

Product Design 4 DESCRIPTION OF COURSE UNIT

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

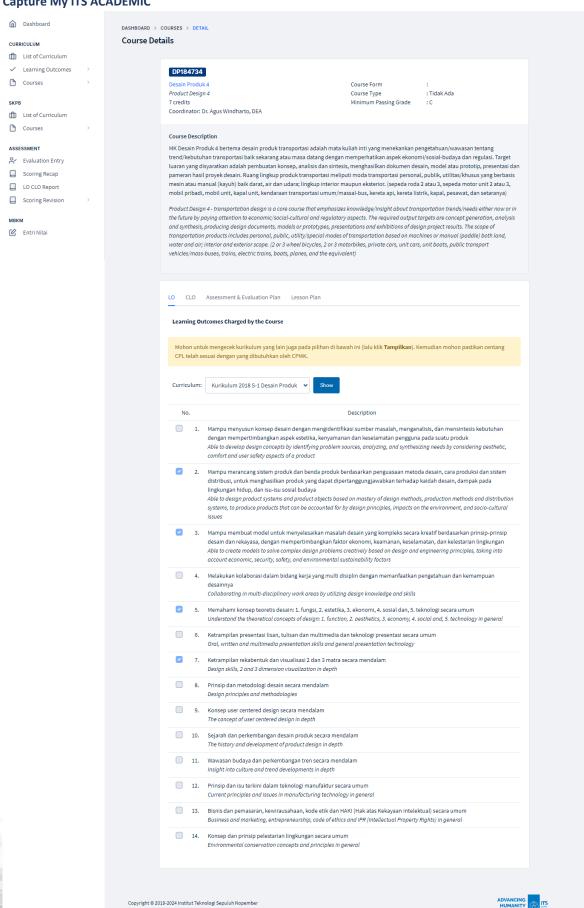
<u>Description of Course Unit</u> according to the ECTS User's Guide 2015

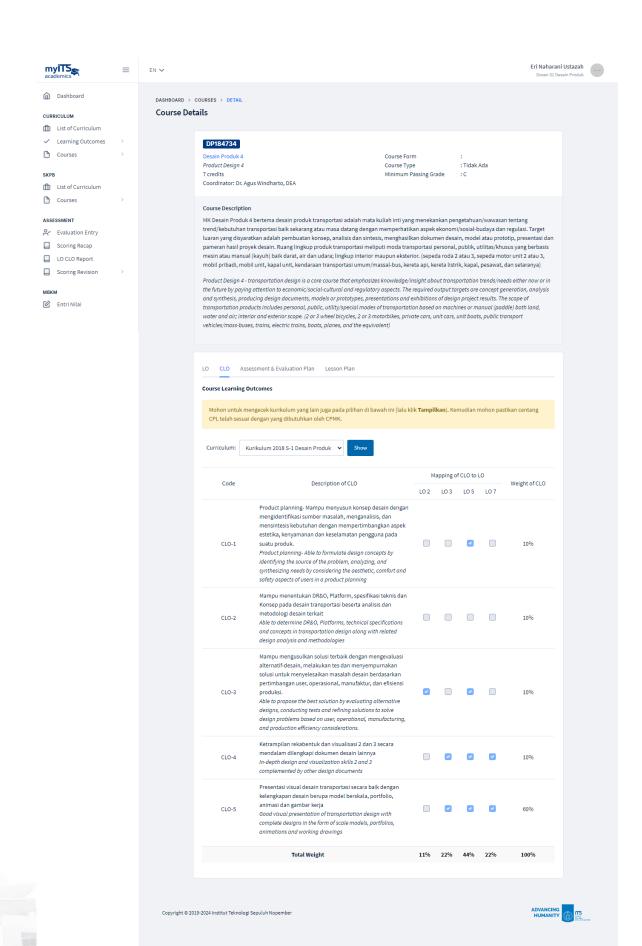
Course unit title	Product Design 4					
Course unit code	DP184734					
Type of course unit	Compulsory					
Level of course unit	First cycle Bachelor					
Year of study when the course unit is delivered	4 th year					
Semester/trimester when the course unit is delivered	7 th semester					
Number of ECTS credits allocated	11,2 ECTS Credits					
Name of lecturer	Dr. Agus Windharto, DEA					
Learning outcomes of the course unit	 Product planning- Able to formulate design concepts by identifying the source of the problem, analyzing, and synthesizing needs by considering the aesthetic, comfort and safety aspects of users in a product planning Able to determine DR&O, Platforms, technical specifications and concepts in transportation design along with related design analysis and methodologies Able to propose the best solution by evaluating alternative designs, conducting tests and refining solutions to solve design problems based on user, operational, manufacturing, and production efficiency considerations. In-depth design and visualization skills 2 and 3 complemented by other design documents Good visual presentation of transportation design with complete designs in the form of scale models, portfolios, animations and working drawings 					
Mode of delivery	face-to-face					
Prerequisites and co-requisites	-					
Course content	Product Design 4 - transportation design is a core course that emphasizes knowledge/insight about transportation trends/needs either now or in the future by paying attention to economic/social-cultural and regulatory aspects. The required output targets are concept generation, analysis and synthesis, producing design documents, models or prototypes, presentations and exhibitions of design project results. The scope of transportation products includes personal, public, utility/special modes of transportation based on					

