discussion, assignment, demonstration
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Andika Agung Sutrisno, S.Sn, M.Sn.
9	Other information, references Sumbo Tinarbuko.2009, Semiotika Komunikasi Visual , yogyakarta: Jalasutra. Yasraf Amir Piliang. 2012, Semiotika dan Hipersemiotika , Jakarta: Serambi. Tim Infografik Kompas. 2014, Indonesia dalam Infografik , Jakarta: Kompas. Jason Lankow, Josh Ritchie, Ross Crooks. 2014, Infographics: The Power of Visual Storytelling , New Jersey: John Willey & Sons. Chris Calori, David Vanden-Eynden. 2015, Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems , New Jersey: John Willey & Sons. Chris Calori, David Vanden-Eynden. 2007, Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems , New Jersey: John Willey & Sons.

CORPORATE IDENTITY					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6015	6 Hours	6.7	5		1 semester
1	Types of courses a) Theory b) Assignment c) Practice		contact hours 46,7 hours	independent study 112 hours	class size 40 students
2	Prerequisites for participation: DKVIUM6014				
3	Learning outcomes				

	Having the knowledge of design thinking to support the work process of Visual Communication Design according to the concept of target audience and client requests.
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems about corporate identity. 2. Exploring the idea of logo design and implementation which have functions as information, communication and promotion with the Indonesian cultural approach. 3. Designing logos, guidelines, applications based on design elements and principles based on design ethics. 4. Having the ability to communicate personally in informing and presenting the corporate identity he has designed.
5	Teaching methods Lectures, Discussion, assignment, demonstration
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Fariza Wahyu Arizal, S.Sn., M.Sn.
9	Other information, references Jessica Diana Kartika, Rudyant Siswanto Wijaya. 2016, <i>Logo: Visual Asset Transitions</i> , Jakarta: Elex Media Komputindo. Surianto Rustan. 2009, <i>Mendesain Logo</i> , Jakarta: Gramedia Pustaka Utama. Murphy, John and Michael Rowe. 1988, <i>How to design trademarks and logos</i> , Ohio: North Ligth book. Ben Rosen. 1970, <i>Corporate Search for Visual Identity: A Study of Fifteen Outstanding Corporate Design Programs</i> , US: Van Nostrand Reinhold Inc. Alina Wheeler. 2012, <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition</i> , New Jersey: John Wiley and Sons.. Wally Olins. 1990, <i>Corporate Identity: Making Business Strategy Visible Through Design</i> , US: Harvard Business School Press Veronica Napoles. 1987, <i>Corporate Identity Design</i> , US: Wiley

LAYOUT MEDIA						
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration	
DKVIUM6016	6 Hours	6.7	5	each year	1 semester	
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 46,7 hours	independent study 112 hours	class size 40 students		

2	Prerequisites for participation: DKVIUM6015
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works, and having the ability to be responsive to the development of science and technology in producing products and marketing in the field of Visual Communication Design.
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems about Changed Media. 2. Exploring the idea of Perwajahan Media based on Nusantara culture which has a function as a place for products, information, communication and promotion. 3. Designing compulsory media based on design elements, design principles, and layout changes based on the characters of the printed mass media 4. Applying design ethics and business ethics in designing compulsory media. 5. The design has added value economically to the printed mass media. 6. Having the ability to communicate personally in informing and presenting the work of the changeable media that has designed.
5	Teaching methods Lectures, discussion, group work, assignment, demonstration
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Yon Ade Lose Hermanto, S.Sn, M.Sn.
9	Other information, references Batey, Ian. 2002. Asian Branding a Great Way to Fly . Jakarta: Bhuana Ilmu Populer. Berger, Arthur Asa. 2000. Tanda-tanda dalam Kebudayaan Kontemporer . Yogyakarta: TiaraWacana Hakim, Budiman. 2006. Lantaran Tapi Relevan . Yogyakarta: Galang Press. Jenkins, Frank. 1997. Periklanan . Jakarta: Erlangga Lewis, Herschell Gordon. 1996. Iklan yang Efektif . Semarang: Dahara Prize Lowe, Brett William. 1993. Periklanan yang Efektif . Jakarta: Elex Media Komputindo. Mangkunegara, Anwar Prabu. 2002. Perilaku Konsumen . Bandung: Refika. March, Marion. 1998. Creative Typography . Phaidon: Oxford Pujiyanto. 1997. Etika Rancangan Periklanan dalam Pangsa Pasar . Malang: IKIP Malang Quon, Mike. 1995. Corporate Graphics . Hong Kong: PBC International, Inc Rakhmat, Jalaluddin. 1998. Metode Penelitian Komunikasi . Bandung: Remaja Rosdakarya. Sarwono, Jonathan. Hary Lubis. 2007. Metode Riset untuk Visual Communication Design . Yogyakarta: Andi Sims, Nitzi. 1991. Sign Design . London: Thames and Hudson Sutherland, Max. Alice K. Syvester. 2005. Advertising and the Mind of the Consumer (Bagaimana mendapatkan untung berlipat lewat iklan yang tepat) . Jakarta: Gramedia. Swann, Alan. 1989. Basic Design and Lay Out . Phaidon:Oxford Tjiptono, Fandy. 2005. Brand Management & Strategy . Yogyakarta: Andi Wheeler,

Alina. 2003. Designing Brand Identity . America: Jhon Wiley & Sond, Inc
--

PRODUCT POSITIONING					
module code	student workload	credits	semester	frequency	duration
DKVIUM6017	6 Hours	(according to ECTS) 6.7	6	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 46,7 hours	independent study 112 hours	class size 30 students	
2	Prerequisites for participation: DKVIUM6016				
3	Learning outcomes Having knowledge of design thinking in the work process of Visual Communication Design according to target audience and client requests, and having the ability to respond to developments science and technology in producing products and marketing in the field of Visual Communication Design.				
4	Subject aims 1. Solving problems in the design process to produce design work 2. Exploring potential ideas in mindset and work patterns to produce Visual Communication Design products 3. Visual Communication Design work process through the process of extracting ideas, design principles, work procedures and evaluation of the final result. 4. Appreciative final results and planning the product or product marketing process				
5	Teaching methods Lectures, discussion, group work, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Fariza Wahyu Arizal, S.Sn., M.Sn.				
9	Other information, references Agustrijanto. 2002, Copywriting: Seni Mengasah Perusahaan Periklanan Indonesia Sylvester, Alice K & Max Sutherland. 2005, Advertising and the Mind of the Consumer , Jakarta: Gramedia				

PORTOFOLIO					
module code DKVIUM6018	student workload 6 Hours	credits (according to ECTS) 6.7	semester 7	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Development Product	contact hours 46,7 hours	independent study 112 hours	class size 30 students	
2	Prerequisites for participation: DKVIUM6017				
3	Learning outcomes Having knowledge of design thinking in the work process of Visual Communication Design according to target audience and client requests, and having the ability to respond to developments science and technology in producing products and marketing in the field of Visual Communication Design.				
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems in the community to be appointed to Porto Folio. 2. Exploring ideas for promotional media designs that have functions as information, communication, and publication of a product / service. 3. Designing designs based on Nusantara culture by taking into account the elements and principles of design in the aesthetics of the promotional media. 4. Pay attention to the design code of ethics and ethics in running the design business. 5. The design has added value economically to the product / service and the environment. 6. Displaying design work in the form of a Porto Folio which is appreciated by the public. 7. Having the ability to communicate personally in informing and presenting his designed Porto Folio 				
5	Teaching methods Lectures, discussion, group work, assignment, demonstration				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Andreas Syah Pahlevi, S.Sn, M.Sn.				
9	Other information, references Beakley, George C. 1974, Introduction Engineering Design and Graphic , America: Printed in the United States of America. Berger, Arthur Asa. 1984, Sign in Contemporary Culture: An Introduction to Semiotics , New York & London: Longman.				

Berryman, Gregg. 1979, **Notes on Graphic Design and Visual Communication**, California: William Kaufmann Inc.

Bonneff, Marcel. 1998. **Komik Indonesia**. Jakarta : Kepustakaan Populer Gramedia

Brown, Tim. 2008, **Design Thinking**, Watertown: Harvard Business Publishing.

Budiman, M. Arief. 2008, **Jualan Ide Segar**, Yogyakarta: Galang Press.

Fiske, John. 1990, **Cultural and Communication Studies**, terjemahan Yosol Iriantara & Idi Subandy Ibrahim, 2007, Yogyakarta: Jalasutra.

Herusatoto, Budiono. 2008, **Simbolisme dalam Budaya Jawa**, Yogyakarta: PT. Hanindita.

McCloud, Scott. 2001. **Understanding Comic (Memahami Komik)**. Jakarta: Kepustakaan Populer Gramedia.

Moriarty, Sandra, **Nancy Mitchell & William Wells. 2011**, Advertising (edisi ke delapan), Jakarta: Kencana.

Putra, Masri Sareb. 2007, **Media Cetak: Bagaimana Merancang dan Memproduksi**, Jakarta: Graha Ilmu.

Russel, J. Thomas dan W. Ronald Lane. 1992. **Kleppner's Advertising Procedure**. Jakarta: PT. Elex Media Komputindo.

