|  |
| --- |
| logo UEU kecil |
| **RENCANA PEMBELAJARAN SEMESTER GENAP 2016/2017** |
| **PELAKSANA AKADEMIK MATAKULIAH DESAIN KOMUNIKASI VISUAL** **FAKULTAS DESAIN DAN INDUSTRI KREATIF** |
| **UNIVERSITAS ESA UNGGUL** |
|  |
| **Mata Kuliah** | **:** | Semiotika Desain | **Kode MK** | **:** | DVS412 |
| **Mata Kuliah Prasyarat** | **:** | - | **Bobot MK** | **:** | 3 sks |
| **Dosen Pengampu** | **:** | Ahmad Fuad | **Kode Dosen** | **:** | 6327 |
| **Alokasi Waktu** | **:** | Tatap muka 14 x 100 menit, tidak ada praktik, tidak ada online |
| **Capaian Pembelajaran** | **:** | 1. Mahasiswa mampu menganalisis semiotik untuk teks, visual, audio-visual, artefak;
2. Mahasiswa mampu menjelaskan aspek teori dan praktik metodologi terkait semiotik.
 |
|  |  |  |
| **SESI** | **KEMAMPUAN****AKHIR** | **MATERI** **PEMBELAJARAN** | **BENTUK PEMBELAJARAN** | **SUMBER** **PEMBELAJARAN** | **INDIKATOR****PENILAIAN** |
| 1 | Mahasiswa mampu menguraikan pengertian semiotic desain | Pengantar :Kontrak pembelajaran, pengertian iklan, manajer iklan, manajer periklanan, ruang lingkup, aturan | 1. Metoda *contextual instruction*
2. Media: kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menguraikan pengertian semiotik dengan benar. |
| 2 | Mahasiswa mampu menjelaskan model tanda, model Saussure, Sistem relasional, dan arbitrarian | Models of the sign, The Saussurean model, Two sides of a page, The relational system, Arbitrariness | 1. Media : *contextual instruction*
2. Media : : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menguraikan model tanda Saussure. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SESI** | **KEMAMPUAN****AKHIR** | **MATERI** **PEMBELAJARAN** | **BENTUK PEMBELAJARAN** | **SUMBER** **PEMBELAJARAN** | **INDIKATOR****PENILAIAN** |
| 3 | Mahasiswa mampu menjelaskan model Peirce, relativitas, simbolik, mode ikon, mode indeksial. | The Peircean model, Relativity, Symbolic mode, Iconic mode, Indexical mode, Modes not types | 1. Metoda : *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menguraikan model Peirce, relativitas, simbolik, mode ikon, mode indeksial. |
| 4 | Mahasiswa mampu menjelaskan Changing relations, Digital and analogue, Types and tokens, Rematerializing the sign, Hjelmslevs framework | Changing relations, Digital and analogue, Types and tokens, Rematerializing the sign, Hjelmslevs framework | 1. Metoda : *contextual instruction*
2. Media : : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan Changing relations, Digital and analogue, Types and tokens, Rematerializing the sign, Hjelmslevs framework |
| 5 | Mahasiswa mampu menjelaskan Signs and things, Referentiality, Modality, The word is not the thing, Empty signifiers. | Signs and things, Referentiality, Modality, The word is not the thing, Empty signifiers | 1. Media : contextual instruction
2. Media : : kelas, komputer, LCD, whiteboard, web, 2 buah buku teks, loose leaf dan lembar tugas
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan Signs and things, Referentiality, Modality, The word is not the thing, Empty signifiers. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SESI** | **KEMAMPUAN****AKHIR** | **MATERI** **PEMBELAJARAN** | **BENTUK PEMBELAJARAN** | **SUMBER** **PEMBELAJARAN** | **INDIKATOR****PENILAIAN** |
| 6 | Mahasiswa mampu menganalisis structures, The syntagmatic dimension, Conceptual relations, Spatial relations, Sequential relations, Structural reduction. | Analysing structures, The syntagmatic dimension, Conceptual relations, Spatial relations, Sequential relations, Structural reduction. | 1. Media *problem base learning*
2. Media : kelas, komputer, *LCD, whiteboard, web,* 2 buah buku teks, *loose leaf* dan lembar tugas
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menganalisis structures, The syntagmatic dimension, Conceptual relations, Spatial relations, Sequential relations, Structural reduction. |
