

DESIGNING ONLINE LEARNING ON GRAPHIC DESIGN COURSE DURING COVID-19 PANDEMIC

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Abstract

The COVID-19 pandemic forced most educational institutions to close learning to avoid spreading the virus. As a result, most of the student population in the world, from kindergarten to university level, have stopped their education temporarily. Many children, youth, and adults are not attending schools due to the increased spread of COVID-19, but learning should be conducted to enhance student competency. This paper aims to design the online learning method for graphic art courses conducted during the COVID-19 pandemic. The interaction between students and lecturers is conducted through zoom, and students do their assignments at home. Online learning findings showed that students performed at least as well as in conventional learning. The graphic design courses can be delivered online via video, Zoom meetings, or Google Meet. But, some problems still exist in online education, including infrastructure and teacher and student ability.

Keywords: online learning, traditional learning, graphic design, communication

I. INTRODUCTION

Coronavirus disease known as COVID-19 is a new coronavirus infectious disease that broke out towards the end of the year 2019. Due to the COVID-19 pandemic, educational institutions around the world have closed their learning processes to curtail the spread of the virus. More learners, approximately 90% of the student population in the world from kindergarten to university level, have discontinued learning. In fact, all students are faced with similar problem in learning. Consequently, various governments in different parts of the world have closed all institutions of learning to protect students from COVID-19. [1]

However, students continue their education through online learning and via video calls with their teachers, especially in big cities such as Jakarta. The model is currently the best alternative as keeping schools open poses a safety risk for students. Many schools were not ready to apply home learning programs yet. The online classes

implemented in Indonesia work differently from those in the US. This is due to a lack of preparation in this country.

As a student participating in the home-learning program, online school was confusing to adjust to as we had not been prepared through simulations or practices beforehand. Students reported the home-learning program to be even more stressful than regular classrooms. Some of the common reasons for this went along the lines of: "Normal classes may have been difficult, but having friends makes it so much more manageable and less stressful. Online classes take out the benefits of having friends to socialize with and being stuck alone with nothing but assignments." [2]

1.1 Learning

Formal education or higher education in Indonesia is divided into four stages beginning with diploma, bachelor, master, and doctorate [3]. While informal education has many varieties of

education as trainings, workshops, seminars, and courses that can be taken in a short period time [3].

Learning is not something done to students, but rather something students themselves do. It is the direct result of how students interpret and respond to their experiences. Learning is “a process that leads to change, which occurs as a result of experience and increases the potential for improved performance and future learning” [4]. The change in the learner may happen at the level of knowledge, attitude or behavior. Competency of learners can be achieved through learning process.

Competency can be defined in two kind of meanings, one refers to the outputs, or results of training, and the other refers to the inputs, or underlying attributes, required of a person to achieve his/her performance. The meanings of competency show that they depend on the purpose for which it is used [5]. Approaching this is related to individual performance to the goals of the business. Several organizations use competencies as the integrated knowledge, skill, judgment, and attributes that people need to perform a job effectively. By having the competencies, organization team members can work and achieve their objectives more effectively [6]. Everyone can enhance his/her competency by learning in class or online training. Learning is a necessity in life, since his birth until the ends. As a human, people learn to be able to achieve their independence and to adapt to various environmental changes.

Traditional Learning Styles

Learning styles have changed significantly over the years. The traditional way that education was delivered was through recitation and memorization techniques, whereas the modern way of doing things involves interactive methods [7]. The traditional learning method, also known as conventional education, is still widely used in schools. The old-fashioned way of teaching was all about recitation, for example students would sit in silence, while one student after another would take it in turns to recite the lesson, until each one had been called upon. The teacher would listen to each student's recitation, and they were expected to study and memorise the assignments. At the end of the module a written test or oral examination would be conducted; this

process was called an Assignment Study Recitation Test.

The way in which traditional methods were taught ensured that students were rewarded for their efforts, used class periods efficiently and exercised clear rules to manage students' behaviour. They were based on established customs that had been used successfully in schools over many years. The teachers communicated the knowledge and enforced standards of behavior.

Online Learning Styles

E-learning is a new learning method in the form of a combination of network technology and multimedia combined with pedagogy and andragogy. E-learning is the basis and logical consequence of the development of information and communication technology. Learning, material delivery, discussion, and others are carried out through electronic media. With e-learning, students do not come to the classroom to meet the teacher directly in the learning process. E-learning can also shorten learning time, saving costs incurred by educational programs. E-learning which is developed based on the web is often called Internet Enabled Learning. [8].

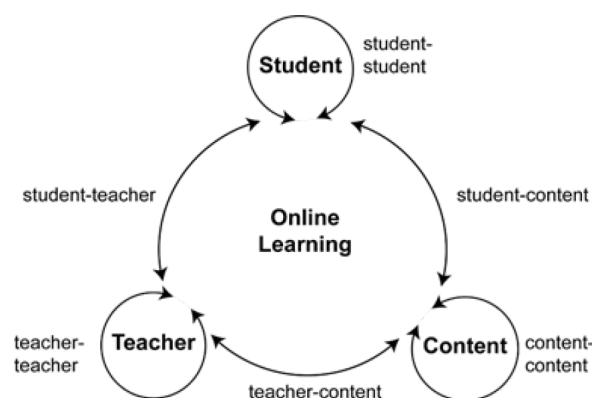


Figure 1. Interaction in online learning

While online learning includes learning at all levels, both formal and non-formal, using Internet, intranet (LAN) or extranet (WAN) communications. Online learning has shortened learning time and made study costs more economical. Online learning facilitates interaction between students and material, students and teachers and fellow students, as can be found in Figure 1. Students can share information with each other and

can access learning materials at any time and repeatedly, and can further strengthen their mastery of the subject matter. In online learning, the teacher attendance factor is reduced or even absent. This is because computers have taken over the role of teachers and electronic guides have been designed for the learning system.