COPYWRITING					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6019	6 Hours	6.7	3		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 46,7 hours	independent study 112 hours	class size 30 students	
2	Prerequisites for participation: There are no course prerequisites.				
3	Learning outcomes Having knowledge of design thinking in the process of working on Visual Communication Design according to target audiences and claince requests, and having knowledge of ethics and manners in writing scientific papers published in reputable journals.				
4	Subject aims 1. Understanding the elements of the AIDCA advertising message 2. Scope of advertisement and types 3. Planning, creating and evaluating scripts for ATL advertisements. 4. Planning, creating and evaluating scripts for BTL advertisements. 5. Having the ability to inform and present products or services using advertisements that are designed.				
5	Teaching methods Lectures, discussion, group work, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				

	- Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Gunawan Susilo, S.Sn, M.Sn
9	Other information, references Brata, Vincent Bayu Tapa. 2007. Videografi dan Sinematografi Praktis . Jakarta : PT Gramedia Effendy, Heru. 2002. Mari Membuat Film : Panduan Menjadi Produser . Jakarta : Panduan dan Pustaka Konfiden Nugroho, Adi. 1996. Teknik Pemnafaatan Video Shooting untuk Komersial . Yogyakarta : Indah Sby Sutisno, PCS. Pedoman Penulisan Skenario TV Video . Jakarta: Grasindo Valk, Jos Van Der. 1992. Produksi Film Video . Yogyakarta : Penerbit Kanisius Valk, Jos Van Der. 1992. Mengarang Naskah Video . Yogyakarta : Penerbit Kanisius Wibowo, Fred. 1997. Dasar-dasar Produksi Program Televisi . Jakarta : PT Gramedia Widiasarana Indonesia

VISUAL MERCHANDISING					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6020	4 Hours	5	3		1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours 35 hours	independent study 84 hours	class size 30 students	
2	Prerequisites for participation: There are no course prerequisites.				
3	Learning outcomes 1. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design. 2. Having an optimistic, innovative, and creative attitude in managing human resources in the field of Visual Communication Design.				
4	Subject aims 1. Determining ideas in solving problems about Visual Merchandising. 2. Exploring Visual Merchandising ideas that have information, communication and product marketing promotion functions. 3. Designing Visual Merchandising based on Nusantara culture by taking into account the elements and principles of design based on design ethics. 4. Designing Visual Merchandising has added economic value and social welfare. 5. Having the ability to communicate personally in informing and presenting the Visual Merchandising work that has designed.				
5	Teaching methods Lectures, discussion, demonstration, assignment.				
6	Assessment methods - Writing Test - Presentation				

	<ul style="list-style-type: none"> - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Dr. Pujiyanto, M.Sn
9	Other information, references <p>Arsyad, Azhar. 2007, <i>Media Pembelajaran</i>, Jakarta: PT. Raja Grafindo Persada.</p> <p>Bourdieu, Pierre. 2010, <i>Arena Produksi Kultural Sebuah Kajian Sosiologi Budaya</i>, terjemahan Yudi Santoso, Yogyakarta, Kreasi Wacana.</p> <p>Burton, Graeme. 2008, <i>Yang Tersembunyi di Balik Media: Pengantar Kepada KajianMedia</i>. Yogyakarta: Jalasutra.</p> <p>Christomy, T & Untung Yuwono, ed. 2004, <i>Semiotika Budaya</i>, Jaskarta: Universitas Indonesia,</p> <p>Jefkins, Frank. 1997, Periklanan, Jakarta: Erlangga, Masri Sareb. 2007, <i>Media Cetak:Bagaimana Merancang dan Memproduksi</i>, Jakarta: Graha Ilmu.</p> <p>Putra, Masri Sareb. 2007, <i>Media Cetak: Bagaimana Merancang dan Memproduksi</i>,Jakarta: Graha Ilmu</p> <p>Rohani, Ahmad. 1997, <i>Media Instruksional Edukatif</i>, Jakarta: Rineka Cipta.</p> <p>Sobur, Alex. 2003, <i>Semiotika Komunikasi</i>, Bandung: Remaja Rosdakarya.</p> <p>Tester, Keith. 2009, <i>Immor(t)alitas Media</i>, Yogyakarta: Juxtapose.</p>

PRODUCT PACKAGING DESIGN					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6021	4 Hours	5	4	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours 35 hours	independent study 84 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites.				
3	Learning outcomes 1. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design. 2. Having an optimistic, innovative, and creative attitude in managing human resources in the field of Visual Communication Design.				
4	Subject aims 1. Determining ideas in solving problems about Product Packaging Design. 2. Exploring packaging design ideas based on the archipelago culture which has a function as a place for products, information, communication, and product promotion. 3. Designing primary, secondary and tertiary packaging designs as well as variant products based on design elements and principles based on design ethics and business ethics. 4. The product or design has added value in the product economy and the environment. 5. Having the ability to communicate personally in informing and presenting the design				

	work of Product Packaging Design.
5	Teaching methods Lectures, discussion, demonstration, assignment.
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Dr. Pujiyanto, M.Sn.
9	Other information, references Beakley, George C.1974, <i>Indtroduction Engeneering Design and Graphic</i> , America: Printed ini the United States of America. Belch, George E & Michael A. Belch. 2011, <i>Advertising and Promotion: An Integrated Markerting Communication Perspective</i> , New York: Grawhill. Danger, E. P. 2002, <i>Memilih Warna Kemasan</i> , Jakarta: Pustaka Binama Presindo. Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Keputusan Menteri Kesehatan Republik Indonesia, No. 368/Men.Kes/SK/IV/1994, tentang Pedoman Periklanan Obat Bebas, Obat Tradisional, Alat Kesehatan, Kosmetika, Perbekalan Kesehatan Rumah Tangga, dan Makanan-Minuman. Klimchuk, Marianne Rosner & Sandra A.Krasovec. 2007, <i>Desain Kemasan: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan</i> , Jakarta: Erlangga. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Yersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Murphy, John and Michael Rowe. 1988, <i>How to design trademarks and logos</i> , Ohio: North Ligth book. Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia, No. HK.00.05.55.6497 Tahun 2011, tentang Bahan Kemasan Pangan. Pirous, AD. 1989, <i>Desain Grafis pada Kemasan dalam Buku Simposium Desain Grafis</i> , Yogyakarta: Institut Seni Indonesia. Pujiyanto. 2016, <i>Desain Kemasan Produk Persuasif</i> , Malang: UM Press Simamora, Bilson. 2002, <i>Aura Merek</i> , Jakarta: Gramedia Pustaka Utama. Suyanto, M. 2007, <i>Marketing Strategy Top Brand Indonesia</i> , Yogyakarta: Andi Offset. Swann, Alan. 1987, <i>Basic design and layout</i> , Oxford: Phaidon. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.

VISUAL CULTURE					
module code DKVIUM6022	student workload 4 Hours	credits (according to ECTS) 5	semester 2	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Development Product	contact hours 35 hours	independent study 84 hours	class size 30 students	
2	Prerequisites for participation: There are no course prerequisites.				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.				
4	Subject aims 1. Understanding the concept of visual culture 2. Understanding the history of the development of visual culture in Indonesia 3. Understanding the process of transforming visual culture in Indonesia 4. Understanding the expression of visual culture in Indonesia 5. Understanding the lifestyle related to visual cultural expressions in Indonesia 6. Understanding the expression of contemporary visual culture in Indonesia 7. Solving problems in society related to the existence of traditional visual culture				
5	Teaching methods Lectures, discussion, group work, assignment, demonstration				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Gunawan Susilo, S.Sn, M.Sn				
9	Other information, references Beakley, George C.1974, Indtroduction Engeneering Design and Graphic , America: Printed ini the United States of America. Belch, George E & Michael A. Belch. 2011, Advertising and Promotion: An Integrated Markerting Communication Perpective , New York: Grawhill. Danger, E. P. 2002, Memilih Warna Kemasan , Jakarta: Pustaka Binama Presindo. Foley, John. 2006, Balanced Brand , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, Communication Design: Principles, Methods, and Practice , New York: Allworth Press. Keputusan Menteri Kesehatan Republik Indonesia, No. 368/Men.Kes/SK/IV/1994, tentang Pedoman Periklanan Obat Bebas, Obat Tradisional, Alat Kesehatan, Kosmetika, Perbekalan Kesehatan Rumah Tangga, dan Makanan-Minuman.				

Klimchuk, Marianne Rosner & Sandra A.Krasovec. 2007, **Desain Kemasan: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan**, Jakarta: Erlangga.

Kotler, Philip & Gary Amstron. 1997, **Principle of Marketing (Seventh Edition)**, New Jersey: Prentice Hall Inc.

Mangkunegara, A.A & Anwar Prabu. 2002, **Perilaku Konsumen**, Bandung: Refika Aditama.

Moser, Mike. 2008, **United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat**, Jakarta: Esensi.

Murphy, John and Michael Rowe. 1988, **How to design trademarks and logos**, Ohio: North Ligth book.

Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia, **No. HK.00.05.55.6497 Tahun 2011**, tentang Bahan Kemasan Pangan.

Pirous, AD. 1989, **Desain Grafis pada Kemasan dalam Buku Simposium Desain Grafis**, Yogyakarta: Institut Seni Indonesia.

Pujiyanto. 2016, **Desain Kemasan Produk Persuasif**, Malang: UM Press

Simamora, Bilson. 2002, **Aura Merek**, Jakarta: Gramedia Pustaka Utama.

Suyanto, M. 2007, **Marketing Strategy Top Brand Indonesia**, Yogyakarta: Andi Offset.

Swann, Alan. 1987, **Basic design and layout**, Oxford: Phaidon.

Tjiptono, Fandy. 2005, **Brand: Management & Strategy**, Yogyakarta: Andi.

EXHIBITION MANAGEMENT					
module code	student workload	credits	semester	frequency	duration
DKVIUM6028	3 Hours	(according to ECTS) 4,92	6	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours 46,6 hours	independent study 56 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes SCPL 1 construct: Having the ability to produce design concepts to solve problems in the field of Visual Communication Design SCPL 2 construct: Having the ability to solve life problems in the form of design works SCPL 3 construct: Having the ability to manage human resources in the field of Visual Communication Design SCPL 4 construct: Having entrepreneurial skills in producing products and marketing them in the field of Visual Communication Design SCPL 5 construct: Having mastery in solving Visual Communication Design problems through scientific work SCPL 6 construct: Having the ability to communicate design work (in the form of publications, presentations and exhibitions).				
4	Subject aims 1. Understanding the knowledge and theory about exhibitions / exhibitions as a communication process of design work 2. Determining the idea and theme of the exhibition 3. Identifying the needs and target audience of the exhibition.				

