

Trend & Lifestyle DESCRIPTION OF COURSE UNIT

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

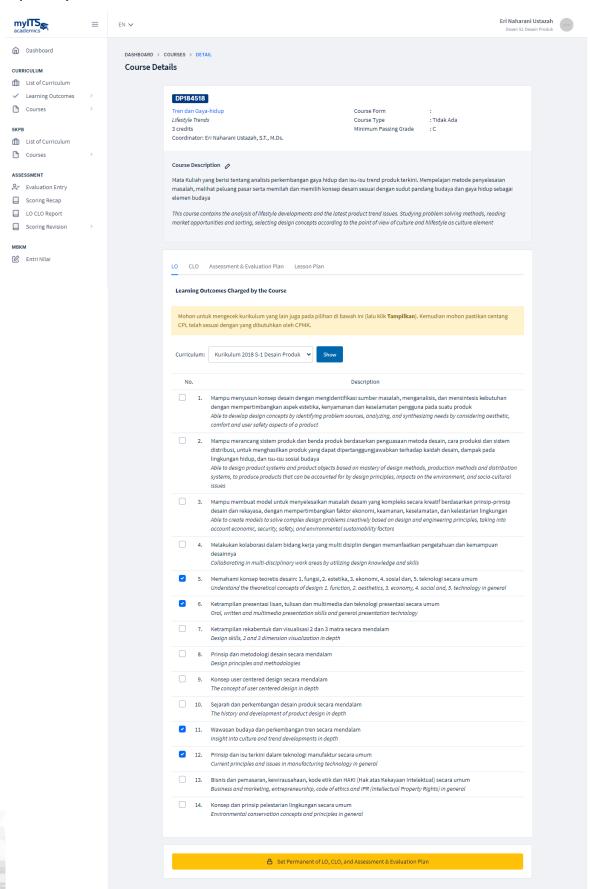
<u>Description of Course Unit</u> according to the ECTS User's Guide 2015

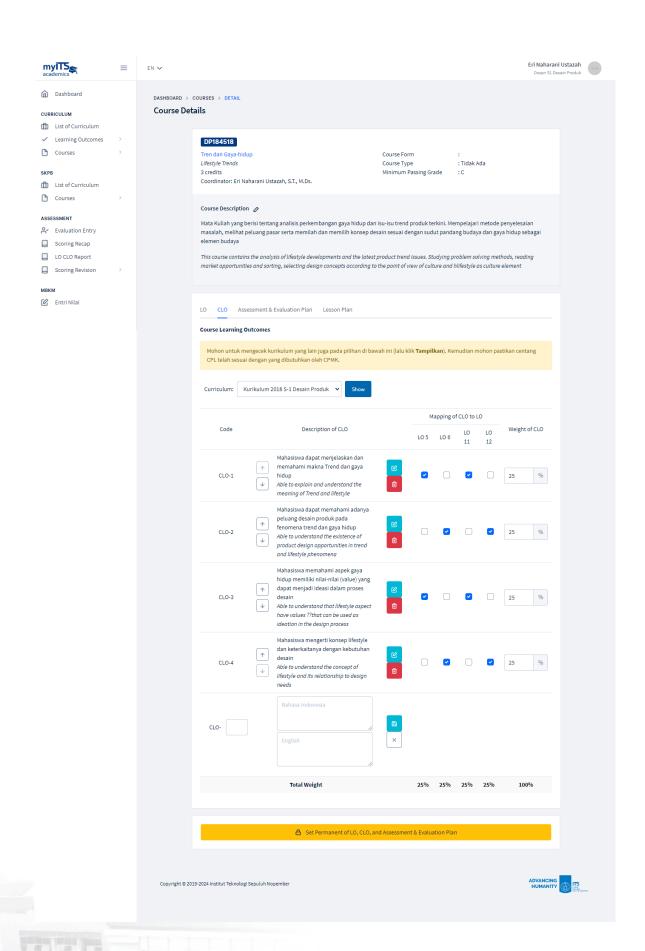
Course unit title	Trend and Lifestyle
Course unit code	DP184518
Type of course unit	Compulsory
Level of course unit	First cycle Bachelor
Year of study when the course unit is delivered	3 rd year (tahun)
Semester/trimester when the course unit is delivered	5 th semester
Number of ECTS credits allocated	4,8 ECTS Credits
Name of lecturer	Eri Naharani Ustazah, S.T., M.Ds.
Learning outcomes of the course unit	Students will be able to comprehensively explain criteria for: 1. Design Thinking. 2. Client Interaction. 3. Product Management. 4. Design Context
Mode of delivery	face-to-face
Prerequisites and co-requisites	-
Course content	Course on Lifestyle Analysis and Contemporary Product Trend Issues. The course covers problem- solving methods, market opportunity identification, and the selection of design concepts based on cultural perspectives and human lifestyles. 1) Introduction and insight into trends and lifestyles.
	2) Fundamental differences between trends and lifestyles. 3) Design insights, designers, and design works that become trends. 4) Insights into trend forms in industrial design products (stepform: 1925-1935, streamform: 1935-1955, aeroform: 1945-1965, sheerform: 1953-1970, sculptureform: 1960-1975, crispform: 1975-1990, ergoform: 1985-2005, geomodform 2005-2015). 5) Relationship between Trend and Lifestyle. 6) Product value: lifestyle values in design works. 7) Trend forecasting. 8) Persona theory.

