

DESCRIPTION OF COURSE UNIT
according to the ECTS User's Guide 2015

Course unit title	PAI Visual Communication Design
Course unit code	22010112E12
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable) 2021/2022 Semester/trimest	4 th year
Semester/trimester when the course unit is delivered	Seventh Semester
Number of ECTS credits allocated	4.32 ECTS 3 credits equal to 4.32 ECTS. (1 ECTS = 27.5 hours per semester) In total 2.88 x 27.5 hours per semester = 118,8 hours per semester
Name of lecturer(s)	Prof. Dr. Hj. Sutiah, M.Pd
Learning outcomes of the course unit	CLO-1: able to simplify the basic concepts of entrepreneurship education CLO-2: able to conclusion the entrepreneurial mindset CLO-3: able to Discover creative ideas to be followed up in business practice CLO-4: able to create proposals/business plans CLO-5: able to be creative in marketing goods/services CLO-6: able to compose simple business financial management and evaluate goods/services businesses that have been developed
Mode of delivery (face-to-face, distance learning)	Face to face
Prerequisites and co-requisites (if applicable)	
Course content	1. Basic concepts of visual communication design and visualization characteristics of Islamic religious education 2. Persuasive communication 3. Graphic visual elements (shape, color, texture, illustration, typography and layout) 4. Visual communication products

	5. Design graphic products 6. Create graphic products 7. Graphic applications 8. Basic concepts of multimedia communication 9. Videography and Cinematography 10. Video editing application 11. Video creation hardware 12. Design multimedia products 13. Create multimedia products
Recommended or required reading and other learning resources/tools	1. Marno, (2020) Pemberdayaan Masyarakat dalam membentuk Perilaku Hidup Bersih dan Sehat (PHBS) melalui pembuatan Jamu Herbal Instan pada masa pandemi Covid-19 di Kelurahan Klandungan 2. Susilawati, Samsul and Supriyatno, Triyo and Makhzuniyah, Minhah (2021). Pelatihan media sosial marketing pelatihan media sosial marketing. Community Service Report. Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LP2M) Universitas Islam Negeri Maulana Malik Ibrahim Malang, Malang. 3. Padil, M., Miftahusyai'an, M., & Mulyoto, G. P. (2021). Pendampingan Pemasaran Digital Hasil Usaha Badan Usaha Milik Desa "Selo Angon Makmur" dalam Pemberdayaan Masyarakat Terdampak Pandemi Covid-19. Engagement: Jurnal Pengabdian Kepada Masyarakat, 5(1), 250–267. doi: 10.52166/engagement.v5i1.511 4. Putra, R. W. (2021). Pengantar Desain Komunikasi Visual dalam Penerapan. Penerbit Andi. 5. Irawan, B., & Tamara, P. (2013). Dasar-dasar desain. Griya Kreasi. 6. Andhita, P. R., Sos, S., & Kom, M. I. (2021). Komunikasi Visual (Vol. 1). Zahira Media Publisher. 7. Wijaya, P. Y. (1999). Tipografi dalam desain komunikasi visual. Nirmana, 8. Cenadi, C. S. (2004). Elemen-elemen dalam desain komunikasi visual. Nirmana. 9. Sutanto, S. M. Buku Ajar Konsep Desain dan Ilustrasi. Penerbit Universitas Ciputra. 10. Darmawan, F. (2012). Pengantar Desain Komunikasi Visual. 11. Wibowo, A. (2020). Digitalisasi Dakwah di Media Sosial Berbasis Desain Komunikasi Visual. Jurnal Bimbingan Penyuluhan Islam, 2(02), 179. 12. Fitriah, M. (2018). Komunikasi Pemasaran Melalui Desain Visual. Deepublish. 13. Kamal, M. N. (2019). Fotografi dalam Konteks Ilmu Desain Komunikasi Visual. 14. Habibi, J., Marwan, R. H., Visual, D. K., & No, J. A. U. Perancangan Buku Aksara Bercerita Autobiografi Lettering Dimas Fakhruddin.

	15. Rustan, S. (2013). Font and tipografi. Gramedia Pustaka Utama. 16. Kurniawan, M. N. Pengantar kajian desain: menerapkan pendekatan kritis dalam pendidikan seni & desain (komunikasi visual). Penerbit Universitas Ciputra. 17. Tinarbuko, Isidorus Tyas Sumbo (2015) DEKAVE:Desain Komunikasi Visual Penanda Zaman Masyarakat Global. CAPS, Yogyakarta. ISBN 978-602-9324-56-3 18. Soewardikoen, D. W. (2019). Metodologi Penelitian: Desain Komunikasi Visual. PT Kanisius. 19. Suptandar, J. P. (2018). Teori dasar desain komunikasi visual. BUKU DOSEN-1997. 20. Eva, Y., & Ds, S. (2020). Suatu Pengantar: Metode Dan Riset Desain Komunikasi Visual DKV. Deepublish. 21. HTML Graphics (w3schools.com) 22. Colors Tutorial (w3schools.com)
Planned learning activities and teaching methods	Lecture, Group discussion, case study, collaborative Pbl, cooperative Pbl, Project Based Pbl, Problem Based Pbl.
Language of instruction	Indonesian
Assessment methods and criteria	Observation, Written Test, Portfolio