	<p>4. Designing a detailed exhibition scheme</p> <p>5. Designing an exhibition proposal in accordance with the orientation of the creative industry</p> <p>6. Having the ability to communicate personally in informing and presenting works in design exhibitions oriented to the Creative Industry</p>
5	<p>Teaching methods</p> <p>Lectures, discussion, assignment, demonstration</p>
6	<p>Assessment methods</p> <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	<p>This module is used in the following degree programmes as well</p> <p>S1 Visual Communication Design</p>
8	<p>Responsibility for module</p> <p>Andreas Syah Pahlevi, S.Sn, M.Sn.</p>
9	<p>Other information, references</p> <p>Beakley, George C.1974, Introduction Engineering Design and Graphic, America: Printed in the United States of America.</p> <p>Mikke Susanto , 2004, Menimbang Ruang Menata Rupa - Galangpress Group, Yogyakarta</p> <p>Ambrose, Timothy dan Paine, Crispin. (2006). Museum Basic , 2nd edition, London and New York: Routledge.</p> <p>Edson, Gary dan David Dean. (1996). The Handbook for Museums, London and New York: Routledge.</p> <p>Kotler Neil dan Kotler Philip. (1998). Museum Strategy and Marketing, San Francisco: Jossey-Bas A Wiley Imprint.</p>

THESIS						
module code	student workload	credits	semester	frequency	duration	
DKVIUM6100	- Hours	(according to ECTS) 10	8	each year	1 semester	
1	<p>Types of courses</p> <p>a) Theory</p> <p>b) Assignment</p> <p>c) Practice/ Product Development</p>		<p>contact hours</p> <p>70 hours</p>	<p>independent study</p> <p>84 hours</p>	<p>class size</p> <p>40 students</p>	
2	<p>Prerequisites for participation: There are no course prerequisites</p>					
3	<p>Learning outcomes</p> <p>This course requires students to demonstrate their ability to produce a supervised research report at the end of their undergraduate study. The project may take the form of a fieldwork research report, a critical review of the literature, or an (applied) linguistic analysis, in its broadest sense, of a particular issue. Additionally, students are encouraged to publish their research report in scholarly journals. A Sarjana thesis is normally written in around 10,000 to 12,000 words (excluding appendices).</p>					

4	Subject aims					
	<ol style="list-style-type: none"> Analyze and evaluate ideas in various types of spoken English texts. Communicate ideas effectively and appropriately in spoken forms both in formal and informal situations. Analyze and evaluate ideas in various types of written English texts. Communicate ideas effectively and appropriately in written forms both in academic and non-academic contexts. Apply the knowledge of the basic concepts of linguistics in the teaching of English. Apply the knowledge of the basic concepts of literature in the teaching of English. 					
5	Teaching methods					
	Lectures, discussion, group work, assignment, demonstration.					
6	Assessment methods					
	<ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 					
7	This module is used in the following degree programmes as well					
	S1 Visual Communication Design					
8	Responsibility for module					
	Andy Pramono, S.Kom, M.T.					
9	Other information, references					
PRAKTIK KERJA INDUSTRI - INTERNSHIP						
module code	student workload	credits	semester	frequency	duration	
UPLP6090	4 Hours	(according to ECTS) 6,7	6	each year	1 semester	
1	Types of courses	contact hours	independent study	class size		
	<ol style="list-style-type: none"> Theory Assignment Practice/ Development 	2800 minutes/60 minutes = 46,6 hours	6720 minutes/ 60 minutes = 112 hours	25 students		
2	Prerequisites for participation: There are no course prerequisites					
3	Learning outcomes					
	Having the ability to produce design concepts to solve problems in the field of Visual Communication Design.					
4	Subject aims					
	<ol style="list-style-type: none"> Diagrams the organizational structure and work arrangements of Industry Partners; Summarizing the production process, the application of K3 in the production process and customer service; Training work ethics and work ethics in industry / projects; Training production processes and other jobs according to industry partner needs and student competencies. 					
5	Teaching methods					
	Lectures, presentation, question-answer, discussion, assignment, demonstration, practice					
6	Assessment methods					

	<ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Andy Pramono, S.Kom, M.T.
9	Other information, references 1.Panduan Pendidikan UM. 2.Juknis PKP JSD UM.

KKN - COMMUNITY SERVICE					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
UKKN6090	680 Hours	6,7	6		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ development	Product	contact hours 46,6 hours	independent study 112 hours	class size 25 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having knowledge and ability to display behavior as religious citizens, loving the country, nation and culture of Indonesia based on the spirit of Pancasila, and having independence in working in an innovative, adaptive and critical manner in accordance with global dynamics.				
4	Subject aims <ol style="list-style-type: none"> 1. Carrying out the stages of community service function by utilizing the knowledge learned and the products of science and technology research results 2. Showing an attitude that reflects social skills in society in order to improve the quality of institutional functions in society and the quality of community life 3. Building partnerships and develop collaborative networks with local governments, BUMN, BUMD, the business world and the industrial world in synergy between universities and the community 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				

8	Responsibility for module Dr.Agung Winarno, M.M.
9	Other information, references PETUNJUK TEKNIS KULIAH KERJA NYATA (KKN) – UM, 2013 PETUNJUK TEKNIS KULIAH KERJA NYATA (KKN) – UM, 2018

3. Elective Courses and Transdisciplinary Courses

ILLUSTRATION					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVI6006	4 Hours	5	3		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product development	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes 1. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design. 2. Having the ability to respond to developments in science and technology in producing products and marketing them in the field of Visual Communication Design.				
4	Subject aims 1. Understanding knowledge of illustration including illustration boundaries, principles, techniques, media, and illustration procedures, 2. Being able to analyze illustration work, 3. Being able to visualize illustrations for design needs and form illustration drawing skills harmoniously for design purposes 4. Being able to apply illustration work to design interests so that it can convey messages well				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Drs. Didiek Rahmanadji, M.Pd.				
9	Other information, references Zeegen, Lawrence & Crush. 2005. <i>Fundamental of Illustration</i> . Lausanne: AVA Publishing SA				

<p>Male, Alan. 2007. <i>Illustration, a theoretical and contextual perspective</i>. Lausanne: AVA Publishing SA.</p> <p>Borgman, Harry. 1989. <i>Pen and pencil drawing technique</i>. New York: Watson-Guption Publications.</p> <p>D'amelio, Joseph. 2004. <i>Perspective drawing handbook</i>. New York: Dover Publications, Inc.</p> <p>Barber, Barrington. 2003. <i>Advanced drawing skills, a course in artistic excellence</i>. Berkshire: Acturus Publishing.</p>

VIDEOGRAPHY DESIGN					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6048	4 Hours	5	4	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Development	contact hours 47 hours	independent study 112 hours	class size 30 students	Product
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 1: Having knowledge of design thinking in the process of working on Visual Communication Design according to target audience and client requests Construct SCPL 2: Having an optimistic, innovative, and creative attitude in managing human resources in the field of Visual Communication Design.				
4	Subject aims 1. Determining ideas in solving problems with videography-based digital media. 2. Exploring the idea of a video production script that functions as information, communication, and promotion using the Indonesian cultural approach. 3. Designing films based on preproduction, production and post-production. 4. Having the ability to communicate personally in informing and presenting the videography that has designed.				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Gunawan Susilo, S.Sn, M.Sn.				
9	Other information, references Oka Djauhari. 2003. <i>Pemanfaatan Video Image Sebagai Bahan Expose (Diktat TOT Bidang Perkotaan Dengan Media Audio Visual)</i> . Surabaya: Balai Produksi Bahan Pelatihan Audio Visual				

Joseph V Mascelli. ASC. 1987.. *The Five C's Of Cinematography, Terjemahan HMY Biran*. Jakarta: Yayasan Citra.

Sastro Subroto, Darwanto. 1994. *Produksi Acara Televisi*. Yogyakarta: Duta Wacana University Press

Sumarno, Marselli. 1998. *Dasar-Dasar Apresiasi Film* . Jakarta. Grasindo

Tim Penyusun. 1996. Diktat Pendidikan Audio Visual

Reguler Lpm Mandiri. Yogyakarta. LPM Mandiri

Wibowo, Fred. 1997. *Dasar-Dasar Produksi Televisi*. Jakarta: Grassindo

INTERACTIVE MULTIMEDIA					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6023	4 Hours	5	3		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes <ol style="list-style-type: none"> 1. Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests 2. Having skills in analyzing inter disciplinary, interdisciplinary, and multi disciplinary (trans disciplinary) to solve problems in the field of Visual Communication Design 				
4	Subject aims <ol style="list-style-type: none"> 1. Understanding the concept of multimedia design 2. Understanding multimedia operational workflows 3. Developing concepts and operational workflows for multimedia applications 4. Creating multimedia applications with design components and content 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Andy Pramono, S.Kom, M.T.				
9	Other information, references Finkelstein, Ellen, Gurdy Leete, Mary Leete. 2010. <i>Flash Professional CS5 & Flash Catalyst CS5 For Dummies</i> . New Jersey: John Wiley and Sons, Inc. Gerantabee, Fred, AGI Tema Creative. 2012. <i>Adobe Flash CS 6 Digital Classroom</i> . New Jersey:				

