

Description of Course Unit

Course unit title	Computer Graphics Design
Course unit code	
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	Second Year
Semester/trimester when the course unit is delivered	Fourth Semester
Number of ECTS credits allocated	4.8
Name of lecturer(s)	-
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to explain the differences between the concepts of computer graphics and design, the history of their development, the principles of semiotics, and the format of graphic design images in the media 2. Students are able to explain various principles, components or elements of graphic design, and apply them to basic works of computer graphic design 3. Students are able to create computer graphic design works, logos and infographics, according to the design brief combined with coloring theory 4. Students are able to implement and solve graphic design work that has been created using visual recordings 5. Students are able to create and present graphic design work for outdoor promotional media that has been analyzed and evaluated
Mode of delivery (face-to-face, distance learning)	Hybrid Learning Course
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> 1. Development of Computer Graphics & Design 2. Concepts, Systems, Perception, & Semiotic Principles in Visual Computer Graphic Design 3. Graphic Image Processing & Formatting 4. Components/ Elements of Graphic Design 5. Principles of Graphic Design 6. Typography 7. Color Theory and Coloration Perception 8. Logo 9. Design Brief 10. Graphic Design Plan Flow

	<ul style="list-style-type: none"> 11. Basic Infographics 12. Advanced Infographics 13. Eye Tracking and Gaze Track Recording 14. Promotional Media & Outdoor Media
Recommended or required reading and other learning resources/tools	<ul style="list-style-type: none"> 1. Eck, David J. (2021). <i>Introduction to Computer Graphics</i>. New York: http://math.hws.edu/graphicsbook/. (Ebook) 2. hendratman, Hendi. (2017). <i>Computer Graphic Design: warna layout teks logo ilustrasi efek produksi WPAP</i>. Informatika: Bandung 3. Widya, Leonardo A.D dkk. (2016). <i>Pengantar Desain Grafis</i>. Jakarta: Direktorat Pembinaan Kursus dan Pelatihan, Kemdikbud 4. Alizamar & Nasbahry Couto. (2016). <i>Psikologi Persepsi & Desain Informasi; Sebuah Kajian Psikologi Persepsi dan prinsip Kognitif untuk Kependidikan dan Desain Komunikasi Visual</i>. Yogyakarta: Media Akademi 5. Ambrose, Gavin & Paul Harris. (2009 & 2019). <i>The Fundamentals of Graphic Design</i>. United Kingdom: AVA Publishing 6. Samara, Timothy. (2020). <i>Design Elements: Understanding the rules and knowing when to break them</i>. USA: Quarto Publishing Group 7. Migotuwio, Namuri. (2020). <i>Desain Grafis: Kemarin, Kini dan Nanti</i>. Lampung Selatan: Alinea Media Dipantara 8. Willsen, Lea. (2018). <i>Ragam Tutorial Desain Grafis Bagi Pemula</i>. Jakarta: Elex Media Komputindo 9. Wahyuningsih, Sri. (2015). <i>Desain Komunikasi Visual</i>. Madura: UTM Press 10. Eymeren, Margaretha M.V. (2014). <i>Memahami Persepsi Visual: Sumbangan Psikologi Kognitif Dalam Seni Dan Desain</i>. <i>Ultimart</i> Vol. V, No.01, September 2014 11. Wijaya, Priscilia Yunita. (1999). <i>Tipografi Dalam Desain Komunikasi Visual</i>. <i>Nirmana</i> Vol. 1 No. 1 12. Haulia Arifiani. (2021). <i>Informasi Grafis: Informasi atau Data yang Diinterpretasikan Secara Visual</i>. WebinarKemdikbud: Seamolec 13. Swasty, Wirania dkk. (2021). <i>Evaluasi Eye Tracking Terhadap Persepsi Warna Dan Gambar Pada Primary Display Panel Kemasan</i>. <i>Sosioteknologi</i> Volume 20, No. 1, April 2021 14. Dirjen Guru & Tenaga Kependidikan. (2018). <i>Modul Pengembangan Keprofesian Berkelanjutan Berbasis Kompetensi</i>. Malang: PPPPTKBOE Kemdikbud 15. Kominfo. (2018). <i>Kiat Bikin Infografis Keren Dan Berkualitas Baik</i>. Jakarta: Kominfo RI 16. Holmqvist, K. and Andersson, R. (2017). <i>Eye tracking: A comprehensive guide to methods, paradigms and measures</i>. Lund, Sweden: Lund Eye-Tracking Research Institute 17. Sayatman, Nurina Orta Darmawati, Putri Dwitasari. (2017). <i>Pengembangan Metode Desain Logo Dan Sistem Grafis Untuk Mendukung Pembelajaran Desain Komunikasi Visual</i>. <i>Idea Jurnal Desain</i> Vol. 16, No.2, Oktober 2017
Planned learning activities and teaching methods	Collaborative learning, project based learning, Student presentations, working groups and discussions (practicum)
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, Computer Graphics Design project outcomes, quizzes, mid and final semester exams.

Computer Graphics Design Assessment Rubric

Computer Graphics Design project on conventional platform.