DISCUSSION ASSESSMENT GUIDELINES

Course Name : _____

Name of Lecturer : _____

Departement : Islamic Religious Education

A. Assessment Rubric

No.	Assessment Criteria and Substances	Scoring and Indicators				
		1	2	3	4	5
1	Active Participation (25%)	Not participating in the discussion	Participation is minimal and irrelevant	Very minimal participation but quite relevant	Moderately active participation, but less relevant	Very active and relevant participation
2	Material Understanding (25%)	Not understanding the material	Very little understanding and unable to analyze the material	Good understanding but unable to analyze	Minimal understanding, but can analyze well	Excellent and thorough understanding and can analyze well.
3	Argumentative Ability (20%)	Unable to argue	Arguments are feeble and irrelevant	Good enough argument, but not relevant	Arguments are strong and relevant, but not yet able to defend their opinions.	Arguments are strong and relevant and can defend their opinions.
4	Listening Skills (15%)	Having no desire to listen	Occasional listening and often ignorance of surroundings	Good listening, but less responsive	Listened well and was responsive, but interrupted several times.	Excellent listening and responsiveness

5	Teamwork (15%)	Not cooperating with the group	Cooperates with certain group members but is passive	Actively cooperates with certain group members but refuses to cooperate with other group members	Actively cooperates with all group members but is less efficient	Actively collaborate with all group members and work together efficiently
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B. Compilation of Final Grade

The final score is obtained using the following formula:

Final score =

- s_i score is the score obtained by the student on the i-th task
- $Substancs_i$ is the weight (in fractional form) of the i-th task
- The sum is done for all indicators, from indicators 1 to 5.

C. SCORING GUIDELINES

The scoring guidelines are as follows:

No.	Category	Value Range
1	Excellent	86-100
2	Good	70-85
3	Average	50-69
4	Deficient	25-49
5	Unsatisfactory	<25

D. Assessment Sheet

DISCUSSION ASSESSMENT SHEET

Student Name : _____

NIM : _____

Group Name : _____

Class : _____

Course Content : _____

Lecturer : _____

Assessment Date : _____

Ninth Meeting : _____

No.	Assessment Criteria and Substances	Checklist Column					Total Score
		1	2	3	4	5	
1	Active Participation (25%)						
2	Material Understanding (25%)						
3	Argumentative Ability (20%)						
4	Listening Skills (15%)						
5	Teamwork (15%)						
Total Final Score							
Grade to Letter Conversion							
Value Category							

Malang, _____

Lecturer

**MATRIX CALCULATION
FINAL COURSE SCORE
DEPARTMENT OF ISLAMIC EDUCATION**

A. Assessment Aspects

Assessment Aspect					
Cognitive (Substance 60%)				Affective (Substance 20%)	Psychomotor (Substance 20%)
Papers/Essay/ Articles/Book Review/Article Review/Portfolio/ Mind Map (Substance 20%)	Discussion/Presentation/ Observation/Cas Study/Project (Substance 20%)	Midterm Exams (Substance 30%)	Final Exams (Substance 30%)	Assessment of Attitude (Observation/Self- Assessment/Peer Assessment)	Practice

B. Final Course Score Calculation

$N_a = \text{Cognitive Aspect Score (CA)} + \text{Affective Aspect Score (AA)} + \text{Psychomotor Aspect Score (PA)}$

$$N_a = CA \left(\left(\text{Midterm Exam Score} \times \frac{30}{100} \right) + \left(\text{Final Exam Score} \times \frac{40}{100} \right) + \left(\text{Task Accumulation I} \left(\sum_{i=1}^n \text{Score}_i \times \frac{15}{100} \right) + \text{Task Accumulation II} \left(\sum_{i=1}^n \text{Score}_i \times \frac{15}{100} \right) \right) \right) \times \frac{60}{100} + AA \times \frac{20}{100} + PA \times \frac{20}{100}$$

Note: n = total task
I = 1st score

C. Guidelines for Score Conversion

The scoring guidelines are outlined as follows:

No	Category	Grade
1	Excellent	86-100
2	Good	70-85
3	Average	50-69
4	Deficient	25-49
5	Unsatisfactory	<25