John Wiley and Sons, Inc. Perkins, Todd. 2010. <i>Adobe Flash Professional CS5 Bible</i> . New Jersey: John Wiley and Sons						
WEB DESIGN						
module code DKVIUM6024	student workload 4 Hours	credits (according to ECTS) 5	semester 4	frequency each year	duration 1 semester	
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 35 hours	independent study 84 hours	class size 40 students		
2	Prerequisites for participation: There are no course prerequisites					
3	Learning outcomes 1. Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. 2. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design..					
4	Subject aims 1. Being able to create both static and dynamic web designs, 2. Being able to apply web design through internet media, 3. Being able to work on web designs including visual elements and components of images, text, sound, and animated images.					
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice					
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project					
7	This module is used in the following degree programmes as well S1 Visual Communication Design					
8	Responsibility for module Muhammad Nurwiseso Wibisono, S.Kom, M.T.					
9	Other information, references Prasetio, Adhi. 2010. <i>Cara Mudah Membuat Desain Web untuk Pemula</i> . Jakarta:MediaKita Alatas, Husein. 2013. <i>Responsive Web Design dengan PHP dan Bootstrap</i> . Jogjakarta: Lokomeia Beard, Jason. 2012. <i>The Principles of Beautiful Web Design</i> . Collingwood: Sitepoint Publisher					
VIDEO EDITING						
module code DKVIUM6025	student workload 4 Hours	credits (according to ECTS) 5	semester 4	frequency each year	duration 1 semester	
1	Types of courses a) Theory	contact hours 35 hours	independent study 84 hours	class size 40 students		

	b) Assignment c) Practice			
2	Prerequisites for participation: DKVIUM6045			
3	Learning outcomes 1. Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. 2. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design..			
4	Subject aims 1. Understanding the types of video editing types 2. Understanding the types of image replacement transitions 3. Planning, creating and editing videos with a linear system 4. Planning, creating and editing videos with a non-linear system 5. Having the ability to produce video works with linear and non-linear editing techniques			
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice			
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project			
7	This module is used in the following degree programmes as well S1 Visual Communication Design			
8	Responsibility for module Gunawan Susilo, S.Sn, M.Sn.			
9	Other information, references Yusa Biran, H. Misbach. 2006. <i>Teknik Menulis Skenario Film Cerita</i> . Jakarta : Pustaka Jaya Pratista, Himawan. 2008. <i>Memahami Film</i> . Jogjakarta : Homerian Pustaka Wibowo, Fred. 1997. <i>Dasar-dasar Produksi Program Televisi</i> . Jakarta : Grasindo Didik Suharijadi, S.S. 2008. <i>Sinematografi</i> . Jember : Universitas Jember Anjuran MediaCollege. 2008. <i>Video and Audio Production Tutorial</i> . mediacollege.com, New Zealand : Wavelength Media Whittaker, Ph.D., Ron. 2007. <i>Film Production</i> . cybercollege.com, Southern California Whittaker, Ph.D., Ron. 2007. <i>TV Production</i> . cybercollege.com, Southern California Fachrurozi, Drs. Roib. 2002. <i>News Editing, LPP TVRI</i> , Jakarta : Balai Diklat LPP TVRI			

ANIMATION					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6026	4 Hours	5	5	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours 35 hours	independent study 84 hours	class size 25 students	

2	Prerequisites for participation: There are no course prerequisites
3	Learning outcomes <ol style="list-style-type: none"> 1. Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. 2. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design.
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems about animation. 2. Exploring the idea of an archipelago culture-oriented animation that has a function as a medium of information, communication, and learning media. 3. Designing animations based on design elements and principles that adhere to a design code of ethics. 4. Producing animated works that have value and added value. 5. Having the ability to communicate personally in informing and presenting the animation he designed.
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice.
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Ima Kusumawati Hidayat, S.Sn., M.Ds.
9	Other information, references Agustrijanto. 2001, <i>Copywriting: seni mengasah kreativitas dan memahami bahasa iklan</i> , Bandung: Remaja Rosdakarya. Berryman, Gregg. 1980, <i>Notes on Graphic Design and Visual Communication</i> , California: William Kaufmann. Harold Whitaker & John Halas. 2006, <i>Timing For Animation</i> , Malang: Bayumedia Publishing Henn, John. 1996, <i>Introduction to Painting and Drawing</i> , London: Grange Books. Masaru, Torino, Ittetsu Narita. 1993, <i>Introduction to Drawing With Pen and Color Ink</i> , Japan: Graphicsha Publishing Co, Ltd. McCloud, Scott. 2001, <i>Understanding Comics</i> , Jakarta: Kepustakaan Populer Gramedia. Sonneman, Milly R. 2002. <i>Mahir Berbahasa Visual: Mengungkapkan Gagasan Lebih Cepat Daripada Kata</i> , Bandung: Kaifa

MEDIA CREATIVE					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6027	4 Hours	5	6		1 semester
1	Types of courses	contact hours	independent study	class size	

	a) Theory b) Assignment c) Practice	35 hours	84 hours	25 students
2	Prerequisites for participation: There are no course prerequisites			
3	Learning outcomes Having knowledge of the design process to solve various problems in the form of Visual Communication Design work.			
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems about Creative Media. 2. Exploring creative media ideas that have information, communication, and product, service and social functions. 3. Creative Designing Archipelago culture-based media that has ROI: Relevant, Original, Impact. 4. Creative Media Designing based on design elements and principles by paying attention to the design code of ethics. 			
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice			
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 			
7	This module is used in the following degree programmes as well S1 Visual Communication Design			
8	Responsibility for module Andika Agung Sutrisno, S.Sn, M.Sn.			
9	Other information, references Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Jersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.			

PHOTOGRAPHY DESIGN					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6047	4 Hours	5	3	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 35 hours	independent study 84 hours	class size 25 students	

	c) Practice		
2	Prerequisites for participation: DKVIUM6041		
3	Learning outcomes <ol style="list-style-type: none"> 3. Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. 4. Having skills in designing to solve various problems in the form of concepts and works of Visual Communication Design. 		
4	Subject aims <ol style="list-style-type: none"> 1. Concept and scope of photography 2. The principle of lighting and treatment 3. Project product 4. Project ILM 		
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice		
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 		
7	This module is used in the following degree programmes as well S1 Visual Communication Design		
8	Responsibility for module Gunawan Susilo, S.Sn, M.Sn		
9	Other information, references Buselle, Michael, <i>Digital Photography, David & Charles</i> , London, 2002 Chris Gatcum, <i>The Beginners Photography Guide. The Ultimate Step-by-Step Manual for Getting The Most From</i> Child John, <i>Essential Skills, Photographic Lighting</i> , Focal Press Oxford Auckland Boston Johannesburg Melbourne, 1999 Andreas, <i>Principles of Composition in Photography</i> , London, 1973 Freeman, Michael, <i>Mastering Digital Photography</i> , 2013 Freeman, Michael, <i>Basic Photography (Guide Book)</i> , USA, 2004 Goodman, <i>Masters of Photography River Golden</i> , Hongkong. 2013 Hedgecoes, John, <i>Introductory Photography Course, Reed International Book Ltd</i> , London, 1994 <i>Still Life Photography (the light)</i> USA, 1999 <i>Studio Lighting</i> , Brook Institute. 1996 Lister, Martin, <i>The Photographic Image in Digital Culture</i> , 1995 Routledge, London and New York. <i>National Geographic, National Geographic Image Collection</i> . Washington D.C, 2013		

MODEL PHOTOGRAPHY					
module code DKVIUM6049	student workload 4 Hours	credits (according to ECTS) 5	semester 3	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.				
4	Subject aims 1. Students can explore photography ideas that have functions as information, communication, and promotion 2. Students are can master the concepts and technology in model photography 3. Students have the ability to communicate personally and in teams with clients in informing and presenting photographic works				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Andhika Putra Herwanto, S.Sn., M.Sn.				
9	Other information, references Buselle, Michael, <i>Digital Photography, David & Charles</i> , London, 2002 Chris Gatum, <i>The Beginners Photography Guide. The Ultimate Step-by-Step Manual for Getting The Must From</i> Child John, <i>Essential Skills, Photographic Lighting</i> , Focal Press Oxford Auckland Boston Johannesburg Melbourne, 1999 Andreas, <i>Principles of Composition in Photography</i> , London, 1973 Freeman, Michael, <i>Mastering Digital Photography</i> , 2013 Freeman, Michael, <i>Basic Photography (Guide Book)</i> , USA, 2004 Goodman, <i>Masters of Photography River Golden</i> , Hongkong. 2013 Hedgecoes, John, <i>Introductory Photography Course, Reed International Book Ltd</i> , London, 1994				

PRODUCT PHOTOGRAPHY					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6015	4 Hours	5	3	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours	independent study	class size	
		35 hours	84 hours	25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.				
4	Subject aims <ol style="list-style-type: none"> 1. Students can explore photography ideas that have functions as information, communication, and promotion 2. Students can master the concepts and technology in model photography 3. Students have the ability to communicate personally and in teams with clients in informing and presenting photographic works 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Fariza Wahyu Arizal, S.Sn., M.Sn.				
9	Other information, references Buselle, Michael, <i>Digital Photography, David & Charles</i> , London, 2002 Chris Gatcum, <i>The Beginners Photography Guide. The Ultimate Step-by-Step Manual for Getting The Must From</i> Child John, <i>Essential Skills, Photographic Lighting</i> , Focal Press Oxford Auckland Boston Johannesburg Melbourne, 1999 Andreas, <i>Principles of Composition in Photography</i> , London, 1973 Freeman, Michael, <i>Mastering Digital Photography</i> , 2013 Freeman, Michael, <i>Basic Photography (Guide Book)</i> , USA, 2004 Goodman, <i>Masters of Photography River Golden</i> , Hongkong. 2013 Hedgecoes, John, <i>Introductory Photography Course, Reed International Book Ltd</i> , London, 1994 <i>Still Life Photography (the light)</i> USA, 1999 <i>Studio Lighting</i> , Brook Intstitute. 1996 Lister, Martin, <i>The Photographic Image in Digital Culture</i> , 1995 Routledge, London and New York. <i>National Geographic, National Geographic Image Collection.</i>				