	machines or manual (naddle) hath land water and all
	machines or manual (paddle) both land, water and air; interior and exterior scope. (2 or 3 wheel bicycles, 2 or 3 motorbikes, private cars, unit cars, unit boats, public transport vehicles/mass-buses, trains, electric trains, boats, planes, and the equivalent)
	 Course contract for design and title proposal. Brainstorming design themes/ideas, including; problems, objectives, targeting, design concept, idea sketches, schedule. Initial data processing; survey data, existing products, previous designs, and competitor products. Brief idea and needs; needs (MSCA, psychographics), ideation (mind map, image board, objective tree). Preliminary design; exploration of idea sketches and alternative designs. Analysis of activities, components, dimensions. Analysis of design results; configuration (engineering package, lopas), ergonomics (posture, vision, accessibility), shape (normative, analogy/character), cross-section, color, technical aspects. Design development; material & structure, joint & mechanism, detail & part design, assembly & subassembly, color scheme & brand identity. Design program/criteria. Production cost. Product documentation; shop drawing, 3D model &
	rendering, final report.
Recommended or required reading and other learning resources/tools	 12) Model/prototype. Clifford Fiore (2003), "Lean strategis for product development", ASQ Quality Press, Milwauke, Wincosin. Leon G. Schiffman, Leslie Lazar Kanuk (2007), "Consumer Behavious", Night Edition, Provided Hell
	"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. Rhenald Kasali (2003), "Membidik Pasar Indonesia; Segmentasi, Targeting dan Positioning", PT. Gramedia Pustaka Utama, Jakarta. Stuart Macey, Geoff Wardley (2008), "H Point-The Fundamental of Car Design & Packaging", Design Studio Press, Higuera Street, Culver City, California
Planned learning activities and teaching methods	Case Method; Team Based Learning
Language of instruction	Indonesia
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation

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CURRICULUM

List of Curriculum ✓ Learning Outcomes

Courses

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ASSESSMENT

A Evaluation Entry

Scoring Recap ☐ LO CLO Report

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DASHBOARD > COURSES > DETAIL

Course Details

DP184734

Course Form Course Type Minimum Passing Grade Product Design 4 : Tidak Ada Coordinator: Dr. Agus Windharto, DEA

