TRAINING TO ENHANCE COMPETENCY IN USING GRAPHIC DESIGN APPLICATIONS AS INTERACTIVE MEDIA: A CASE STUDY OF STUDENTS AT THE FACULTY OF ENGINEERING, IBNU SINA UNIVERSITY

Okta Veza[*1], Nofri Yudi Arifin[2], Sherly Agustini[3], Evan Haviana[4], Yuni hardi[5], Nurul Aini[6]

[1,2,3,4,5,6]Universitas Ibnu Sina , Batam Indonesia

e-mail : okta@uis.ac.id,

ABSTRACT

This community service activity, titled "Training to Enhance Competency in Using Graphic Design Applications as Interactive Media," addresses the challenges faced by students at the Faculty of Engineering, Ibnu Sina University, in effectively utilizing graphic design applications for creating interactive content. The activity focuses on imparting practical knowledge and skills to improve students' ability to produce captivating visual content, aligning with the demands of the digital era. The training employs a combination of lectures, demonstrations, and rewards, enhancing participants' proficiency in using applications like CorelDRAW. The initiative aims to bridge the gap between education and industry requirements, fostering a more competitive and digital-ready workforce. This report outlines the planning, execution, and outcomes of the training, presenting insights into its effectiveness and impact on enhancing graphic design skills and interactive media usage among students.

Keywords: graphic design, interactive media, competency enhancement, training, digital era, CorelDRAW.

INTRODUCTION

Higher education plays a crucial role in shaping individuals into quality human resources capable of adapting to the demands of the times. The Faculty of Engineering at Universitas Ibnu Sina, as an institution of higher education, bears the responsibility of making a positive contribution to the surrounding community. One way to fulfill this commitment is through community service programs aimed at enhancing the skills and knowledge of the community in facing the ongoing digital era changes.

In the context of current globalization and digitization, information technology has brought about fundamental changes in how we communicate and interact. The use of interactive media and appealing graphic design plays a pivotal role in effectively conveying messages and information. Whether in the context of education, business, or other sectors, the ability to create captivating and interactive visual content is an essential skill.

However, amidst the benefits offered by this technology, there are still challenges faced by the community, especially students of the Faculty of Engineering at Universitas Ibnu Sina. Some students might not have adequate access to training and in-depth understanding of graphic design applications like CorelDRAW. Lack of knowledge about the features of such software and limited practical opportunities to hone graphic design skills could hinder the development of necessary competencies.

In this context, the role of professors as researchers becomes highly relevant. Research on training to enhance competency in using graphic design applications as interactive media is expected to provide deeper insights into the challenges faced by students and the potential impact

of such training. Involving professors in this research also helps guide the development of training programs to be more targeted and based on comprehensive analysis.

This training program also reflects the application of academic values and professorial competencies in the real world. Professors have a responsibility not only to impart knowledge in the classroom but also to assist students in developing skills relevant to the job market. Through this research and training, the professors of the Faculty of Engineering at Universitas Ibnu Sina strive to bridge the gap between education and practice, enabling students to face the increasingly competitive and digital job market.

This report will provide details about the planning, implementation, and outcomes of the research and training for enhancing competency in using graphic design applications as interactive media. It is expected that the results of this research will offer deeper insights into the effectiveness of the training program and its impact on the students of the Faculty of Engineering at Universitas Ibnu Sina and the broader community in enhancing skills in graphic design and the use of interactive media.

IMPLEMENTATION METHOD

Implementation Method

The methods used in community service activities in implementing Competency Improvement Training on the Use of Graphic Design Applications as Interactive media are:

a) Lectures

Community service activities are carried out using the lecture method with material presentation techniques using the zoom application.

b) Demonstration

This community service activity is carried out with a direct explanation of how to use the application that will be used in Competency Improvement Training activities on the Use of Graphic Design Applications as Interactive Media.

c) Rewards

This community service activity is also packaged in the form of a competition with rewards that will be given to the achieving groups

Approach Pattern

The pattern of approach to solving the problems that occur is by introducing graphic design applications as interactive media within the University of Ibnu Sina, especially at the Faculty of Engineering so that students find it helpful to make designs with these graphic design applications.