| 7 | Mahasiswa mampu menjelaskan the paradigmatic dimension, The commutation test, Oppositions, The language of opposition, Us and them, Alignment. | The paradigmatic dimension, The commutation test, Oppositions, The language of opposition, Us and them, Alignment. | 1. Metoda :: *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan the paradigmatic dimension, The commutation test, Oppositions, The language of opposition, Us and them, Alignment. |
| 8 | Mahasiswa mampu menjelaskan markedness, Valorizing Term B, The semiotic square, Challenging the literal, Metaphor, Metonymy | Markedness, Valorizing Term B, The semiotic square, Challenging the literal, Metaphor, Metonymy | 1. Metoda : *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan markedness, Valorizing Term B, The semiotic square, Challenging the literal, Metaphor, Metonymy |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SESI** | **KEMAMPUAN****AKHIR** | **MATERI** **PEMBELAJARAN** | **BENTUK PEMBELAJARAN** | **SUMBER** **PEMBELAJARAN** | **INDIKATOR****PENILAIAN** |
| 9 | Mahasiswa mampu menjelaskan Synecdoche, Irony, Master tropes, Denotation and connotation, Myth, Codes, Types of codes, Perceptual codes, Social codes, Textual codes, codes of realism. | Synecdoche, Irony, Master tropes, Denotation and connotation, Myth, Codes, Types of codes, Perceptual codes, Social codes, Textual codes, codes of realism. | 1. Metoda : *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan Synecdoche, Irony, Master tropes, Denotation and connotation, Myth, Codes, Types of codes, Perceptual codes, Social codes, Textual codes, codes of realism. |
| 10 | Mahasiswa mampu menjelaskan broadcast and narrowcast codes, Interaction of textual codes, Codification, Textual interactions, The positioning of the subject, Adopting a perspective, Modes of address. | Broadcast and narrowcast codes, Interaction of textual codes, Codification, Textual interactions, The positioning of the subject, Adopting a perspective, Modes of address. | 1. Metoda : *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan broadcast and narrowcast codes, Interaction of textual codes, Codification, Textual interactions, The positioning of the subject, Adopting a perspective, Modes of address. |
| 11 | Mahasiswa mampu menjelaskan reading as rewriting, No text is an island, Intratextuality. | Reading as rewriting, No text is an island, Intratextuality | 1. Metoda : *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan reading as rewriting, No text is an island, Intratextuality. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SESI** | **KEMAMPUAN****AKHIR** | **MATERI** **PEMBELAJARAN** | **BENTUK PEMBELAJARAN** | **SUMBER** **PEMBELAJARAN** | **INDIKATOR****PENILAIAN** |
| 12 | Mahasiswa mampu menjelaskan bricolage, Limitations and strengths, Imperialism, Form and function. | Bricolage, Limitations and strengths, Imperialism, Form and function. | 1. Metoda : *contextual instruction*
2. Media : kelas, komputer, *LCD, whiteboard, web*
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan bricolage, Limitations and strengths, Imperialism, Form and function. |
| 13 | Mahasiswa mampu menjelaskan inescapable frames, Poststructuralist semiotics, Strengths of semiotic analysis. | Inescapable frames, Poststructuralist semiotics, Strengths of semiotic analysis. | 1. Metoda : *small group discussion*
2. Media : kelas, komputer, *LCD, whiteboard, web* perpustakaan, buku filsafat ilmu, dan ringkasan
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan inescapable frames, Poststructuralist semiotics, Strengths of semiotic analysis. |
| 14 | Mahasiswa mampu menjelaskan mediation, The construction of meanings and subjects, Semiotic modes, Going further. | Mediation, The construction of meanings and subjects, Semiotic modes, Going further | 1. Metoda *small group discussion*
2. Media : kelas, komputer, *LCD, whiteboard, web* perpustakaan, buku filsafat ilmu, dan ringkasan
 | 1. Chandler, Daniel (2004). *Semiotics: The Basics*. Psychology Press, 273 pages.
 | Menjelaskan mediation, The construction of meanings and subjects, Semiotic modes, Going further. |