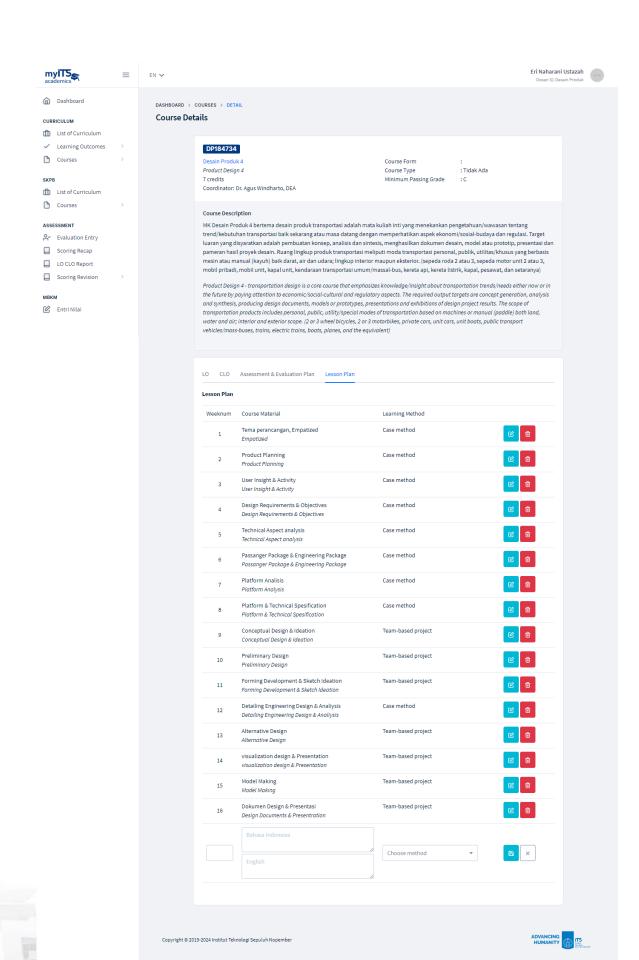
Course Description

MK Desain Produk 4 bertema desain produk transportasi adalah mata kuliah inti yang menekankan pengetahuan/wawasan tentang Mk Desain Product A preterma desain product transportasi adatan mata wiluain nti yang mehekankan pengefatuhan/wawasan tertak trend/kebutuhan transportasi balis keskarang atau masa datang dengan memperhatikan aspek ekonomi/sosila-budaya dan regulasi. Target luaran yang disyaratkan adalah pembuatan konsep, analisis dan sintesis, menghasilkan dokumen desain, model atau prototip, presentasi dan pameran hasil proyek desain. Ruang lingkup produk transportasi meliputi moda transportasi personal, publik, utilitas/khusus yang berbasis mesin atau manual (kayuh) baik darat, air dan udara; lingkup interior maupun eksterior. (sepeda roda 2 atau 3, sepatoro unit 2 atau 3, sembil pribadi, mobil unit, kapal unit, kendaraan transportasi umum/massal-bus, kereta api, kereta listrik, kapal, pesawat, dan setaranya)

Product Design 4 - transportation design is a core course that emphasizes knowledge/insight about transportation trends/needs either now or in Product besign 4 - transportation design is a core course unit emphasizes involvegigning about transportation the ends needs either now in the future by paying attention to economic/social-cultural and regulatory aspects. The required output targets are concept generation, analysis and synthesis, producing design documents, models or prototypes, presentations and exhibitions of design project results. The scope of transportation products includes personal, public, utility/special modes of transportation based on machines or manual (paddle) both land, water and air, interior and exterior scope. (2 or 3 wheel bicycles, 2 or 3 motorbikes, private cars, unit cars, unit boats, public transport vehicles/mass-buses, trains, electric trains, boats, planes, and the equivalent)

sess	sment & Evaluation Plan						
٥.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	CLO-5	Total Weight
1	Product Planning Product Planning Studi Kasus Case Method	5%	0%	0%	0%	0%	5%
2	DR&O DR&O Studi Kasus Case Method	0%	5%	0%	0%	0%	5%
3	Platform Analisis Platform Analysis Hasil proyek Team-based Project	0%	0%	3%	1%	0%	4%
4	Portfolio & Presentasi Desain Portfolio & Presentation Design Hasil proyek Team-based Project	5%	5%	7%	5%	10%	32%
5	Sketsa dan Preliminary Design Sketch dan Preliminary Design Hasil proyek Team-based Project	0%	0%	0%	1%	5%	6%
6	3d visual & Animation 3d visual & Animation Hasil proyek Team-based Project	0%	0%	0%	1%	10%	11%
7	Gambar teknik Technical Drawing Hasil proyek Team-based Project	0%	0%	0%	1%	10%	11%
8	Model Berskala/ 3d model Model Making Hasil proyek Team-based Project	0%	0%	0%	0%	10%	10%
9	Laporan & Evaluasi Desain Design Report & Evaluation Hasil proyek Team-based Project	0%	0%	0%	1%	15%	16%
	TOTAL Target	10% 10%	10% 10%	10% 10%	10% 10%	60% 60%	100% 100%





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