1.2 Online Learning of Graphic Design Course

Graphic Design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. This four-course sequence exposes students to the fundamental skills required to make sophisticated graphic design: process, historical context, and communication through image-making and typography. The sequence is completed by a capstone project that applies the skills of each course and peer feedback in a finished branding project suitable for a professional portfolio.

The goal of this specialization is to equip learners with a set of transferable formal and conceptual tools for “making and communicating” in the field of graphic design. This core skill set will equip learners for formal studies in graphic design, and a starting point for further work in interface design, motion graphics, and editorial design.

There are always more niches to discover but we will focus on the following in online class are Logo Design, Print & Editorial Design, Pattern Design and Illustration, Package Design, Branding Design, UX/UI Design, and Social Media/Digital Graphic Design.

II. RESEARCH METHOD

The The research design in this paper uses experimental research [9] that evaluate a learning model comparing with another one. the first model is online learning on Graphic Design course that is compared with traditional Graphic Design course. The experiment is conducted at the Visual Communication Design program. The respondents students and leciurers. The online learning is conducted during August to November 2020, while the traditional learning was conducted in last year semester 2019.

Data Analysis

The data is analyzed using the analytical descriptive method and interpreted in a narrative way based on the research findings. Analyzing and data processing carry out with six stages including data gathering, preparing data for analysis, careful reading, developing the code, presenting the data and analyzing the data [10] The data is collected from interviews and questionnaires with details: (1) Questionnaires with open-ended questions are used to find useful information that supports the theory, the information is needed for model development, information on whether a student can conduct online learning, as well as assessing the quality of tre artwor they made, (2) Interviews with open-ended questions are used, hence respondents can give information that is not limited from different perspective. Depth interviews are necessary to obtain data about the online learning process of Graphic Design Course. All interview transcripts are stored in text documents; (3) Observations are conducted to obtain data about the learning process.

III. Result and Discussion

3.1 Competency Map

Competency mapping determines the skills, behaviors, abilities, and knowledge a course requires. Learning often begins this process by determining the goals and analyzing the skills of their existing students. Then, they clearly define their expectations for each position and ensure students have the skills to succeed in their learning. For instance, competency mapping for a graphic design specialist might reveal the importance of design, problem-solving skills, and proficiency in relevant design, as shown in Figure 2.

3.2 Syllabus

The graphic design course syllabus is designed to teach about the different software, tools, and techniques used to create visually appealing content. Students are equipped with knowledge Art and Graphic, Logo Design, Print & Editorial Design, Pattern Design and Illustration, Package Design, Branding Design, UX/UI Design, and Social Media/Digital Graphic Design.

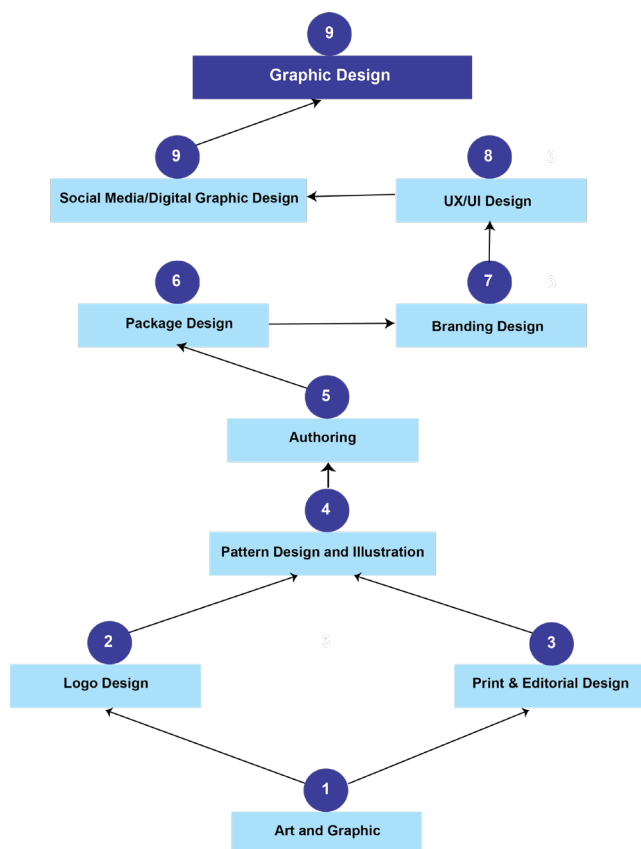


Figure 2. Competency map of Graphic Design Course

The combination of different Graphic Design subjects, projects, and electives depends on the type of graphic design course. The important tools included in a Graphic Design course are interaction design, communication & media theory, typography, digital tools, illustration, etc.

Research findings of online learning in the Covid-19 pandemic:

- The Graphic design courses can be delivered online via video, Zoom meeting, or Google Meet.
- Online learning may be a saviour but it comes with its own problems.
- From internet connection problems to assessment issues, there are many problems to solve yet.
- Ensuring online security for video classes and tackling boredom are also issues that need attention.

IV. CONCLUSION

Based on the objectives and the results obtained in this study, it can be concluded as follows:

- (1) The graphic design courses can be delivered online via video, Zoom meeting, or Google Meet.
- (2) Some problems still exist in online learning, including infrastructure and teacher and student ability

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