

Carstyling 1 DESCRIPTION OF COURSE UNIT

Program Studi Sarjana (S1) Desain Produk Bachelor of Industrial Design (BOID) 2018-2023

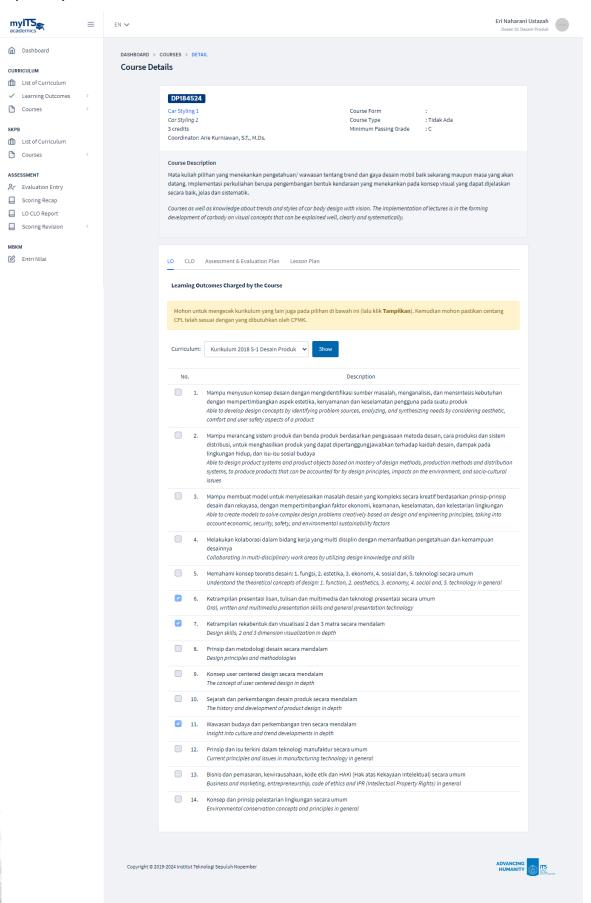
<u>Description of Course Unit</u> according to the ECTS User's Guide 2015

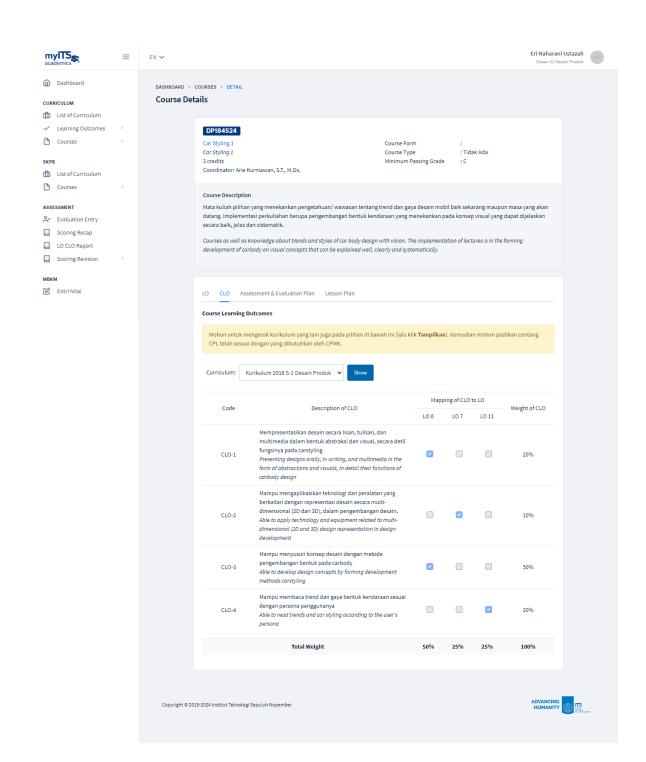
Course unit title	Carstyling 1			
Course unit code	DP184524			
Type of course unit	Elective			
Level of course unit	First cycle Bachelor			
Year of study when the course unit is delivered	3 rd year			
Semester/trimester when the course unit is delivered	5 th semester			
Number of ECTS credits allocated	4,8 ECTS Credits			
Name of lecturer	Arie Kurniawan, S.T., M.Ds.			
Learning outcomes of the course unit	 Presenting designs orally, in writing, and multimedia in the form of abstractions and visuals, in detail their functions of carbody design Able to apply technology and equipment related to multi-dimensional (2D and 3D) design representation in design development Able to develop design concepts by forming development methods carstyling Able to read trends and car styling according to the user's persona 			
Mode of delivery	face-to-face			
Prerequisites and co-requisites (if applicable)	-			
Course content	Courses as well as knowledge about trends and styles of car body design with vision. The implementation of lectures is in the forming development of carbody on visual concepts that can be explained well, clearly, and systematically. 1) Insights into current trends in car design, designers, and design works. 2) Visual theory of car design. 3) Platform analysis.			
	 4) Brand identity in car appearance. 5) Consumer behavior, persona, and designer impression. 6) Techniques for sketching and car design concepts. 7) Car Design Concepts and Portfolio. 8) Techniques for presenting car designs. 			

Recommended or required reading and other learning resources/tools	• Leon G. Schiffman, Leslie Lazar Kanuk (2007), "Consumer Behaviour", Ninth Edition, Prentice Hall, Pearson Education, Inc, New Jersey.		
	• Nikolaos Gkikas (2013), "Automotive Ergonomics- Driver Vehicle Interaction", CRC Press, Taylor & Francis Group, 6000 Broken Sound Parkway, NW Suite 300, Boca Raton, London.		
	Stuart Macey, Geoff Wardley (2008), "H Point-The Fundamental of Car Design & Packaging", Design Studio Press, Higuera Street, Culver City, California.		
	• Eissen, Koos & Roselien Steur.2014. Sketching Product Design Presentation, Amsterdam:BIS Publisher		
Planned learning activities and teaching methods	Discovery Learning; Case Method; Team Based Learning		
Language of instruction	Indonesia and English		
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation		

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Scoring Revision

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Course Details

DP184524

Car Styling 1 Car Styling 1 3 credits Coordinator: Arie Kurniawan, S.T., M.Ds. Course Form Course Type Minimum Passing Grade

: Tidak Ada

Course Description

Mata kuliah pilihan yang menekankan pengetahuan/ wawasan tentang trend dan gaya desain mobil baik sekarang maupun masa yang akan datang. Implementasi perkuliahan berupa pengembangan bentuk kendaraan yang menekankan pada konsep visual yang dapat dijelaskan secara balik, jelas dan sistematik.

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sess	ment & Evaluation Plan					
No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	Total Weight
1	pengembangan bentuk morphology morphologycal forming Studi Kasus Case Method	0%	196	5%	096	6%
2	pengembangan bentuk biomimicry biomimicry forming Studi Kasus Case Method	0%	196	5%	096	696
3	persona persona Studi Kasus Case Method	5%	196	5%	5%	16%
4	identitas merek kendaraan brand identityt Studi Kasus Case Method	5%	196	5%	5%	16%
5	semiotika semiotics Studi Kasus Case Method	0%	1%	5%	0%	6%
6	batasan manufaktur manufactur analysis Studi Kasus <i>Case Method</i>	0%	1%	5%	0%	6%
7	studi kasus desain mobil case study carstyling Studi Kasus Case Method	5%	2%	10%	5%	22%
8	strategi pengembangan bentuk minor mayor minor & major change Kognitif - Tugas Cognitive - Assignment	596	296	10%	596	22%
	TOTAL Target	20%	10%	50%	20%	100% 100%



