

Template

Description of Course Unit according to the ECTS User's Guide 2015

Course unit title	Analisis Komunikasi Visual
Course unit code	MED6308
Type of course unit (compulsory, optional)	compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor (EQF Level 6)
Year of study when the course unit is delivered (if applicable)	3 st Year
Semester/trimester when the course unit is delivered	6 st Semester
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	Novianto Yudha Laksana, M.Pd
Learning outcomes of the course unit	Understand, understand, use, describe theoretically, and have the ability to analyze aspects of cultural criticism review on art phenomena in graphic design advertising and visual communication cultural media that are developing in the advertising and promotion industry in the modern, postmodern, and millennial eras
Mode of delivery (face-to-face, distance learning)	Synchronous and unsynchronous
Prerequisites and co-requisites (if applicable)	
Course content	<ol style="list-style-type: none"> 1. History of Fine Arts 2. Culture 3. Media and Culture 4. Art and Design Critic Review 5. Cultural Semiotics
Recommended or required reading and other learning resources/tools	<p>Main:</p> <ul style="list-style-type: none"> ● Ken Smith and Cindy Price, Content Analysis of Representation: Photographic Coverage of Blacks by Nondaily Newspapers p.127 ● Keith Kenney, A Visual Rhetorical Study of a Virtual University's Promotional Efforts p.153 ● Sandra Moriarty, Visual Semiotics Theory p.227 ● Craig Denton, Examining Documentary Photography Using the Creative Method p.405
Planned learning activities and teaching methods	

Language of instruction	
Assessment methods and criteria	<ol style="list-style-type: none">1. UTS2. UAS3. Weekly tasks4. Dimensions of intrapersonal skills5. Attributes of interpersonal soft skill6. Dimensions of attitudes and values