Outer Target

The output of this community service plan is in the form of a report on graphic design application activities which is compiled into the Final Community Service report.

RESULTS AND DISCUSSION

Results
Time and Place of Activity

This community service activity will take place from 20 to 21 July 2022, with implementation time from 09.00 WIB until finished. This training will be carried out virtually using the Zoom application platform. By utilizing Zoom technology, participants can take part in training interactively and gain an in-depth understanding of the use of graphic design applications as interactive media in case studies of students at the Faculty of Engineering, Ibnu Sina University.

Speakers

   This activity will be held involving two speakers, namely Okta Veza, S.Kom, M.Kom, who will act as the first speaker, and Nofri Yudi Arifin, S.Kom, M.Kom, who will act as the second speaker. The presence of these two presenters will provide rich and varied views on the use of graphic design applications as interactive media in the context of case studies of students at the Faculty of Engineering, Ibnu Sina University. With their experience and knowledge in the field of graphic design and interactive technology, it is hoped that participants will gain broader and deeper insights in this training.

Participants

   It is estimated that there will be around 30 participants who will be involved in this activity, consisting of graphic design class students from the Informatics Engineering study program. With a balanced number of participants, the training can be tailored to their needs and level of understanding, so that each participant can get the most out of the training experience.

Committee

   The committee involved in carrying out this activity came from the Informatics Engineering Student Association and numbered around 10 people. This committee will be responsible for the preparation, coordination and management of all aspects of the activity, including the selection of virtual platforms, scheduling, communication with presenters, and ensuring the smooth running of the training. With the involvement of an experienced and competent committee, it is hoped that this training will run well and provide maximum benefits to participants. Schedule of Events

   The following is the form of the program that runs in community service activities with the theme "Training to Increase Competence in Using Graphic Design Applications as Interactive Media Case Studies of Students of the Faculty of Engineering, University of Ibnu Sina"
For more details, please see the table below:

Table 4.1 Schedule of Community Service Activities

Activity date 20/07/2023			
No	Activity	Time	Person responsible
1	Activity Preparation	08.00 - 08.10	Committee
2	Discipline Delivery of Activities	08.11 - 08.25	MC
3	Opening	08.30 - 09.00	MC
4	-Singing Indonesia Raya	09.00 - 09.10	Committee
5	-Prayer	09.10 - 09.17	Committee
6	Material Presentation - Session 1	09.20 - 11.30	Okta Veza, M.Kom
7	Quiz	11.30 - 12.00	MC
8	Isoma	12.00 - 13.00	-
9	Material Presentation - Session 2	13.10 - 15.30	Nofri Yudi Arifin, M.Kom
10	Isoma	15.30 - 16.00	-
11	Quiz	16.00 - 16.30	MC
Date activity 21/07/2023			
No	Activity	Time	Person responsible
1	Activity Preparation	08.00 - 08.10	Committee
2	Discipline Delivery of Activities	08.11 - 08.25	MC
3	Opening of day 2 activities	08.30 - 09.00	MC
4	Further material - Session 2	09.00 - 11.00	Okta Veza, M.Kom

5	Quiz	11.00 - 11.10	Committee
6	Task	11.10 - 14.00	Committee
7	Isoma	12.30 - 13.00	-
8	Contest Presentation	14.00 - 15.00	Participants & Committee
9	Evaluation	15.00 - 16.00	Speakers 1 and 2
10	Closing	16.00 - 16.30	MC

Discussion
Discussion Description

Competency enhancement training in the use of graphic design applications as interactive media has the aim of increasing students' skills in producing attractive and effective visual content. This case study will focus on students from the Faculty of Engineering, Ibnu Sina University and how this training can help them develop graphic design competencies.