**EVALUASI PEMBELAJARAN**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SESI** | **PROSE-DUR** | **BEN-TUK** | **SEKOR > 77** **( A / A-)** | **SEKOR > 65****(B- / B / B+ )** | **SEKOR > 60****(C / C+ )** | **SEKOR > 45****( D )** | **SEKOR < 45****( E )** | **BOBOT** |
| 1 | *Pretest test* | Tes tulisan (UTS) | Menguraikan pengertian semiotik dengan benar. | Menguraikan pengertian semiotik dengan benar. | Menguraikan pengertian semiotik dengan benar. | Menguraikan pengertian semiotik kurang tetap. | Tidak menguraikan pengertian semiotik. | 5 % |
| 2 | *Pre test* dan *post test* | Tes tulisan (UTS) | Menguraikan model tanda Saussure dengan benar. | Menguraikan model tanda Saussure dengan benar. | Menguraikan model tanda Saussure dengan benar. | Menguraikan model tanda Saussure kurang benar | Tidak menguraikan model tanda Saussure. | 5 % |
| 3 | *Pre test, progress test* dan *post test* | Tes tulisan (UTS) | Menguraikan model Peirce, relativitas, simbolik, mode ikon, mode indeksial dengan benar. | Menguraikan model Peirce, relativitas, simbolik, mode ikon, mode indeksial dengan benar. | Menguraikan model Peirce, relativitas, simbolik, mode ikon, mode indeksial dengan benar. | Menguraikan model Peirce, relativitas, simbolik, mode ikon, mode indeksial kurang benar. | Tidak menguraikan model Peirce, relativitas, simbolik, mode ikon, mode indeksial. | 5 % |
| 4 | *Post test* | Tes tulisan (UTS) | Menjelaskan Changing relations, Digital and analogue, Types and tokens, Rematerializing the sign, Hjelmslevs framework dengan benar. | Menjelaskan Changing relations, Digital and analogue, Types and tokens, dengan benar. | Menjelaskan Changing relations, Digital and analogue dengan benar. | Menjelaskan Changing relations, Digital and analogue, kurang benar. | Tidak menjelaskan Changing relations, Digital and analogue,. | 5 % |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SESI** | **PROSE-DUR** | **BEN-TUK** | **SEKOR > 77** **( A / A-)** | **SEKOR > 65****(B- / B / B+ )** | **SEKOR > 60****(C / C+ )** | **SEKOR > 45****( D )** | **SEKOR < 45****( E )** | **BOBOT** |
| 5 | *Post test* | Tes tulisan (UAS) | Menjelaskan Signs and things, Referentiality, Modality, The word is not the thing, Empty signifiers dengan benar. | Menjelaskan Signs and things, Referentiality, Modality, The word is not the thing dengan benar. | Menjelaskan Signs and things, Referentiality, Modality dengan benar. | Menjelaskan Signs and things, Referentiality, Modality, The word is kurang benar. | Tidak Signs and things, Referentiality, Modality. | 5 % |
| 6 | *Post test* | Tes tulisan (UTS) | Menganalisis structures, The syntagmatic dimension, Conceptual relations, Spatial relations, Sequential relations, Structural reduction dengan benar. | Menganalisis structures, The syntagmatic dimension, Conceptual relations, Spatial relations, Sequential relations dengan benar. | Menganalisis structures, The syntagmatic dimension, Conceptual relations, Spatial relations dengan benar. | Menganalisis structures, The syntagmatic dimension, Conceptual relations kurang benar. | Tidak menganalisis structures, The syntagmatic dimension. | 5 % |
| 7 | *Post test* | Tes tulisan (UTS)  | Menjelaskan the paradigmatic dimension, The commutation test, Oppositions, The language of opposition, Us and them, Alignment dengan benar. | Menjelaskan the paradigmatic dimension, The commutation test, Oppositions, dengan benar. | Menjelaskan the paradigmatic dimension dengan benar. | Menjelaskan the paradigmatic dimension kurang benar. | Tidak menjelaskan the paradigmatic dimension. | 5 % |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SESI** | **PROSE-DUR** | **BEN-TUK** | **SEKOR > 77** **( A / A-)** | **SEKOR > 65****(B- / B / B+ )** | **SEKOR > 60****(C / C+ )** | **SEKOR > 45****( D )** | **SEKOR < 45****( E )** | **BOBOT** |
