

<b>Course Outline</b>	
<b>DSGN7107</b> <b>Visual Communication Design I</b> <b>(4)</b>	
<b>Effective Date</b> 01 February 2016	<b>Study Program</b> Visual Communication Design <b>Revision</b> 1

### 1. Course Description

This course learn more about visual communication design concept in a semiotic manner, it is comprises semantic (meaning), syntactic (form) and pragmatic (context). After completing this course, the students should be able to relate and use visual communication concept in any kind of graphic design works. This course is prerequisite for the next study about DKV2 (basic layout).

### 2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

#### 2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

#### 2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain the basic principles, know-how, technology and history of visual art/design.
Graduates will be able to apply a basic and fundamental knowledge of art/design in practice.
Graduates will be able to analyze aesthetic, technical, historical and cultural aspects of visual art/design. (C4)

### 3. Topics

- Brainstorming
- Self Visual Expression
- Metaphor
- Visual Sequence
- Graphic Style

### 4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Identify Identify the problem and find how to solve creatively.
- LO 2: Apply Apply graphic design basic principles for creative works.
- LO 3: Classify Classify the graphic style and relate with the graphic design works.

### 5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, Discussion, Project Work, Tutorial, Watching Video, VCD, Film, multimedia, Individual Work, Graphic Organizers, and Presentation.

**6. Textbooks and Other Resources****6.1 Textbooks**

1. Wilde, J & Wilde, R. (2015). *The Process: A New Foundation in Art and Design*. 00. Laurence King Publishing. -. ISBN: 9781780672397.
2. Wilde, J. & Wilde, R. (1991). *Visual Literacy: A Conceptual Approach to Solving Graphic Problems*. 01. Watson-Guipil. New York. ISBN: 0823056198.
3. Heller, S., & Chwast, S. (1998). *Graphic Style: From Victorian to Post-Modern*. 01. Harry N. Abrams, Inc. Publisher. New York. ISBN: 0810925885.

The book in the first list is a must to have for each student.

**6.2 Other Resources**

1. <http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/>
2. <http://www.artlex.com/ArtLex/a/artnouveau.html>
3. [http://desktoppub.about.com/od/graphicdesign/Graphic\\_Design\\_Tutorials.htm](http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm)
4. <http://desktoppub.about.com/cs/graphicdesign>
5. <http://kampungvisual.wordpress.com/2010/06/07/hello-world/>
6. [http://lmscontent.binus.ac.id/digitalcontent/DC\\_Brainstorming.zip](http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip)
7. <http://www.artcyclopedia.com/history/art-deco.html>

**7. Schedule****Theory**

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2	Brainstorming - Brainstorming Imagery - Connection - Relation - Exploration - Analysis - Transformation - Experiment	- Brainstorming - The Process: A New Foundation in Art and Design, Page 13-133 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Part 1/page 16-63 - Playful Design, <a href="http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a> - Brainstorming, <a href="http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip">http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip</a>
2 F2F	LO 1 LO 2	Brainstorming - Brainstorming Imagery - Connection - Relation - Exploration - Analysis - Transformation - Experiment	- Brainstorming - The Process: A New Foundation in Art and Design, Page 13-133 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Part 1/page 16-63 - Playful Design, <a href="http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a> - Brainstorming, <a href="http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip">http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip</a>
3 F2F	LO 1 LO 2	Brainstorming - Brainstorming Imagery - Connection	- Brainstorming - The Process: A New Foundation in Art and