Figure 4.1 Submission of Material by Presenters
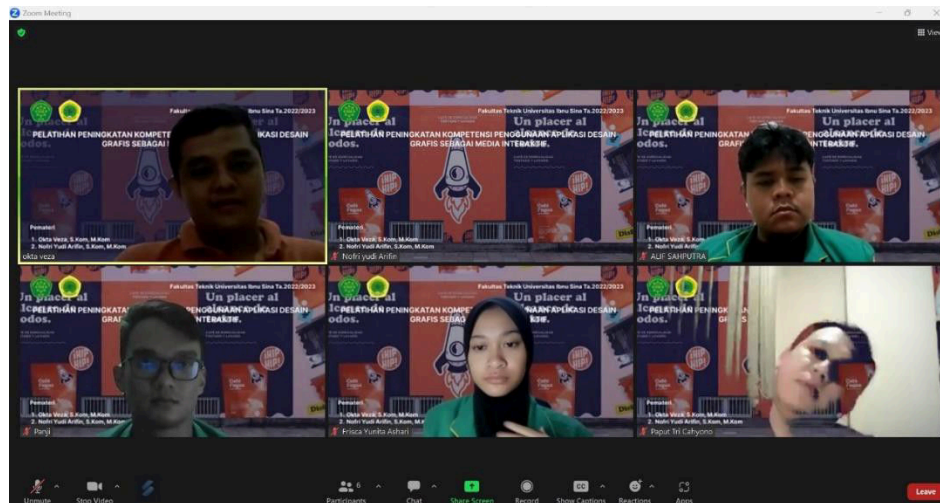

Figure 4.2 Discussion with Participants

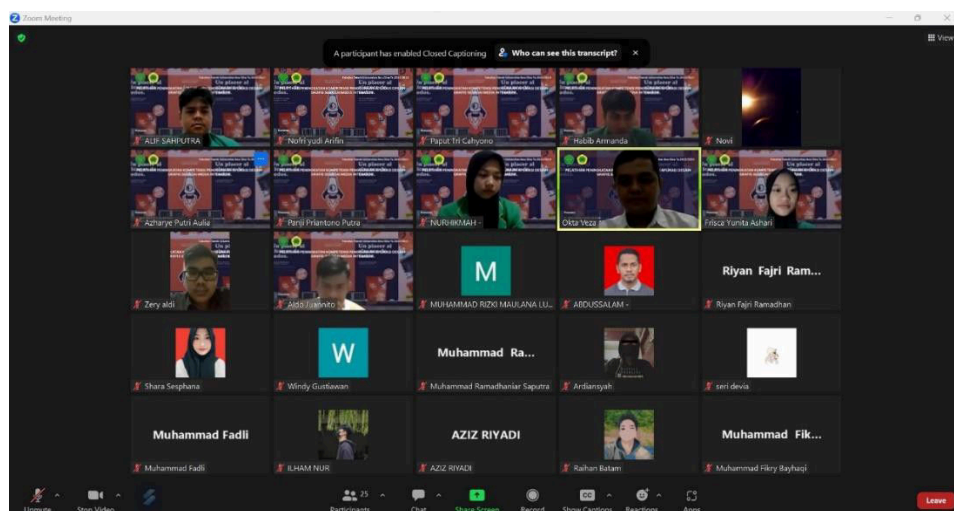Figure 4.3 Documentation with Participants 1

Figure 4.3 Documentation with Participants 2

CONCLUSIONS AND SUGGESTIONS

Conclusion

The community service activity with the theme "Competency Improvement Training on the Use of Graphic Design Applications as Interactive Media" is a significant step in meeting the needs of students of the Faculty of Engineering, Ibnu Sina University in facing challenges in graphic design. The following is the conclusion of this activity:

1. This community service activity emerged as a good response to the challenges faced by students in using graphic design applications. This initiative ensures that students get the help they need to improve their competency in this field.

2. Trainees can integrate the knowledge gained into their graphic design work. This will help improve their ability to design and produce work that is aesthetically pleasing and professional.

3. Apart from improving technical skills, this training also aims to stimulate participants' creativity. They are expected to be bolder and more innovative in producing unique and attractive designs.

Suggestion

The following are some suggestions for community service activities with the theme "Competency Improvement Training in the Use of Graphic Design Applications as Interactive Media":

1. Consider expanding the scope of activities by inviting participants from outside the Faculty of Engineering. This can open opportunities for collaboration with various study programs and other faculties.

2. Consider forming a partnership with an educational institution, government, or non-profit organization that has a similar interest in developing graphic design skills.

3. After the training is complete, plan ongoing activities such as webinars, discussions, or online communities. This will help participants continue to interact, learn, and share experiences.

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