| 8 | *Post test* | Tes lisan | Menjelaskan markedness, Valorizing Term B, The semiotic square, Challenging the literal, Metaphor, Metonymy dengan benar. | Menjelaskan markedness, Valorizing Term B, The semiotic square, Challenging the literal, Metaphor dengan benar. | Menjelaskan markedness, Valorizing Term B, The semiotic square dengan benar. | Menjelaskan markedness, Valorizing Term B, The semiotic square kurang benar. | Tidak menjelaskan markedness, Valorizing Term B, The semiotic square. | 0 |
| 9 | *Progress test* dan *post test* | Tes lisan dan demonstasi (Digunakan sebagai nilai bonus)  | Menjelaskan Synecdoche, Irony, Master tropes, Denotation and connotation, Myth, Perceptual codes, Social codes, Textual codes, codes of realism dengan benar. | Menjelaskan Synecdoche, Irony, Master tropes, Denotation and connotation, Myth, Codes dengan benar. | Menjelaskan Synecdoche, Irony, Master tropes, Denotation and connotation, Myth dengan benar. | Menjelaskan Synecdoche, Irony, Master tropes, Denotation and connotation kurang benar. | Tidak menjelaskan Synecdoche, Irony, Master tropes. | 0 |
| 10 | *Post test* | Tes lisan | Menjelaskan broadcast and narrowcast codes, Interaction of textual codes, Codification, Textual interactions, The positioning of the subject dengan benar. | Menjelaskan broadcast and narrowcast codes, Interaction of textual codes, Codification dengan benar. | Menjelaskan broadcast and narrowcast codes, Interaction dengan benar. | Menjelaskan broadcast and narrowcast codes kurang benar. | Tidak menjelaskan broadcast and narrowcast codes. | 0 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SESI** | **PROSE-DUR** | **BEN-TUK** | **SEKOR > 77** **( A / A-)** | **SEKOR > 65****(B- / B / B+ )** | **SEKOR > 60****(C / C+ )** | **SEKOR > 45****( D )** | **SEKOR < 45****( E )** | **BOBOT** |
| 11 | *Post test* | Tes lisan  | Menjelaskan reading as rewriting, No text is an island, Intratextuality dengan benar. | Menjelaskan reading as rewriting, No text is an island, Intratextuality dengan benar. | Menjelaskan reading as rewriting, No text is an island, Intratextuality dengan benar. | Menjelaskan reading as rewriting, No text is an island, Intratextuality kurang benar. | Tidak menjelaskan reading as rewriting, No text is an island, Intratextuality. | 0 |
| 12 | *Post test* | Tes lisan | Menjelaskan bricolage, Limitations and strengths, Imperialism, Form and function dengan benar. | Menjelaskan bricolage, Limitations and strengths, Imperialism, dengan benar. | Menjelaskan bricolage, Limitations and strengths, dengan benar. | Menjelaskan bricolage, Limitations and strengths, kurang benar. | Tidak menjelaskan bricolage, Limitations and strengths, Imperialism, Form and function. | 0 |
| 13 | *Post test* | Tes tulisan (Tugas) | Menjelaskan inescapable frames, Poststructuralist semiotics, Strengths of semiotic analysis dengan benar. | Menjelaskan inescapable frames, Poststructuralist semiotics, dengan benar. | Menjelaskan inescapable frames, Poststructuralist semiotics dengan benar. | Menjelaskan inescapable frames, Poststructuralist semiotics, Strengths of semiotic analysis kurang benar. | Tidak menjelaskan inescapable frames, Poststructuralist semiotics, Strengths of semiotic analysis. | 10 % |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SESI** | **PROSE-DUR** | **BEN-TUK** | **SEKOR > 77** **( A / A-)** | **SEKOR > 65****(B- / B / B+ )** | **SEKOR > 60****(C / C+ )** | **SEKOR > 45****( D )** | **SEKOR < 45****( E )** | **BOBOT** |
| 14 | *Post test* | Tes tulisan (Tugas) | Menjelaskan mediation, The construction of meanings and subjects, Semiotic modes, Going further dengan benar. | Menjelaskan mediation, The construction of meanings and subjects, dengan benar. | Menjelaskan mediation, The construction of meanings and subjects dengan benar. | Menjelaskan mediation, The construction of meanings and subjects kurang benar. | Tidak menjelaskan mediation, The construction of meanings and subjects dengan benar. | 10 % |

**Komponen penilaian :**

1. Kehadiran = 20 %
2. Tugas = 20 %
3. UTS = 30 %
4. UAS = 30 %

**Jakarta, 20 Oktober 2016**

**Mengetahui,**

**Ketua Program Studi, Dosen Pengampu,**

**Ahmad Fuad, S.Sn., M.Ds Ahmad Fuad, S.Sn., M.Ds**