		<ul style="list-style-type: none"> <li>- Relation</li> <li>- Exploration</li> <li>- Analysis</li> <li>- Transformation</li> <li>- Experiment</li> </ul>	Design, Page 13-133 <ul style="list-style-type: none"> <li>- Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Part 1/page 16-63</li> <li>- Playful Design, <a href="http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a></li> <li>- Brainstorming, <a href="http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip">http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip</a></li> </ul>
4 F2F	LO 1 LO 2	Brainstorming <ul style="list-style-type: none"> <li>- Brainstorming Imagery</li> <li>- Connection</li> <li>- Relation</li> <li>- Exploration</li> <li>- Analysis</li> <li>- Transformation</li> <li>- Experiment</li> </ul>	<ul style="list-style-type: none"> <li>- Brainstorming</li> <li>- The Process: A New Foundation in Art and Design, Page 13-133</li> <li>- Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Part 1/page 16-63</li> <li>- Playful Design, <a href="http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a></li> <li>- Brainstorming, <a href="http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip">http://lmscontent.binus.ac.id/digitalcontent/DC_Brainstorming.zip</a></li> </ul>
5 F2F	LO 1 LO 2	Self Visual Expression <ul style="list-style-type: none"> <li>- Semantic</li> <li>- Morphological Matrix</li> <li>- Typographic Portrait Solution</li> </ul>	<ul style="list-style-type: none"> <li>- Self Visual Expression</li> <li>- The Process: A New Foundation in Art and Design, Page 135-183</li> <li>- Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Part 1/page 90-97</li> <li>- Graphic Design Tutorials, <a href="http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm">http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm</a></li> </ul>
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			Conceptual Approach to Solving Graphic Problems, Part 1/page 90-97 - Graphic Design Tutorials, <a href="http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm">http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm</a>
8 F2F	LO 1 LO 2	Self Visual Expression - Semantic - Morphological Matrix - Typographic Portrait Solution	- Self Visual Expression - The Process: A New Foundation in Art and Design, Page 135-183 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Part 1/page 90-97 - Graphic Design Tutorials, <a href="http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm">http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm</a>
9 F2F	LO 1 LO 2	Metaphor - Semantic Denotative - Semantic Connotative	- Metaphor - The Process: A New Foundation in Art and Design, Page 185-289 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Page 130-139 - Symbol Unilever, <a href="http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a>
10 F2F	LO 1 LO 2	Metaphor - Semantic Denotative - Semantic Connotative	- Metaphor - The Process: A New Foundation in Art and Design, Page 185-289 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Page 130-139 - Symbol Unilever, <a href="http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a>
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12 F2F	LO 1 LO 2	Metaphor - Semantic Denotative - Semantic Connotative	- Metaphor - The Process: A New Foundation in Art and Design, Page 185-289 - Visual Literacy: A

			Conceptual Approach to Solving Graphic Problems, Page 130-139 - Symbol Unilever, <a href="http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a>
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14 F2F	LO 1 LO 2	Metaphor - Semantic Denotative - Semantic Connotative	- Metaphor - The Process: A New Foundation in Art and Design, Page 185-289 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Page 130-139 - Symbol Unilever, <a href="http://kampungvisual.wordpress.com/2010/06/07/hello-world/">http://kampungvisual.wordpress.com/2010/06/07/hello-world/</a>
15 F2F	LO 1 LO 2	Visual Sequence - Basic Elements - Sound Problem	- Visual Sequence - The Process: A New Foundation in Art and Design, Page 291-493 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Page 40-51 - Graphic Design, <a href="http://desktoppub.about.com/cs/graphicdesign">http://desktoppub.about.com/cs/graphicdesign</a>
16 F2F	LO 1 LO 2	Visual Sequence - Basic Elements - Sound Problem	- Visual Sequence - The Process: A New Foundation in Art and Design, Page 291-493 - Visual Literacy: A Conceptual Approach to Solving Graphic Problems, Page 40-51 - Graphic Design, <a href="http://desktoppub.about.com/cs/graphicdesign">http://desktoppub.about.com/cs/graphicdesign</a>
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21 F2F	LO 1 LO 2 LO 3	Graphic Style - Syntax - Geometric, Letter, & Form - Graphic Style: Ethnic, art nouveau, art deco, & psychedelic	- Graphic Style - Graphic Style: From Victorian to Post-Modern, Page 9-70 & Page 126-167 - Art Nouveau, <a href="http://www.artlex.com/ArtLex/a/artnouveau.html">http://www.artlex.com/ArtLex/a/artnouveau.html</a> - Art Deco, <a href="http://www.artcyclopedia.com/history/art-deco.html">http://www.artcyclopedia.com/history/art-deco.html</a>
22 F2F	LO 1 LO 2 LO 3	Graphic Style - Syntax - Geometric, Letter, & Form - Graphic Style: Ethnic, art nouveau, art deco, & psychedelic	- Graphic Style - Graphic Style: From Victorian to Post-Modern, Page 9-70 & Page 126-167 - Art Nouveau, <a href="http://www.artlex.com/ArtLex/a/artnouveau.html">http://www.artlex.com/ArtLex/a/artnouveau.html</a> - Art Deco, <a href="http://www.artcyclopedia.com/history/art-deco.html">http://www.artcyclopedia.com/history/art-deco.html</a>
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		- Graphic Style: Ethnic, art nouveau, art deco, & psychedelic	Page 9-70 & Page 126-167 - Art Nouveau, <a href="http://www.artlex.com/ArtLex/a/artnouveau.html">http://www.artlex.com/ArtLex/a/artnouveau.html</a> - Art Deco, <a href="http://www.artcyclopedia.com/history/art-deco.html">http://www.artcyclopedia.com/history/art-deco.html</a>
24 F2F	LO 1 LO 2 LO 3	Graphic Style - Syntax - Geometric, Letter, & Form - Graphic Style: Ethnic, art nouveau, art deco, & psychedelic	- Graphic Style - Graphic Style: From Victorian to Posr-Modern, Page 9-70 & Page 126-167 - Art Nouveau, <a href="http://www.artlex.com/ArtLex/a/artnouveau.html">http://www.artlex.com/ArtLex/a/artnouveau.html</a> - Art Deco, <a href="http://www.artcyclopedia.com/history/art-deco.html">http://www.artcyclopedia.com/history/art-deco.html</a>
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26 F2F	LO 1 LO 2 LO 3	Graphic Style - Syntax - Geometric, Letter, & Form - Graphic Style: Ethnic, art nouveau, art deco, & psychedelic	- Graphic Style - Graphic Style: From Victorian to Posr-Modern, Page 9-70 & Page 126-167 - Art Nouveau, <a href="http://www.artlex.com/ArtLex/a/artnouveau.html">http://www.artlex.com/ArtLex/a/artnouveau.html</a> - Art Deco, <a href="http://www.artcyclopedia.com/history/art-deco.html">http://www.artcyclopedia.com/history/art-deco.html</a>