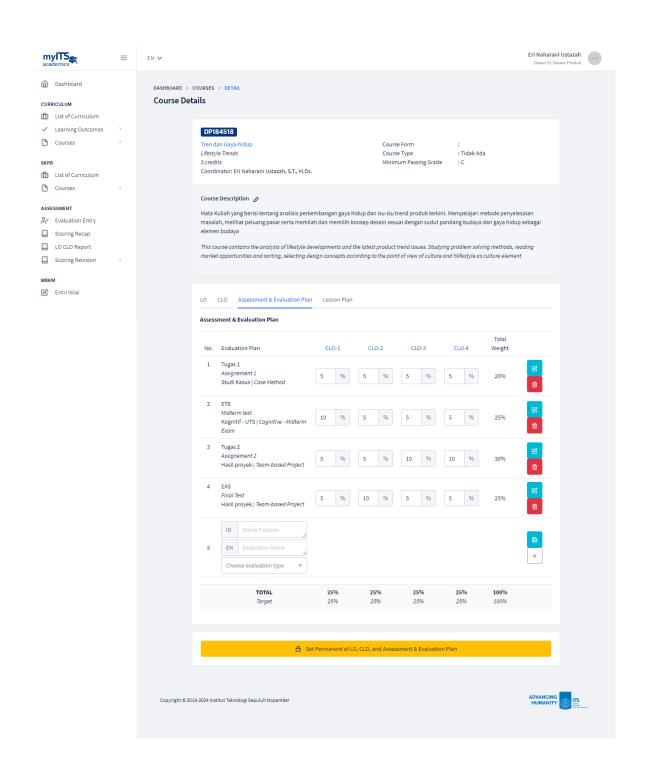
Recommended or required reading and other learning resources/tools Planned learning activities and teaching methods	9) Muse Theory. 10) MOODBOARD (Trend-board, form-board, color-board, materialboard, pattern-board) as a stage in the inspiration and ideation process of product design. 11) Implementation of MOODBOARD in the language of form/product. 12) Product utility image (products emphasizing image value, lifestyle, and products emphasizing functional value), Lifestyle aspects inproduct design: Visceral aspect, Behavioral aspect, and Reflective aspect. 13) Emotional Design. 14) User experience in product design. 15) Product Context in lifestyle Brown, Tim. 2010. Change by Design, HarperCollins Burke, Sandra. 2012.Fashion Designer-Concept to Collection. Burke publishing: London Chaney, David. Lifestyle-Sebuah Pengantar Komprehensif. Yogyakarta, Jalasutra, 2011 Lawson, Bryan.2012. How Designers Think, London: The Architectural Press Ltd Nelson, Harold.2012.The Design Way: Intentional Change in Unpredictable World. London: MIT Press Case Study; Team Based Learning
_	Case Study, Team Dased Learning
Language of instruction	Indonesia
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation

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CURRICULUM

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Courses

ASSESSMENT

Ar Evaluation Entry Scoring Recap

LO CLO Report Scoring Revision

Entri Nilai

DASHBOARD > COURSES > DETAIL

Course Details

DP184518		
Tren dan Gaya-hidup	Course Form	:
Lifestyle Trends	Course Type	: Tidak Ada
3 credits	Minimum Passing Grade	:C
Coordinator: Eri Naharani Ustazah, S.T., M.Ds.		

Mata Kuliah yang berisi tentang analisis perkembangan gaya hidup dan isu-isu trend produk terkini. Mempelajari metode penyelesaian masalah, melihat peluang pasar serta memilah dan memilih konsep desain sesuai dengan sudut pandang budaya dan gaya hidup sebagai elemen budaya

This course contains the analysis of lifestyle developments and the latest product trend issues. Studying problem solving methods, reading market opportunities and sorting, selecting design concepts according to the point of view of culture and hilfestyle as culture element

O CLO	Assessment & Evaluation Plan Lesson Plan	
Lesson Plan		
Weeknum	Course Material	Learning Method
1	Pengantar trend dan gaya hidup Introduction tp trend and lifestyle	Non SCL 🗹 📵
2	Pemahaman awal tentang teori dan fenomena trend dan lifestyle Initial understanding of trend and lifestyle theories and phenomena	Non SCL 🕝 🛍
3	Gaya hidup, marketing dan kelayakan jual desain Produk Lifestyle, marketing and marketability of Product design	Case method 🕝 🛍
4	Personality dan pencarian style Personality and style finding	Case method
5	Buyer persona canvas & arahan gaya desain Buyer persona canvas & design style directions	Metode SCL lainnya
6	Product value: nilai-nilai gaya hidup pada karya desain produk Product value: lifestyle values in product design	Non SCL 😢 🔯
7	Proses ideasi dari nilai-nilai gaya hidup The process of ideation based on lifestyle values	Metode SCL lainnya
8	Pemahaman metode penyusunan trendboard Understanding of composing trendboard methods	Team-based project
9	ETS Midterm test	Metode SCL lainnya
10	Membaca dan memahami trendboard Reading and Understanding Trendboard	Team-based project
11	Metode pembuatan MOODBOARD yang terkait riset gaya hidup Method of making MOODBOARD related to lifestyle research	Non SCL
12	Metode pembuatan MOODBOARD yang terkait riset gaya hidup Method of making MOODBOARD related to lifestyle research	Team-based project
13	Selera, identity dan differensiasi dalam praktek gaya hidup Taste, identity and differentiation in lifestyle practice	Team-based project
14	Gaya hidup dalam desain produk: Aspek visceral, Aspek behavioral, Aspek reflektif Lifestyle in product design: Visceral aspects, behavioral aspects, reflective aspects	Non SCL @ @
15	Review materi kuliah Course materials review	Non SCL 😉 🙃
16	EAS Final test	Team-based project
	Bahasa Indonesia	
	English	Choose method ▼ □ X

🛆 Set Permanent of LO, CLO, and Assessment & Evaluation Plan