

Trend & Lifestyle

DESCRIPTION OF COURSE UNIT

Program Studi Sarjana (S1) Desain Produk

Bachelor of Industrial Design (BOLD)

2018-2023



Description of Course Unit
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	<p>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.</p> <ol style="list-style-type: none"> 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.

	<p>9) Muse Theory.</p> <p>10) MOODBOARD (Trend-board, form-board, color-board, materialboard, pattern-board) as a stage in the inspiration and ideation process of product design.</p> <p>11) Implementation of MOODBOARD in the language of form/product.</p> <p>12) Product utility image (products emphasizing image value, lifestyle, and products emphasizing functional value), Lifestyle aspects in product design: Visceral aspect, Behavioral aspect, and Reflective aspect.</p> <p>13) Emotional Design.</p> <p>14) User experience in product design.</p> <p>15) Product Context in lifestyle</p>
Recommended or required reading and other learning resources/tools	<ul style="list-style-type: none"> • 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
Planned learning activities and teaching methods	Case Study; Team Based Learning
Language of instruction	Indonesia
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation

© FIBAA – December 2020



Dashboard

CURRICULUM

List of Curriculum

✓ Learning Outcomes >

Courses >

SKPB

List of Curriculum

Courses >

ASSESSMENT

Evaluation Entry

Scoring Recap

LO CLO Report

Scoring Revision >

MBKM

Entri Nilai

DASHBOARD > COURSES > DETAIL

Course Details

DP184518

Tren dan Gaya-hidup

Lifestyle Trends

3 credits

Coordinator: Eri Naharani Ustazah, S.T., M.Ds.

Course Form

:

Course Type

: Tidak Ada

Minimum Passing Grade

: C

Course Description

Mata Kuliah yang berisi tentang analisis perkembangan gaya hidup dan isu-isu trend produk terkini. Mempelajari metode penyelesaian masalah, melihat peluang pasar serta memilih 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 lifestyle as culture element

LO CLO Assessment & Evaluation Plan Lesson Plan

Learning Outcomes Charged by the Course

Mohon untuk mengecek kurikulum yang lain juga pada pilihan di bawah ini (lalu klik **Tampilkan**). Kemudian mohon pastikan centang CPL telah sesuai dengan yang dibutuhkan oleh CPMK.

Curriculum: Kurikulum 2018 S-1 Desain Produk Show

No.	Description
<input type="checkbox"/> 1.	Mampu menyusun konsep desain dengan mengidentifikasi sumber masalah, menganalisis, dan mensintesis kebutuhan dengan mempertimbangkan aspek estetika, kenyamanan dan keselamatan pengguna pada suatu produk <i>Able to develop design concepts by identifying problem sources, analyzing, and synthesizing needs by considering aesthetic, comfort and user safety aspects of a product</i>
<input type="checkbox"/> 2.	Mampu merancang sistem produk dan benda produk berdasarkan penguasaan metoda desain, cara produksi dan sistem distribusi, untuk menghasilkan produk yang dapat dipertanggungjawabkan terhadap kaidah desain, dampak pada lingkungan hidup, dan isu-isu sosial budaya <i>Able to design product systems and product objects based on mastery of design methods, production methods and distribution systems, to produce products that can be accounted for by design principles, impacts on the environment, and socio-cultural issues</i>
<input type="checkbox"/> 3.	Mampu membuat model untuk menyelesaikan masalah desain yang kompleks secara kreatif berdasarkan prinsip-prinsip desain dan rekayasa, dengan mempertimbangkan faktor ekonomi, keamanan, keselamatan, dan kelestarian lingkungan <i>Able to create models to solve complex design problems creatively based on design and engineering principles, taking into account economic, security, safety, and environmental sustainability factors</i>
<input type="checkbox"/> 4.	Melakukan kolaborasi dalam bidang kerja yang multi disiplin dengan memanfaatkan pengetahuan dan kemampuan desainnya <i>Collaborating in multi-disciplinary work areas by utilizing design knowledge and skills</i>
<input checked="" type="checkbox"/> 5.	Memahami konsep teoretis desain: 1. fungsi, 2. estetika, 3. ekonomi, 4. sosial dan, 5. teknologi secara umum <i>Understand the theoretical concepts of design: 1. function, 2. aesthetics, 3. economy, 4. social and, 5. technology in general</i>
<input checked="" type="checkbox"/> 6.	Ketrampilan presentasi lisan, tulisan dan multimedia dan teknologi presentasi secara umum <i>Oral, written and multimedia presentation skills and general presentation technology</i>
<input type="checkbox"/> 7.	Ketrampilan rekabentuk dan visualisasi 2 dan 3 matra secara mendalam <i>Design skills, 2 and 3 dimension visualization in depth</i>
<input type="checkbox"/> 8.	Prinsip dan metodologi desain secara mendalam <i>Design principles and methodologies</i>
<input type="checkbox"/> 9.	Konsep user centered design secara mendalam <i>The concept of user centered design in depth</i>
<input type="checkbox"/> 10.	Sejarah dan perkembangan desain produk secara mendalam <i>The history and development of product design in depth</i>
<input checked="" type="checkbox"/> 11.	Wawasan budaya dan perkembangan tren secara mendalam <i>Insight into culture and trend developments in depth</i>
<input checked="" type="checkbox"/> 12.	Prinsip dan isu terkini dalam teknologi manufaktur secara umum <i>Current principles and issues in manufacturing technology in general</i>
<input type="checkbox"/> 13.	Bisnis dan pemasaran, kewirausahaan, kode etik dan HAKI (Hak atas Kekayaan Intelektual) secara umum <i>Business and marketing, entrepreneurship, code of ethics and IPR (Intellectual Property Rights) in general</i>
<input type="checkbox"/> 14.	Konsep dan prinsip pelestarian lingkungan secara umum <i>Environmental conservation concepts and principles in general</i>