**8. Evaluation****Theory**

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	√
Mid Exam	20%	√	√	
Final Exam	30%	√	√	√

**Practicum**

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**Final Evaluation Score**





Aspects	Weight
Theory	100%
Practicum	0%

**9. A. Assessment Rubric (Study Program Specific Outcomes)**

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1 Ability to Identify the visual problem.	Students are able to specify basic visual elements and principles, to explain their characteristics, and to give examples in semantic (meaning) & syntactic (form).	Students are able to specify basic visual elements and principles, and to give examples in semantic (meaning) or syntactic (form).	Students are able to specify basic visual elements and principles.	Students are unable to identify or to explain basic visual elements and principles.
	1.2 Ability to find how to solve visual creatively	Students are able to specify basic visual elements and principles, to explain their characteristics, and to give examples in semantic (meaning) & syntactic (form).	Students are able to specify basic visual elements and principles, and to give examples in semantic (meaning) or syntactic (form).	Students are able to specify basic visual elements and principles.	Students are unable to identify or to explain basic visual elements and principles.
LO 2	2.1 Ability to apply graphic design basic principles for creative works in visual communication, related with semantic Denotative.	Students are able to apply graphic design basic principles for creative works in visual communication, to explain their characteristics, and to give examples in semantic (meaning) & syntactic (form).	Students are able to apply graphic design basic principles for creative works in visual communication, and to give examples in semantic (meaning) or syntactic (form).	Students are able to specify basic visual elements and principles.	Students are unable to identify or to explain basic visual elements and principles.
	2.2 Ability to apply graphic design basic principles for creative works in visual communication, related with	Students are able to apply graphic	Students are able to apply graphic	Students are able to apply graphic	Students are unable to apply



	semantic Connotative.	design basic principles for creative works in visual communication, to explain their characteristics, and to give examples in semantic (meaning) & syntactic (form).	design basic principles for creative works in visual communication, and to give examples in semantic (meaning) or syntactic (form).	design basic principles for creative works.	graphic design basic principles for creative works.
LO 3	3.1 Ability to classify the graphic style (ethnic, art nouveau) and relate with the graphic design works.	Students are able to classify the graphic style (ethnic, art nouveau) and relate with the graphic design works and to make distinction among various visual phenomena into three branches of visual semiotics.	Students are able to classify the graphic style (ethnic, art nouveau) & to give examples of three branches of visual semiotics.	Students are able to classify the graphic style (ethnic, art nouveau).	Students are unable to classify the graphic style (ethnic, art nouveau).
	3.2 Ability to classify the graphic style (art deco & psychedelic) and relate with the graphic design works.	Students are able to classify the graphic style (art deco & psychedelic) and relate with the graphic design works and to make distinction among various visual phenomena into three branches of visual semiotics.	Students are able to classify the graphic style (art deco & psychedelic) & to give examples of three branches of visual semiotics.	Students are able to classify the graphic style (art deco & psychedelic) .	Students are unable to classify the graphic style (art deco & psychedelic) .

<p>Prepared by</p>  <p><b>D3631 - Drs. Rujiyanto, M.Sn.</b></p>	<p>Checked by</p>  <p><b>D3631 - Drs. Rujiyanto, M.Sn.</b> <b>Subject Content Specialist</b></p>
<p>Approved by</p>  <p><b>D1943 - Drs. Lintang Widyokusumo, M.F.A</b> <b>Subject Content Coordinator</b></p>	<p>Acknowledged by</p>  <p><b>D2465 - Sari Wulandari, S.Sn., M.Sn.</b> <b>Head of Program – New Media</b></p>