SERVICE PHOTOGRAPHY					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6051	4 Hours	5	5		1 semester
1	Types of courses a) Theory b) Assignment c) Practice		contact hours 35 hours	independent study 84 hours	class size 25 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having the ability to solve life problems in the form of design works				
4	Subject aims <ol style="list-style-type: none"> 1. Students can know the ins and outs of the photography service business 2. Students can master the concepts and technology to support photography services 3. Students have the ability to communicate personally and in teams with clients in informing and presenting photographic works 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice.				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Fariza Wahyu Arizal, S.Sn., M.Sn.				
9	Other information, references Denaya Images, 2013, <i>JUTAWAN FOTOGRAFER: Cara Kaya dari Bisnis Fotografi</i> , pustaka ananda srva Tirta Andayanto MR, 2012, <i>Bisnis Fotografi ,Bagaimana Memulainya?</i> , Metagraf, Creative Imprint of Tiga Serangkai Albertus Indratno, 2013, <i>Bisnis Fotografi</i> , pustaka ananda srva Mulyanta, Edi. 2007. <i>Teknik Modern Fotografi Digital</i> . Yogyakarta: Penerbit Andi Adriansyah, Yulian. 2005. <i>Tips dan Trik Fotografi Theory dan Aplikasi Belajar Fotografi</i> . Jakarta: Gramedia Douglas Freer, 2008, <i>Microstock Photography: How to Make Money from Your Digital Images</i> , Focal Press				

VIDEO ADVERTISING					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6052	4 Hours	5	5	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours	independent study	class size	
		35 hours	84 hours	25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works..				
4	Subject aims <ol style="list-style-type: none"> 1. Students understand the scope of the video advertisement 2. Being able to study the implications of the development or implementation of science and technology in video advertising in accordance with their expertise in producing solutions, ideas, designs or art criticism; 3. Being able to produce commercial and non-commercial advertising videos with advertising standards 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Novian Wahyu Firmansyah, M.Sn.				
9	Other information, references Yusa Biran, H. Misbach. 2006. <i>Teknik Menulis Skenario Film Cerita</i> . Jakarta : Pustaka Jaya Pratista, Himawan. 2008. <i>Memahami Film</i> . Jogjakarta : Homerian Pustaka Wibowo, Fred. 1997. <i>Dasar-dasar Produksi Program Televisi</i> . Jakarta : Grasindo Didik Suharijadi, S.S. 2008. <i>Sinematografi</i> . Jember : Universitas Jember Anjuran MediaCollege. 2008. <i>Video and Audio Production Tutorial</i> . mediacollege.com, New Zealand : Wavelength Media Whittaker, Ph.D., Ron. 2007. <i>Film Production</i> . Cyber college.com, Southern California Whittaker, Ph.D., Ron. 2007. <i>TV Production</i> . cybercollege.com, Southern California Fachrurozi, Drs. Roib. 2002. <i>News Editing, LPP TVRI</i> , Jakarta : Balai Diklat LPP TVRI				

COMMERCIAL VIDEO					
module code DKVIUM6053	student workload 4 Hours	credits (according to ECTS) 5	semester 4	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works..				
4	Subject aims 1. Students understand the scope of commercial videos 2. Students can create concepts, and determine the style and technology in accordance with the products and services represented. 3. Students can compile a complete commercial video structure 4. Students can produce commercial videos according to standards				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Novian Wahyu Firmansyah, M.Sn.				
9	Other information, references Komputer,wahana.2015. <i>Video Iklan Komersial Dengan Adobe Premiere Cs6</i> .Yogyakarta:Penerbit Andi Wibowo, Mardian.2018. <i>Iklan Televisi Dan Perlindungan Hukum Bagi Konsumen</i> .Bandung:Mandar maju Williams,Eliza.2005. <i>How 30 great ads were made,from idea to campaign</i> .London:Laurence King Publishing _.2017. <i>Guide To Digital Video Advertising Practical Advice For Cross-Platform Video Advertising</i> . New York:Interactive Advertising Bureau (IAB)				

DOCUMENTARY VIDEO					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6054	4 Hours	5	5	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice	contact hours	independent study	class size	
		35 hours	84 hours	25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.				
4	Subject aims <ol style="list-style-type: none"> 1. Knowing the scope of the documentary video 2. Being able to distinguish types, functions, styles and genres of documentary videos 3. Students understand and explain the roles and functions of the documentary tree angle system 4. Students can produce documentary videos according to standards 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Novian Wahyu Firmansyah, M.Sn.				
9	Other information, references Yusa Biran, H. Misbach. 2006. <i>Teknik Menulis Skenario Film Cerita</i> . Jakarta : Pustaka Jaya Pratista, Himawan. 2008. <i>Memahami Film</i> . Jogjakarta : Homerian Pustaka Wibowo, Fred. 1997. <i>Dasar-dasar Produksi Program Televisi</i> . Jakarta : Grasindo Didik Suharijadi, S.S. 2008. <i>Sinematografi</i> . Jember : Universitas Jember Anjuran MediaCollege. 2008. <i>Video and Audio Production Tutorial</i> . mediacollege.com, New Zealand : Wavelength Media Whittaker, Ph.D., Ron. 2007. <i>Film Production</i> . Cyber college.com, Southern California Whittaker, Ph.D., Ron. 2007. <i>TV Production</i> . cybercollege.com, Southern California Fachrurozi, Drs. Roib. 2002. <i>News Editing, LPP TVRI</i> , Jakarta : Balai Diklat LPP TVRI				

APPLIED TYPOGRAPHY							
module code	student workload	credits (according to ECTS)	semester	frequency	duration		
DKVIUM6055	4 Hours	5	3	each year	1 semester		
1	Types of courses a) Theory b) Assignment c) Practice	contact hours	35 hours	independent study	84 hours	class size	25 students
2	Prerequisites for participation: There are no course prerequisites						
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.						
4	Subject aims 1. Students can master the concepts and technology of making photos by adjusting the character of the object. 2. Students can analyze and understand the needs of photography production standards						
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice						
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project						
7	This module is used in the following degree programmes as well S1 Visual Communication Design						
8	Responsibility for module Yon Ade Lose, S.Sn, M.Sn.						
9	Other information, references Berger, Arthur Asa. 1984, <i>Sign in Contemporary Cultur</i> , London: Longman. Berryman, Gregg. 1979, <i>Notes on Graphic Design and Visual Communication</i> , California: William Kaufmann Inc. Carter, David E. 2007, <i>The big book of 5,000 font</i> , New York: Harper Colliins. Gray, Nicolete. 1986, <i>A History of Lettering</i> , Oxford: Phaidon Press.						

DIGITAL PUBLISHING							
module code	student workload	credits (according to ECTS)	semester	frequency	duration		
DKVIUM6056	4 Hours	5	4	each year	1 semester		
1	Types of courses a) Theory b) Assignment c) Practice	contact hours	35 hours	independent study	84 hours	class size	25 students
2	Prerequisites for participation: There are no course prerequisites						

3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.
4	Subject aims 1. Having knowledge and insight into the history of modern era literature 2. Having the ability to solve problems in printing designs on various media through modern printing techniques using renewable methods and equipment.
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Andika Agung Sutrisno, S.Sn, M.Sn.
9	Other information, references Berger, Arthur Asa. 1984, <i>Sign in Contemporary Cultur</i> , London: Longman. Berryman, Gregg. 1979, <i>Notes on Graphic Design and Visual Communication</i> , California: William Kaufmann Inc. Carter, David E. 2007, <i>The big book of 5,000 font</i> , New York: Harper Colliins. Gray, Nicolete. 1986, <i>A History of Lettering</i> , Oxford: Phaidon Press. Martin, Diana&Lynn Haller. 1997, <i>Graphic Design Inspirations and Innovations 2</i> , China: North Light Books. Quon, Mike. 1995, <i>Corporate Graphics</i> , New York: PBC International Inc. Rustam, Surianto 2009, <i>Lay Out Dasar & Penerapannya</i> , Jakarta: Gramedia Pustaka Utama. Saliya, Yuswadi. 1986, <i>Dinamakah Letak Makna Itu? Mencari Dinamika Desain</i> , Jakarta: CV.Rajawali. Sihombing, Dalton. 2007, <i>Tipografi dalam Desain Grafis</i> , Jakarta: Gramedia Pustaka Utama.