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

Dashboard

CURRICULUM

List of Curriculum

✓ Learning Outcomes >

Courses >

SKPB

List of Curriculum

Courses >

ASSESSMENT

Evaluation Entry

Scoring Recap

LO CLO Report

Scoring Revision >

MBKM

Entri Nilai

DASHBOARD > COURSES > DETAIL

Course Details

DP184518

Tren dan Gaya-hidup

Lifestyle Trends

3 credits

Coordinator: Eri Naharani Ustazah, S.T., M.Ds.

Course Form

:

Course Type

: Tidak Ada

Minimum Passing Grade

: C

Course Description

Mata Kuliah yang berisi tentang analisis perkembangan gaya hidup dan isu-isu trend produk terkini. Mempelajari metode penyelesaian masalah, melihat peluang pasar serta memilih 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 lifestyle as culture element

LO CLO Assessment & Evaluation Plan Lesson Plan

Course Learning Outcomes

Mohon untuk mengecek kurikulum yang lain juga pada pilihan di bawah ini (lalu klik **Tampilkan**). Kemudian mohon pastikan centang CPL telah sesuai dengan yang dibutuhkan oleh CPMK.

Curriculum: Kurikulum 2018 S-1 Desain Produk Show

Code	Description of CLO		Mapping of CLO to LO				Weight of CLO	
			LO 5	LO 6	LO 11	LO 12		
CLO-1	Mahasiswa dapat menjelaskan dan memahami makna Trend dan gaya hidup		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	25	%
	Able to explain and understand the meaning of Trend and lifestyle							
CLO-2	Mahasiswa dapat memahami adanya peluang desain produk pada fenomena trend dan gaya hidup		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25	%
	Able to understand the existence of product design opportunities in trend and lifestyle phenomena							
CLO-3	Mahasiswa memahami aspek gaya hidup memiliki nilai-nilai (value) yang dapat menjadi Ideasi dalam proses desain		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	25	%
	Able to understand that lifestyle aspect have values ??that can be used as ideation in the design process							
CLO-4	Mahasiswa mengerti konsep lifestyle dan keterkaitannya dengan kebutuhan desain		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25	%
	Able to understand the concept of lifestyle and its relationship to design needs							
CLO-	Bahasa Indonesia							
	English							
Total Weight			25%	25%	25%	25%	100%	

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

Dashboard

CURRICULUM

List of Curriculum

✓ Learning Outcomes >

Courses >

SKPB

List of Curriculum

Courses >

ASSESSMENT

Evaluation Entry

Scoring Recap

LO CLO Report

Scoring Revision >

MBKM

Entri Nilai

DASHBOARD > COURSES > DETAIL

Course Details

DP184518

Tren dan Gaya-hidup

Lifestyle Trends

3 credits

Coordinator: Eri Naharani Ustazah, S.T., M.Ds.

Course Form

:

Course Type

: Tidak Ada

Minimum Passing Grade

: C











Course Description


Mata Kuliah yang berisi tentang analisis perkembangan gaya hidup dan isu-isu trend produk terkini. Mempelajari metode penyelesaian masalah, melihat peluang pasar serta memilih 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 hifestyle as culture element

LO CLO Assessment & Evaluation Plan Lesson Plan

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	Total Weight	
1	Tugas 1 Assignment 1 Studi Kasus Case Method	5 %	5 %	5 %	5 %	20%	 
2	ETS Midterm test Kognitif - UTS Cognitive - Midterm Exam	10 %	5 %	5 %	5 %	25%	 
3	Tugas 2 Assignment 2 Hasil proyek Team-based Project	5 %	5 %	10 %	10 %	30%	 
4	EAS Final Test Hasil proyek Team-based Project	5 %	10 %	5 %	5 %	25%	 
	ID Nama Evaluasi						
5	EN Evaluation Name						
Choose evaluation type							
TOTAL		25%	25%	25%	25%	100%	
Target		25%	25%	25%	25%	100%	

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

Dashboard

CURRICULUM

List of Curriculum

✓ Learning Outcomes >

📄 Courses >

SKPB

List of Curriculum

📄 Courses >

ASSESSMENT

👤 Evaluation Entry

📄 Scoring Recap

📄 LO CLO Report

📄 Scoring Revision >

MBKM

📄 Entri Nilai

DASHBOARD > COURSES > DETAIL

Course Details

DP184518

Tren dan Gaya-hidup

Lifestyle Trends

3 credits

Coordinator: Eri Naharani Ustazah, S.T., M.Ds.

Course Form

:

Course Type

: Tidak Ada

Minimum Passing Grade

: C

Course Description ✎

Mata Kuliah yang berisi tentang analisis perkembangan gaya hidup dan isu-isu trend produk terkini. Mempelajari metode penyelesaian masalah, melihat peluang pasar serta memilih 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 hllifestyle as culture element

LO CLO Assessment & Evaluation Plan Lesson Plan

Lesson Plan

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

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