

Design Research DESCRIPTION OF COURSE UNIT

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

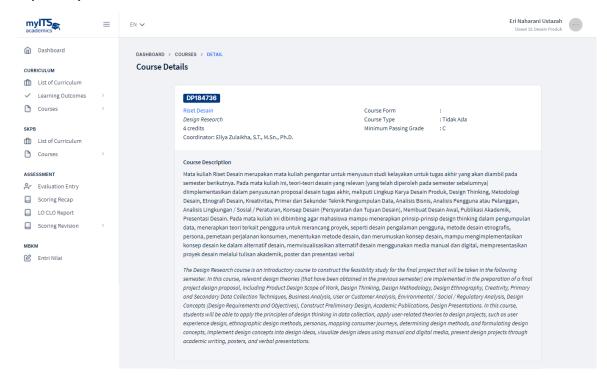
<u>Description of Course Unit</u> according to the ECTS User's Guide 2015

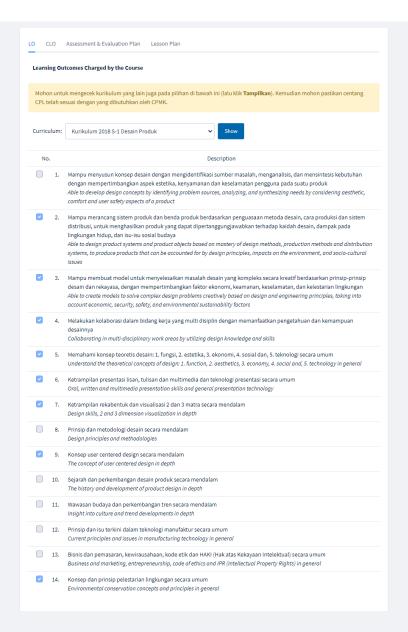
Course unit title	Design Research
Course unit code	DP184736
Type of course unit	Compulsory
Level of course unit	First cycle Bachelor
Year of study when the course unit is delivered	4 th year
Semester/trimester when the course unit is delivered	7 th semester
Number of ECTS credits allocated	6,4 ECTS Credits
Name of lecturer	Ellya Zulaikha, S.T., M.Sn., Ph.D.
	1) Students will be able to analyze the feasibility of a design project (urgency, complexity, impact) based on scientifically justifiable data, considering aesthetic aspects, user comfort, and safety in accordance with design principles, considering the design context (such as history, lifestyle, local culture). 2) Students will be able to create a project design plan or determine the steps to be taken in implementing the final project. 3) Students will be able to present data and design research analysis verbally/written according to the standards of academic writing. 4) Students will be able to present data and design research analysis visually in a design portfolio, using both print and digital media (multimedia). 5) Students will be able to communicate the research process for the feasibility of the design project in the form of an oral presentation.
Mode of delivery	face-to-face
Prerequisites and co-requisites	-
Course content	The Design Research course is an introductory course to construct the feasibility study for the final project that will be taken in the following semester. In this course, relevant design theories (that have been obtained in the previous semester) are implemented in the preparation of a final project design proposal, including Product Design Scope of Work, Design Thinking, Design Methodology, Design Ethnography, Creativity, Primary

Decemberded or required	and Secondary Data Collection Techniques, Business Analysis, User or Customer Analysis, Environmental / Social / Regulatory Analysis, Design Concepts (Design Requirements and Objectives), Construct Preliminary Design, Academic Publications, Design Presentations. In this course, students will be able to apply the principles of design thinking in data collection, apply user-related theories to design projects, such as user experience design, ethnographic design methods, personas, mapping consumer journeys, determining design methods, and formulating design concepts, implement design concepts into design ideas, visualize design ideas using manual and digital media, present design projects through academic writing, posters, and verbal presentations.
Recommended or required reading and other learning resources/tools	 Anon, & Villaumbrosia. (2017). The Product Book: How to Become a Great Product Manager. Product School. Banfield, Eriksson and Walkingshaw (2017). Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams. O'Reilly Media, Inc. Cagan, Marty. (2017) INSPIRED: How to Create Tech Products Customers Love. Wiley Kalbach, J. (2016). Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams. "O'Reilly Media, Inc.". Nunnally, B., & Farkas, D. (2016). UX Research: Practical Techniques for Designing Better Products. O'Grady, J. V., & O'Grady, K. V. (2017). A Designer's Research Manual, Updated and Expanded: Succeed in Design by Knowing Your Clients and Understanding what They Really Need. Rockport.
Planned learning activities and teaching methods	Discovery Learning; Case Method
Language of instruction	Indonesia
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation

