

DEVELOPMENT OF COURSES OF VISUAL COMMUNICATION DESIGN RELEVANT TO SKILLS NEEDS IN WORK AND INDUSTRY

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ABSTRACT

This study aims to describe the formulation of the S1-Visual Communication Design course preparation. This type of research is descriptive qualitative with content analysis approach. The data collection technique used in this research is FGD (Focus Group Discussion) with experts from 3 universities that administer the S1-Visual Communication Design study program and practitioners from the business world and the industrial world. Based on the results of data analysis, it shows that the formulation of the preparation of the courses are 1) The formulation of the S1-Visual Communication Design course prioritizes strengthening the concept or idea in solving a design problem in society creatively and innovatively. 2) The formulation of the S1-Visual Communication Design course must embed or implement a design thinking approach. By embedding or implementing design thinking, students see a design process as a goal. 3) The formulation of the S1Visual Communication Design course must involve or collaborate with practitioners from the business world and the industrial world so that they can share knowledge and share projects so that students gain insight, hard skills and soft skills that are complete and relevant to the business world and the industrial world.

Kata Kunci: *Concept, Thinking Design, Practitioner*