TRADITIONAL REPROGRAPHIC METHODS					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6058	4 Hours	5	3		1 semester
1	Types of courses a) Theory b) Assignment c) Praktice/ Product development	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Have skills in designing to solve various problems in the form of Visual Communication Design				

	concepts and works..
4	Subject aims <ol style="list-style-type: none"> 1. Having knowledge and insight into the history of printing and production of traditional visual products. 2. Having the ability to solve problems in printing designs on various media through traditional printing techniques.
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Andika Agung Sutrisno, S.Sn, M.Sn.
9	Other information, references Adi Kusrianto. 2007, <i>Pengantar Visual Communication Design</i> , Yogyakarta: Andi Agus Sachari, 1986, <i>Desain, Gaya dan Realitas</i> , Jakarta: Rajawali Press Antonius Bowo Wasono dkk. 2008, <i>Teknik Grafika dan Industri Grafika</i> , Jakarta: Penerbit Direktorat Pembinaan Sekolah Menengah Kejuruan Direktorat Jenderal Manajemen Pendidikan Dasar dan Menengah Departemen Pendidikan Nasional Marianne Rosner Klimchuk. 2006, <i>Desain Kemasan</i> , Jakarta: Gloria Aksara

INDOORS AND OUTDOORS REPROGRAPHIC METHODS					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6059	4 Hours	5	3	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.				
4	Subject aims <ol style="list-style-type: none"> 1. Having knowledge and insight into the history of printing for indoor and outdoor use. 2. Having the ability to solve problems in printing designs on various media with traditional / modern techniques for indoor and outdoor use. 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				

6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Andika Agung Sutrisno, S.Sn, M.Sn.				
9	Other information, references Adi Kusrianto. 2007, <i>Pengantar Visual Communication Design</i> , Yogyakarta: Andi Agus Sachari, 1986, <i>Desain, Gaya dan Realitas</i> , Jakarta: Rajawali Press Antonius Bowo Wasono dkk. 2008, <i>Teknik Grafika dan Industri Grafika</i> , Jakarta: Penerbit Direktorat Pembinaan Sekolah Menengah Kejuruan Direktorat Jenderal Manajemen Pendidikan Dasar dan Menengah Departemen Pendidikan Nasional Marianne Rosner Klimchuk. 2006, <i>Desain Kemasan</i> , Jakarta: Gloria Aksara				
3D REPROGRAPHIC METHODS					
module code DKVIUM6060	student workload 4 Hours	credits (according to ECTS) 5	semester 3	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 35 hours	independent study 84 hours	class size 30 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having skills in designing to solve various problems in the form of Visual Communication Design concepts and works.				
4	Subject aims 1. Understanding and applying the concept of building self-confidence and personal credibility that supports students' ability to speak rhetorically. 2. Understanding how the mind works in shaping anxiety to speak in public.				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module				

	Novian Wahyu Firmansyah, S.Sn., M.Sn.
9	Other information, references Adi Kusrianto. 2007, <i>Pengantar Visual Communication Design</i> , Yogyakarta: Andi Agus Sachari, 1986, <i>Desain, Gaya dan Realitas</i> , Jakarta: Rajawali Press Antonius Bowo Wasono dkk. 2008, <i>Teknik Grafika dan Industri Grafika</i> , Jakarta: Penerbit Direktorat Pembinaan Sekolah Menengah Kejuruan Direktorat Jenderal Manajemen Pendidikan Dasar dan Menengah Departemen Pendidikan Nasional Marianne Rosner Klimchuk. 2006, <i>Desain Kemasan</i> , Jakarta: Gloria Aksara

PERSUASIVE COMMUNICATION DESIGN					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6061	4 Hours	5	3		1 semester
1	Types of courses a) Theory b) Assignment	contact hours 35 hours	independent study 84 hours		class size 30 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having the ability to respond to developments in science and technology in producing products and marketing them in the field of Visual Communication Design..				
4	Subject aims <ol style="list-style-type: none"> 1. Being able to apply logical, critical, systematic, and innovative thinking in the context of developing or implementing science and technology that pays attention to and applies humanities values in accordance with the field of design. 2. Being able to show independent performance, measurable quality. 3. Being able to make decisions appropriately in the context of problem solving in the field of design, based on the results of analysis of information and data 4. Having the ability to research public opinion, images and campaigns to develop goodwill-based relationships 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Joni Agung Sudarmanto , S.Sn, M.Ds.				
9	Other information, references Abdillah Hana , <i>Memahami Komunikasi Antar manusia</i> , Usaha Nasional, Surabaya, 1998 Anwar Ari n, Ilmu Komunikasi, <i>Sebuah Pengantar Ringkas</i> , RajaGra indo Perkasa, 2002 ^[1] _{SEP} Dani Vardiansyah, <i>Pengantar Ilmu Komunikasi</i> , Ghalia Indah, 2004. Dedy Mulyana, <i>Ilmu Komunikasi Suatu Pengantar</i> , Remaja Rosda Karya, 2004.				

Joseph A. Devito, *Komunikasi Antarmanusia*, Kuliah Dasar, Professional Books, 1997.
 Mulyana, *Ilmu Komunikasi Suatu Pengantar*, Remaja Rosda Karya, 2004
 Onong U E endi, *Ilmu Komunikasi, Theory dan Praktik*, Remaja Rosda Karya, 1990.
 Saefullah, Ujang. 2007. *Kapita Selekta Komunikasi*, Pendekatan Budaya dan Agama, Simbiosis
 Rekatam Media,
 Sayling Wen, *Future of the Media*, Lucky Publisher, 2003.
 Stewart L Tubbs, dan Sylvia Moss. *Human Communication*, Prinsip-Prinsip Dasar, Buku Pertama,
 Remaja Rosdakarya, 2001.
 H. Ha ed Cangara, *Pengantar Ilmu Komunikasi*, Raja Grando Perkasa, 2006.

DESIGN INTERPRETATION					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6062	4 Hours	5	4		1 semester
1	Types of courses a) Theory b) Assignment	contact hours 35 hours	independent study 42 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having the ability to respond to developments in science and technology in producing products and marketing them in the field of Visual Communication Design..				
4	Subject aims 1. Being able to understand the development of Visual Communication Design since the beginning of human civilization until today. 2. Being able to develop knowledge with historical benchmarks through analysis of design works from the era of the industrial revolution to the 21st century and to form skills in analyzing design works in terms of the factors behind the birth of phenomenal works.				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Joni Agung Sudarmanto , S.Sn, M.Ds.				
9	Other information, references Beakley, George C.1974, <i>Introduction Engeneering Design and Graphic</i> , America: Printed ini the United States of America. Belch, George E & Michael A. Belch. 2011, <i>Advertising and Promotion: An Integrated Markerting Communication Perpective</i> , New York: Grawhill. Danger, E. P. 2002, <i>Memilih Warna Kemasan</i> , Jakarta: Pustaka Binama Presindo. Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint.				

Frascara, Jorge. 2004, Communication Design: *Principles, Methods, and Practice*, New York: Allworth Press.

Keputusan Menteri Kesehatan Republik Indonesia, No. 368/Men.Kes/SK/IV/1994, tentang Pedoman

Periklanan Obat Bebas, Obat Tradisional, Alat Kesehatan, Kosmetika, Perbekalan Kesehatan Rumah Tangga, dan Makanan-Minuman.

Klimchuk, Marianne Rosner & Sandra A. Krasovec. 2007, *Metodologi desain: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan*, Jakarta: Erlangga.

Kotler, Philip & Gary Armstrong. 1997, *Principle of Marketing (Seventh Edition)*, New Jersey: Prentice Hall Inc.

Mangkunegara, A.A & Anwar Prabu. 2002, *Perilaku Konsumen*, Bandung: Refika Aditama.

Moser, Mike. 2008, *United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat*, Jakarta: Esensi.

Murphy, John and Michael Rowe. 1988, *How to design trademarks and logos*, Ohio: North Ligth book.

Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia, No. HK.00.05.55.6497 Tahun 2011, tentang Bahan Kemasan Pangan.

Pirous, AD. 1989, *Desain Grafis pada Kemasan dalam Buku Simposium Desain Grafis*, Yogyakarta: Institut Seni Indonesia.

Pujiyanto. 2016, *Metodologi desain Produk Persuasif*, Malang: UM Press

Simamora, Bilson. 2002, *Aura Merek*, Jakarta: Gramedia Pustaka Utama.

Suyanto, M. 2007, *Marketing Strategy Top Brand* Indonesia, Yogyakarta: Andi Offset.

Swann, Alan. 1987, *Basic design and layout*, Oxford: Phaidon.

Tjiptono, Fandy. 2005, *Brand: Management & Strategy*, Yogyakarta: Andi.

DESIGN DISCOURSE					
module code	student workload	credits	semester	frequency	duration
DKVIUM6063	4 Hours	(according to ECTS) 5	5	each year	1 semester
1	Types of courses a) Theory b) Assignment	contact hours 35 hours	independent study 42 hours	class size 40 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Having the ability to respond to developments in science and technology in producing products and marketing them in the field of Visual Communication Design.				
4	Subject aims 1. Students can describe a collection of discourses - ideologies and design practices that have been observed, collected, and recorded. 2. Students understand the chronological development of in-depth theory to create designs 3. Students can describe the discourse and design methods 4. Students can describe the discourse of artists, designers and technicians				
5	Teaching methods				

	Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Andika Agung Sutrisno, S.Sn., M.Sn.
9	Other information, references Beakley, George C.1974, <i>Instroduction Engeneering Design and Graphic</i> , America: Printed ini the United States of America. Belch, George E & Michael A. Belch. 2011, <i>Advertising and Promotion: An Integrated Markerting Communication Perpective</i> , New York: Grawhill. Danger, E. P. 2002, <i>Memilih Warna Kemasan</i> , Jakarta: Pustaka Binama Presindo. Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Keputusan Menteri Kesehatan Republik Indonesia, No. 368/Men.Kes/SK/IV/1994, tentang Pedoman Periklanan Obat Bebas, Obat Tradisional, Alat Kesehatan, Kosmetika, Perbekalan Kesehatan Rumah Tangga, dan Makanan-Minuman. Klimchuk, Marianne Rosner & Sandra A. Krasovec. 2007, <i>Metodologi desain: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan</i> , Jakarta: Erlangga. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Yersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Murphy, John and Michael Rowe. 1988, <i>How to design trademarks and logos</i> , Ohio: North Ligth book. Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia, No. HK.00.05.55.6497 Tahun 2011, tentang Bahan Kemasan Pangan. Pirous, AD. 1989, <i>Desain Grafis pada Kemasan dalam Buku Simposium Desain Grafis</i> , Yogyakarta: Institut Seni Indonesia. Pujiyanto. 2016, <i>Metodologi desain Produk Persuasif</i> , Malang: UM Press Simamora, Bilson. 2002, <i>Aura Merek</i> , Jakarta: Gramedia Pustaka Utama. Suyanto, M. 2007, <i>Marketing Strategy Top Brand Indonesia</i> , Yogyakarta: Andi Offset. Swann, Alan. 1987, <i>Basic design and layout</i> , Oxford: Phaidon. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.