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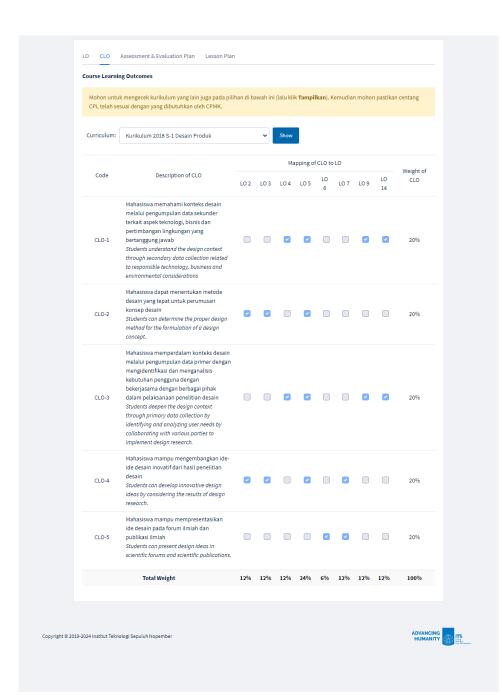
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sess	sment & Evaluation Plan						
No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	Total Weight
1	Kajian Pustaka <i>Literature Review</i> Studi Kasus <i>Case Method</i>	20%	0%	0%	0%	0%	20%
2	Metode Desain Design Method Studi Kasus Case Method	0%	20%	0%	0%	0%	20%
3	Data Primer dan Analisis Data Primer dan Analisis Studi Kasus Case Method	0%	0%	30%	0%	0%	30%
4	Ideasi Solusi Desain <i>Design Ideas</i> Studi Kasus <i>Case Method</i>	096	0%	096	10%	0%	10%
5	Kolokium Colloquium Studi Kasus Case Method	0%	0%	096	0%	20%	20%
	TOTAL Target	20% 20%	20% 20%	30% 20%	10% 20%	20% 20%	100% 100%

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son Plan			
eeknum	Course Material	Learning Method	
1	Ruang Lingkup Riset Desain Industri, aspek-aspek inovasi: feasibility, viability dan desirability dan hipotesis terhadap suatu konteks desain The scope of Industrial Design Research, aspects of innovation: feasibility, viability, and desirability, and hypotheses of a design context.	Metode SCL lainnya	8
2	Telusur literatur ilmiah yang relevan dan valid Advanced information Retrieval Skill to search relevant and valid scientific literature.	Metode SCL lainnya	
3	Identifikasi konteks desain dan proses desain yang relevan untuk mengerjakan proyek desain identify the design context and relevant design process for starting on a design project.	Case method	6
4	Analisis perbandingan produk dengan mengidentifikasi nilai / value pada produk kompettor, menentukan value desain yang akan dikembangkan berdasar analisis perbandingan produk yang sudah ada sebelumnya, sekaligus mempredikat target penggunanya Create a bench-marking analysis by identifying the value of competitors' products and determine the design value to be developed as well as predict the prospective target user	Case method	8
5	Pengumpulan data primer kepada target pengguna dan/atau ahli di bidang terkait Primary data collection to target users and/or experts in related fields	Case method	6
6	Memahami target pengguna melalui Pemetaan Pengalaman Pengguna/Pelanggan dan Peta Empati Understanding users by moking a User/Customer Journey Map and Empathy Map	Case method	
7	Mengelompokkan dan membuat prioritas kebutuhan pengguna dengan Affinity Diagram, serta membuat Design Requirement and Objectives (DR&O) Grouping and prioritizing user needs using Affinity Diagramming, then developing a Design Requirement and Objectives (DR&O	Case method	2
8	Presentasi Kemajuan Proyek Desain Design Project - Progress Presentation	Metode SCL lainnya	
9	Pengembangan alternatif desain /ide inovatif dengan visualisasi manual atau digital Development of Innovative Design Ideas by Manual or Digital Visualization	Case method	
10	Seleksi desain berdasar kebaruan ide dan relevansi dengan kebutuhan pengguna Design selection based on novelty and relevance to user needs	Case method	
11	Pengujian ide desain kepada calon pengguna Testing design ideas to potential users	Case method	
12	Komunikasi desain dalam media digital Design Communication in digital media	Metode SCL lainnya	E
13	Persiapan Publikasi ilmiah: Jenis publikasi ilmiah, Aspek publikasi ilmiah, Sistem referensi, Plagiarisme, dan Menulis Abstrak Acodemic Publication Preparation: Types of scientific publications, Aspects of scientific publications, Reference system, Plagiarism and Writing an Abstract	Metode SCL lainnya	
14	Penulisan latar belakang, tinjauan pustaka, metode, pembahasan, kesimpulan dan referensi pada jurnal ilmiah Writing background, literature review, methods, discussions, conclusions and references in scientific journals	Metode SCL lainnya	2
15	Persiapan Presentasi : alur, penekanan, visualisasi, intonasi, gaya bahasa, manajemen waktu Presentation Preparation: flow, emphasis, visualization, intonation, style, time management	Metode SCL lainnya	6
16	Presentasi Kolokium Colloquium 1	Metode SCL lainnya	
	Bahasa Indonesia	Choose method ▼	a ×