1. Make a summary of material in the form of a paper about concepts, systems, semiotic perceptions in graphic design along with examples
2. Answering written essay questions to test understanding of semiotic and psychological principles in graphic design, elements and principles of graphic design, typography, brief design, infographics.
3. Design a rough brief design in writing through the brainstorming stage in accordance with client requests regarding making logos & infographics on folio paper or HVS.

Computer Graphics Design project on digital platform.

1. Design a digital brief design that has been adjusted to the client's request regarding making logos & infographics in the form of .word/.pdf/.excel/ similar files.
2. Create a logo design as a work of computer graphic design using elements/components & design principles, determine the type of logo and strategy for creating it using design applications such as Adobe Photoshop/ Corel Draw/ Adobe Illustrator/ Canva/ Inscap/ or other similar applications.
3. Create an infographic design containing the company logo that was created in the previous assignment by applying good infographic quality standards, and applying element standards, layout to the infographic using design applications such as Adobe Photoshop/ Corel Draw/ Adobe Illustrator/ Canva/ Inscap/ or other similar applications. .
4. Evaluate and analyze the logo and infographic designs that were created in the previous assignment using eye tracking and gaze trail recording applications, and present the results of the digital evaluation in front of the class

Mid-term test for Computer Graphics Design.

1. Work on questions in the form of multiple choice
2. Project-Based Learning -> Direction: Choose one of the following topic or task below:
 - a. Create a logo based on creative design brief using design applications such as Adobe Photoshop/ Corel Draw/ Adobe Illustrator/ Canva/ Inscap/ or other similar applications
 - b. Create infographic based on creative design brief. using design applications such as Adobe Photoshop/ Corel Draw/ Adobe Illustrator/ Canva/ Inscap/ or other similar applications

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Communicative	Logo/infographic design shows a communicative message to the audience, contains readability value, from the appearance of the design. The design brief concept for the logo/infographic was integrated into the design by the students well	Logo/infographic design shows a communicative message to the audience. Contains legibility value in typography but does not use colors that suit the target audience	The communicative value of the message in the logo/infographic does not contain the legibility value of the typography and the colors used in the design are in accordance with the target audience. The design brief concept for the logo/infographic has been integrated into the design by the students	The appearance of the logo/infographic design lacks readability due to the use of color, but the choice of typography in the design is quite legible. The design brief concept for logos/infographics is not integrated into the design by students	the logo/ infographic design is not communicative, does not contain readability value, and does not match the design brief so the message does not reach the audience
2	Relevant	The design has good relevant value to the design brief concept. the appearance of the logo is in accordance with the vision and mission and history of the organization. infographic suitability between title, message content and target audience.	Relevant values in logo/infographic design are in accordance with brief design concepts and current developments. The appearance of the logo is relevant to the history of the organization but does not describe the goals or vision and mission of the organization. The title of the infographic with the message content is appropriate to the data but is not relevant to the target audience.	Relevant values in logo/infographic design do not match the design brief concept. The appearance of the logo is less relevant to history and does not describe the organization's goals or vision and mission. The title of the infographic with the message content does not match the data but is relevant to the audience's needs	The relevant values in the logo/infographic design do not match the design brief concept and the message is not clearly defined in the design	logo/infographic design is completely irrelevant to the design brief and current developments.

3	Memorable	Easy to remember logo/infographic designs contain simple elements, have distinctive characteristics, symbols or writing that are not complex. Infographic design contains messages that the audience needs.	Some memorable of logo/infographic designs contain simple elements, do not have distinctive characteristics but use symbols or writing that are somewhat complex. Infographic design contains messages that are appropriate to current developments but do not suit the target audience.	the design is less memorable, is not simple and has complex symbols and writing, but has characteristics in shape and color. Infographic designs do not contain messages that are appropriate to the data but are easy to remember based on the topic selection and audience tastes.	the design is not memorable, is not simple, does not have characteristics in shape and color. However, it does not have complex symbols and writing. Infographics are less easy to remember because the message doesn't match the data	designs are not very easy to remember because they are not simple, do not have distinctive characteristics, and the choice of symbols or writing is complicated.
4	Design Elements & Principles	Logo design contains purpose, classification, visual identity. Infographics contain 5 of the 7 elements of good design such as points, lines, shapes, space, light, color and texture. Infographics contain 3 of the 5 design principles such as composition, balance, rhythm, comparison and unity	The logo design contains goals, classification, but lacks visual identity. Infographics contain 4 of the 7 elements of good design such as points, lines, shapes, space, light, color and texture. Infographics contain 2 of the 5 points of design principles such as composition, balance, rhythm, comparison and unity	The logo design contains a purpose, but lacks clear classification and lacks visual identity. Infographics contain 3 of the 7 elements of good design such as points, lines, shapes, space, light, color and texture. Infographics contain 2 of the 5 points of design principles such as composition, balance, rhythm, comparison and unity.	the logo design lacks purpose, clear classification and visual identity. Infographics contain 2 of the 7 elements of good design such as points, lines, shapes, space, light, color and texture. Infographics contain 1 of 5 design principles such as composition, balance, rhythm, comparison and unity.	The logo design does not contain any purpose, clear classification or visual identity. Infographics not contain any elements of good design such as points, lines, shapes, space, light, color and texture. Infographics do not contain design principle points such as composition, balance, rhythm, comparison and unity.