C. DESIGNER'S ELECTIVE COURSES

VISUAL BRANDING : COMMERCIAL PROJECT					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6029	4 Hours	5	5		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development		contact hours 35 hours	independent study 42 hours	class size 25 students
2	Prerequisites for participation: There are no course prerequisites				
3	Construct SCPL 2: Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. Construct SCPL 3: Having skills in designing to solve various problems that are solved in the form of Visual Communication Design concepts and works.				
4	Subject aims <ol style="list-style-type: none"> 1. Determining ideas in solving problems about the Commercial Branding Project 2. Exploring the idea of a Commercial Branding Project in the context of problem solving 3. Designing a Commercial Branding Project Design based on an analysis of branding problems and an effective campaign strategy 4. Having the ability to communicate personally in informing and presenting the work of the Commercial Branding Project Design 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Yon Ade Lose, S.Sn, M.Sn				
9	Other information, references Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Jersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.				

VISUAL BRANDING : NON-COMMERCIAL PROJECT					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6030	4 Hours	5	5	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 35 hours	independent study 84 hours	class size 30 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 2: Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. Construct SCPL 3: Having skills in designing to solve various problems that are solved in the form of Visual Communication Design concepts and works.				
4	Subject aims 1. Determining ideas in solving problems about the Non-Commercial Branding Project 2. Exploring the idea of Non-Commercial Branding Projects in the context of problem solving 3. Designing a Non-Commercial Branding Project Design based on an analysis of branding problems and an effective campaign strategy				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Fariza Wahyu Arizal, S.Sn., M.Sn.				
9	Other information, references Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Kotler, Philip & Gary Armstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Jersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.				

VISUAL BRANDING : INITIATIVE PROJECT					
module code DKVIUM6031	student workload 6 Hours	credits (according to ECTS) 6,7	semester 6	frequency each year	duration 1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 47 hours	independent study 112 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 2: Having knowledge of design thinking in the process of working on Visual Communication Design according to the target audience and client requests. Construct SCPL 3: Having skills in designing to solve various problems that are solved in the form of Visual Communication Design concepts and works.				
4	Subject aims Having mastery in solving Visual Communication Design problems through scientific work				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Andreas Syah Pahlevi , S.Sn, M.Sn.				
9	Other information, references Foley, John. 2006, <i>Balanced Brand</i> , San Francisco: Jossey Bass a Wiley Imprint. Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Kotler, Philip & Gary Armstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Jersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.				

D. CREATIVEPRENEUR ELECTIVE COURSES

BUSINESS PLANNING					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6032	4 Hours	5	5		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 35 hours	independent study 84 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Construct SCPL 4: Have an optimistic, innovative, and creative attitude in managing human resources in the field of Visual Communication Design. Construct SCPL 5: Have the ability to respond the developments of science and technology in producing products and marketing them in the field of Visual Communication Design				
4	Subject aims <ol style="list-style-type: none"> 1. Students can explain and distinguish the limitations, functions, uses and scope of business planning 2. Students can explain business planning patterns 3. Students can describe market potentials and opportunities as well as systematically formulate ideas for establishing new businesses or business development / expansion 4. Students can formulate production plans and operations of goods / services in business planning designs 5. Students can formulate a marketing plan for goods / services in a business plan 6. Students can apply industrial conditions and business environment in the formulation of "institutional arrangements" / organization and utilization of business resources. 7. Students can identify business problems and determine profitable forms of business collaboration 8. Students can formulate resource planning, funding allocations and financial estimates, in business planning 9. Students can identify sources of risk and formulate risk management in business planning 				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				
7	This module is used in the following degree programmes as well S1 Visual Communication Design				
8	Responsibility for module Joni Agung Sudarmanto , S.Sn, M.Ds.				

9	<p>Other information, references</p> <p>Belch, George E & Michael A. Belch. 2011, <i>Advertising and Promotion: An Integrated Marketing Communication Perspective</i>, New York: Grawhill.</p> <p>Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i>, New Jersey: Prentice Hall Inc.</p> <p>Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i>, Bandung: Refika Aditama.</p> <p>Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i>, Jakarta: Esensi.</p> <p>Suyanto, M. 2007, <i>Marketing Strategy Top Brand Indonesia</i>, Yogyakarta: Andi Offset.</p> <p>Swann, Alan. 1987, <i>Basic design and layout</i>, Oxford: Phaidon.</p> <p>Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i>, Yogyakarta: Andi.</p>
----------	--

PRODUCT AND SERVICE BUSINESS					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6033	4 Hours	5	5		1 semester
1	<p>Types of courses</p> <p>a) Theory</p> <p>b) Assignment</p> <p>c) Practice/ Product Development</p>		<p>contact hours</p> <p>35 hours</p>	<p>independent study</p> <p>84 hours</p>	<p>class size</p> <p>25 students</p>
2	Prerequisites for participation: There are no course prerequisites				
3	<p>Learning outcomes</p> <p>Construct SCPL 4: Have an optimistic, innovative, and creative attitude in managing human resources in the field of Visual Communication Design.</p> <p>Construct SCPL 5: Have the ability to respond the developments of science and technology in producing products and marketing them in the field of Visual Communication Design</p>				
4	<p>Subject aims</p> <ol style="list-style-type: none"> Determine ideas in solving problems regarding the Product and Service Business Activation strategy Exploring the idea of Product and Service Business Activation as an effective and efficient strategy Designing a Visual Communication strategy and embodying in the design for the benefit of Product and Service Business Activation based on design ethics and business ethics. Having the ability to communicate personally in informing and presenting design work in a comprehensive manner 				
5	<p>Teaching methods</p> <p>Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice</p>				
6	<p>Assessment methods</p> <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project 				

7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Joni Agung Sudarmanto , S.Sn, M.Ds.
9	Other information, references Belch, George E & Michael A. Belch. 2011, <i>Advertising and Promotion: An Integrated Marketing Communication Perspective</i> , New York: Grawhill. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Jersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Moser, Mike. 2008, <i>United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat</i> , Jakarta: Esensi. Suyanto, M. 2007, <i>Marketing Strategy Top Brand Indonesia</i> , Yogyakarta: Andi Offset. Swann, Alan. 1987, <i>Basic design and layout</i> , Oxford: Phaidon. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.

MARKETING MEDIA					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6034	4 Hours	6,7	6	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development	contact hours 47 hours	independent study 112 hours	class size 25 students	
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes Construct SCPL 4: Have an optimistic, innovative, and creative attitude in managing human resources in the field of Visual Communication Design. Construct SCPL 5: Have the ability to respond the developments of science and technology in producing products and marketing them in the field of Visual Communication Design				
4	Subject aims 1. Understanding the concepts of marketing theory which includes the marketing mix, marketing strategies and marketing communications 2. Examining case studies on the use of marketing media in the context of visual communication 3. Having the ability to identify the effectiveness and efficiency of marketing media and marketing communication strategies, especially in a visual context 4. Having the ability to communicate personally in informing and presenting strategic concepts of using comprehensive marketing media				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation				

	<ul style="list-style-type: none"> - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Joni Agung Sudarmanto , S.Sn, M.Ds.
9	Other information, references Frascara, Jorge. 2004, <i>Communication Design: Principles, Methods, and Practice</i> , New York: Allworth Press. Kotler, Philip & Gary Amstrong. 1997, <i>Principle of Marketing (Seventh Edition)</i> , New Jersey: Prentice Hall Inc. Mangkunegara, A.A & Anwar Prabu. 2002, <i>Perilaku Konsumen</i> , Bandung: Refika Aditama. Suyanto, M. 2007, <i>Marketing Strategy Top Brand Indonesia</i> , Yogyakarta: Andi Offset. Swann, Alan. 1987, <i>Basic design and layout</i> , Oxford: Phaidon. Tjiptono, Fandy. 2005, <i>Brand: Management & Strategy</i> , Yogyakarta: Andi.

E. RESEARCH ELECTIVE COURSES

MEDIA CONCEPT RESEARCH					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6035	4 Hours	5	5	each year	1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Product Development		contact hours 35 hours	independent study 84 hours	class size 30 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes <ol style="list-style-type: none"> 1. Having skills in analyzing intar disciplinary, inter-disciplinary, and multi disciplinary (trans-disciplinary) ways to solve problems in the field of Visual Communication Design 2. Having knowledge of ethics and manner in writing scientific papers published in reputable journals. 				
4	Subject aims <ol style="list-style-type: none"> 1. Describe the paradigm and types of media 2. Describe how to conduct research on media organizations 3. Explain how to select analytical techniques for conducting research on media organizations 4. Explain how to conduct research on new media 5. Explain how to select analytical techniques in conducting research on new media 6. Explain how to conduct research into the media context 7. Explain how to select analytical techniques in conducting research on media contexts 				
5	Teaching methods Lectures, presentation, questin-answer, discussion, assignment, demonstration, practice				

