



**UNIVERSITAS DIPONEGORO**  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
**PROGRAM STUDI S1 ILMU KOMUNIKASI**

Jl. Prof. Soedharto, Kampus Tembalang, Semarang  
Telp. (024) 7465408

**RENCANA PEMBELAJARAN SEMESTER (RPS)**

**EDISI REVISI KE - ?**

Mata Kuliah	Kode	Rumpun MK		Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
<b>Photo and Graphic Journalism</b>	<b>SIK-21317</b>	Ilmu Komunikasi		3 (tiga)	1 (satu)	21 Agustus 2020
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi	
	Dr. Yanuar Luqman M. Bayu Widagdo, M.I.Kom		Dr. Yanuar Luqman		S. Rouli Manalu PhD	
Capaian Pembelajaran (CP)	CPL – Prodi					
	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10					
	CP - MK					
	<ul style="list-style-type: none"><li>• A1, A2, A3, A5, A6, A7, A8, A9, A10</li><li>• PU1, PU2, PU3, PU5</li><li>• PK6,PK8, PK9, PK10, PK11</li><li>• K2, K6, K7</li></ul>					

Deskripsi Mata Kuliah	This course provides an understanding of photography and graphics in journalism, and students are asked to practice making photos and graphic images that have news value both personally and in groups.
Materi Pembelajaran/Pokok Bahasan	<ol style="list-style-type: none"><li>1) Photography; a language, tools, products, and objects in communication studies</li><li>2) Technical photography</li><li>3) Public Relations Photography</li></ol>

	4) Photography for supporting brand activating - Tourism & culture 5) Photography for supporting brand activating - fashion n food 6) Photography for supporting brand activating - product 7) Photography for supporting brand activating - advertising 8) Photography for supporting corporate branding - corporate 9) Photography for supporting personal branding	
Pustaka	- Galer, Mark. (2004). Foundations for Art & Design, Focal Press - UK. - Basic Critical of Photography, Sage Publication	
Media Pembelajaran	<b>Perangkat keras:</b>	<b>Perangkat lunak:</b>
	Komputer, LCD & Projector, perangkat audio-visual	Aplikasi KULON 2 dan Microsoft Teams
Team Teaching	Dr. Yanuar Luqman M. Bayu Widagdo, M.I.Kom	
Mata Kuliah Syarat		

Minggu	Sub-CP-MK (sebagai kemampuan akhir yang diharapkan)	Bahan Kajian/Materi Ajar	Metoda Pembelajaran [estimasi waktu]	Kriteria dan bentuk penilaian	Bobot Nilai
(1)	(2)	(3)	(4)	(5)	(6)
1	Able to explain the contribution of photography in the field of communication and the development of journalistic photography. C2	Photography; a language, tools, products, and objects in communication studies	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	<ul style="list-style-type: none"> <li>• Diskusi kelompok</li> <li>• Membaca referensi</li> </ul>	3%
2	Able to explain the technicalities of photography in general. C2	Technical photography	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	<ul style="list-style-type: none"> <li>• Diskusi kelompok</li> <li>• Membaca referensi</li> </ul>	3%
3	Able to explain and practice Public Relations Photography. C2 C3	Public Relations Photography - Tasks	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	<ul style="list-style-type: none"> <li>• Diskusi kelompok</li> <li>• Membaca referensi</li> <li>• Mempraktikkan</li> </ul>	3%
4	Able to evaluate the results of Public Relations Photography photos. C4	Public Relations Photography (Evaluation)	[TM: 3 x 50"] [BM: 3 x 60"]	<ul style="list-style-type: none"> <li>• Diskusi kelompok</li> <li>• Membaca referensi</li> <li>• Mempraktikkan</li> </ul>	3%

			[BT: 3 x 60"]	• Melakukan evaluasi	
5	Able to explain and practice Tourism & culture Photography. C2 C3	Photography for supporting brand activating - Tourism & culture (assignment).	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan	3%
6	Able to evaluate the results of Tourism & culture Photography photos. C4	Photography for supporting brand activating - Tourism & culture (Evaluation)	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan • Melakukan evaluasi	3%
7	Able to explain and practice the Food Photography genre. C2 C3	Photography for supporting brand activating - Food Photography (assignment).	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan	3%
<b>8</b>	<b>Evaluasi Tengah Semester</b>				<b>20%</b>
9	Able to explain and practice the Product Photography. C2 C3	Photography for supporting brand activating - product (assignment).	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan	3%
10	Able to evaluate the product photo. C4	Photography for supporting brand activating - product (evaluation)	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan • Melakukan evaluasi	3%
11	Able to explain and practice commercial advertising photography. C2 C3	Photography for supporting brand activating - commercial advertising photography (assignment).	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan	3%
12	Able to evaluate the results of commercial advertising photography. C4	Photography for supporting brand activating - commercial advertising photography (evaluation)	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	• Diskusi kelompok • Membaca referensi • Mempraktikkan • Melakukan evaluasi	3%
13	Able to explain and practice the commercial advertising	Photography for supporting corporate branding - corporate (assignment)	[TM: 3 x 50"] [BM: 3 x 60"]	• Diskusi kelompok • Membaca referensi	3%

	photography genre. C2 C3		[BT: 3 x 60"]	<ul style="list-style-type: none"> <li>• Mempraktikkan</li> </ul>	
14	Able to evaluate the results of commercial advertising photography. C4	Corporate Photography Evaluation	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	<ul style="list-style-type: none"> <li>• Diskusi kelompok</li> <li>• Membaca referensi</li> <li>• Mempraktikkan</li> <li>• Melakukan evaluasi</li> </ul>	3%
15	Able to explain and practice Photography for supporting personal branding. C2 C3	Photography for supporting personal branding	[TM: 3 x 50"] [BM: 3 x 60"] [BT: 3 x 60"]	<ul style="list-style-type: none"> <li>• Diskusi kelompok</li> <li>• Membaca referensi</li> <li>• Mempraktikkan</li> </ul>	3%
16	<b>Evaluasi Akhir Semester (35%)</b>				