6	Assessment methods <ul style="list-style-type: none"> - Writing Test - Presentation - Assignment - Participation - Project
7	This module is used in the following degree programmes as well S1 Visual Communication Design
8	Responsibility for module Joni Agung Sudarmanto , S.Sn, M.Ds.
9	Other information, references Eriyanto. (2001). <i>Analisis Wacana</i> . Jogjakarta: LKiS Gunter, Barrie. (2000). <i>Media Research Methods. Thousand Oaks</i> , CA: SAGE Publications. lorio, Sharon Hartin. (2004). <i>Qualitative Research in Journalism</i> . Mahwah, New Jersey: Lawrence Erlbaum Associates Jensen, Klaus Bruhn. (2002). <i>Handbook of Media and Communication Research</i> . London and New York: Routledge. Jensen, Klaus Bruhn and Jankowski, Nicholas W (Eds.). (1991). <i>A Handbook of Qualitative Methodologies for Mass Communication Research</i> . London and New York: Routledge. Kriyantono, Rachmat. (2006). <i>Teknik Praktis Riset Komunikasi</i> . Jakarta: Kencana. Perry, David K. (2002). <i>Theory and Research in Mass Communication</i> . Mahwah, New Jersey: Lawrence Erlbaum Associates Rayner, Philip, Wall, Peter and Kruger, Stephen. (2004). <i>Media Studies: The Essential Resource</i> . London and New York. Sevilla, Consuelo G. (2006). <i>Pengantar Metode Penelitian</i> . Jakarta: UI Press William, Kevin. (2003). <i>Understanding Media Theory</i> . London: Arnold. Wimmer, Roger D. dan Dominick, Joseph R. (2011). <i>Mass Media Research</i> . Boston, MA: Wadsworth. Holmes, David. (2005). <i>Theory Komunikasi Media, Teknologi, dan Masyarakat</i> . Yogyakarta: Pustaka Pelajar Kasilo, Djito. (2008). <i>Komunikasi Cinta: Menembus G-spot Konsumen Indonesia</i> . Jakarta: KPG (Kepustakaan Populer Gramedia). Rich, Jason R. (2003), <i>Brain Storm: Tap Into Creativity to Generate Awesome Ideas and Remarkable Result</i> , New Jersey U.S.A: Career Press. Susanto, Astrid S. (2002). <i>Komunikasi Dalam Theory dan Praktek</i> . Bandung: Bina Cipta. Tinarbuko, Sumbo. (2009), <i>Semiotika Komunikasi Visual: Edisi Revisi</i> , Yogyakarta: Jalasutra. Wells, Wiliam et all. (2012). <i>Advertising & IMC Principles and Practice</i> . Prentice-Hall, INc : New Jersey

MEDIA MESSAGE RESEARCH					
module code	student workload	credits (according to ECTS)	semester	frequency	duration
DKVIUM6036	4 Hours	5	5	each year	1 semester
1	Types of courses a) Theory	contact hours 35 hours	independent study 84 hours	class size 30 students	

	b) Assignment c) Practice/ Development	Product		
2	Prerequisites for participation: There are no course prerequisites			
3	Learning outcomes 1. Having skills in analyzing intar disciplinary, inter-disciplinary, and multi disciplinary (trans-disciplinary) ways to solve problems in the field of Visual Communication Design 2. Having knowledge of ethics and manner in writing scientific papers published in reputable journals.			
4	Subject aims 1. Giving students an understanding of the characteristics of messages contained in the media, theories, and models related to messages in the media, the function of communication messages that are relevant to media needs. 2. Students can enrich the material that has been obtained. 3. Students can explore the phenomenon of communication messages in the media by understanding the material that has been obtained in lectures in the form of practicum. 4. General field groups: Students can make literature reviews about communication messages on the Visual Communication Design media being studied.			
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice			
6	Assessment methods - Writing Test - Presentation - Assignment - Participation - Project			
7	This module is used in the following degree programmes as well S1 Visual Communication Design			
8	Responsibility for module Dhara Alim Cendekia, S.Sn, M.Ds.			
9	Other information, references Eriyanto. (2001). <i>Analisis Wacana</i> . Jogjakarta: LKIS Gunter, Barrie. (2000). <i>Media Research Methods. Thousand Oaks, CA: SAGE Publications</i> . lorio, Sharon Hartin. (2004). <i>Qualitative Research in Journalism. Mahwah, New Jersey: Lawrence Erlbaum Associates</i> Jensen, Klaus Bruhn. (2002). <i>Handbook of Media and Communication Research</i> . London and New York: Routledge. Jensen, Klaus Bruhn and Jankowski, Nicholas W (Eds.). (1991). <i>A Handbook of Qualitative Methodologies for Mass Communication Research</i> . London and New York: Routledge. Kriyantono, Rachmat. (2006). <i>Teknik Praktis Riset Komunikasi</i> . Jakarta: Kencana. Perry, David K. (2002). <i>Theory and Research in Mass Communication. Mahwah, New Jersey: Lawrence Erlbaum Associates</i> Rayner, Philip, Wall, Peter and Kruger, Stephen. (2004). <i>Media Studies: The Essential Resaoursce</i> . London and New York. Sevilla, Consuelo G. (2006). <i>Pengantar Metode Penelitian</i> . Jakarta: UI Press			

William, Kevin. (2003). *Understanding Media Theory*. London: Arnold.

Wimmer, Roger D. dan Dominick, Joseph R. (2011). *Mass Media Research*. Boston, MA: Wadsworth.

Holmes, David. (2005). *Theory Komunikasi Media, Teknologi, dan Masyarakat*. Yogyakarta: Pustaka Pelajar

Kasilo, Djito. (2008). *Komunikasi Cinta: Menembus G-spot Konsumen Indonesia*. Jakarta: KPG (Kepustakaan Populer Gramedia).

Rich, Jason R. (2003), *Brain Storm: Tap Into Creativity to Generate Awesome Ideas and Remarkable Result*, New Jersey U.S.A: Career Press.

Susanto, Astrid S. (2002). *Komunikasi Dalam Theory dan Praktek*. Bandung: Bina Cipta.

Tinarbuko, Sumbo. (2009), *Semiotika Komunikasi Visual: Edisi Revisi*, Yogyakarta: Jalasutra.

Wells, Wiliam et all. (2012). *Advertising & IMC Principles and Practice*. Prentice-Hall, INC : New Jersey

AUDIANCE RESEARCH					
module code	student workload	credits (according to ECTS)	semester	frequency each year	duration
DKVIUM6037	6 Hours	6,7	6		1 semester
1	Types of courses a) Theory b) Assignment c) Practice/ Development Product		contact hours 47 hours	independent study 112 hours	class size 25 students
2	Prerequisites for participation: There are no course prerequisites				
3	Learning outcomes 1. Having skills in analyzing intar disciplinary, inter-disciplinary, and multi disciplinary (trans-disciplinary) ways to solve problems in the field of Visual Communication Design 2. Having knowledge of ethics and manner in writing scientific papers published in reputable journals.				
4	Subject aims 1. Identify the characteristics of the new media audience 2. The basic concept of the audience, the scope of the debate, and the role in the study of Visual Communication Design 3. Traditions in audience research, Uses and gratification, impact theory, reception analysis, cultural studies, literary criticism 4. Audience research from the perspective of targeting and positioning segmentation 5. Students understand the consumer journey of the target audience 6. Students understand consumer behavior 7. Students understand and use survey research methods in audience research 8. Students understand and can use experimental research methods in audience research				
5	Teaching methods Lectures, presentation, question-answer, discussion, assignment, demonstration, and practice				
6	Assessment methods - Writing Test - Presentation				

	<ul style="list-style-type: none"> - Assignment - Participation - Project
7	<p>This module is used in the following degree programmes as well S1 Visual Communication Design</p>
8	<p>Responsibility for module Novian Wahyu Firmansyah, M.Sn.</p>
9	<p>Other information, references</p> <p>Eriyanto. (2001). <i>Analisis Wacana</i>. Jogjakarta: LKiS</p> <p>Gunter, Barrie. (2000). <i>Media Research Methods. Thousand Oaks</i>, CA: SAGE Publications.</p> <p>Iorio, Sharon Hartin. (2004). <i>Qualitative Research in Journalism. Mahwah</i>, New Jersey: Lawrence Erlbaum Associates</p> <p>Jensen, Klaus Bruhn. (2002). <i>Handbook of Media and Communication Research</i>. London and New York: Routledge.</p> <p>Jensen, Klaus Bruhn and Jankowski, Nicholas W (Eds.). (1991). <i>A Handbook of Qualitative Methodologies for Mass Communication Research</i>. London and New York: Routledge.</p> <p>Kriyantono, Rachmat. (2006). <i>Teknik Praktis Riset Komunikasi</i>. Jakarta: Kencana.</p> <p>Perry, David K. (2002). <i>Theory and Research in Mass Communication. Mahwah</i>, New Jersey: Lawrence Erlbaum Associates</p> <p>Rayner, Philip, Wall, Peter and Kruger, Stephen. (2004). <i>Media Studies: The Essential Resource</i>. London and New York.</p> <p>Sevilla, Consuelo G. (2006). <i>Pengantar Metode Penelitian</i>. Jakarta: UI Press</p> <p>William, Kevin. (2003). <i>Understanding Media Theory</i>. London: Arnold.</p> <p>Wimmer, Roger D. dan Dominick, Joseph R. (2011). <i>Mass Media Research</i>. Boston, MA: Wadsworth.</p> <p>Holmes, David. (2005). <i>Theory Komunikasi Media, Teknologi, dan Masyarakat</i>. Yogyakarta: Pustaka Pelajar</p> <p>Kasilo, Djito. (2008). <i>Komunikasi Cinta: Menembus G-spot Konsumen Indonesia</i>. Jakarta: KPG (Kepustakaan Populer Gramedia).</p> <p>Rich, Jason R. (2003), <i>Brain Storm: Tap Into Creativity to Generate Awesome Ideas and Remarkable Result</i>, New Jersey U.S.A: Career Press.</p> <p>Susanto, Astrid S. (2002). <i>Komunikasi Dalam Theory dan Praktek</i>. Bandung: Bina Cipta.</p> <p>Tinarbuko, Sumbo. (2009), <i>Semiotika Komunikasi Visual: Edisi Revisi</i>, Yogyakarta: Jalasutra.</p> <p>Wells, Wiliam et all. (2012). <i>Advertising & IMC Principles and Practice. Prentice-Hall, INc</i> : New Jersey</p>