



# MODUL HANDBOOK DESIGN LANGUAGE AND APPRECIATION

Bachelor Degree Program  
Department of Interior Design  
Faculty of Creative Design and Digital Business

**Institut Teknologi Sepuluh Nopember**



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## Description of Course Unit

Course unit title	Design Language and Appreciation
Course unit code	DI184415
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2 <sup>nd</sup> year
Semester/trimester when the course unit is delivered	4 <sup>th</sup>
Number of ECTS credits allocated	4.8 ECTS
Name of lecturer(s)	Ir. Budiono, M.Sn.
Learning outcomes of the course unit	<p>Students are able to:</p> <ol style="list-style-type: none"> <li>1. Understanding the definition of Function Design, Aesthetics in design, as well as Semiotics in design.</li> <li>2. Able to explain the definition of Function Design, Aesthetics in design, as well as Semiotics in the design.</li> <li>3. Able to appreciate the design work proved with the ability to explain the results of appreciation Aesthetics and Semiotikanya.</li> <li>4. Has a high sensitivity to the language of aesthetics and sign language / sign of a design work</li> </ol>
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Sociology of Design (Lifestyle, Design Behavior),</li> <li>2. Design Process, Design Ethics.</li> <li>3. Design Function: Basic Understanding, Design Function Models.</li> <li>4. Aesthetics: Basic Understanding, Aesthetic Philosophy, Aesthetic Categories in Design. Formal Aesthetics: Gestalt Theory, Design Elements, Principles of Composition, Order. Symbolic Aesthetics: Symbolic Meaning, Meaningful Building / Environment Variables, Illumination.</li> <li>5. Semiotics: Basic Understanding, Semiotics Philosophy, Communication, Signs, Meanings, Semiotics Problems, Emphasis (Oral Alerts, Signs, Visual Signs, Body Signs, Object Signs), Semiotics Controversy, Semiotic Themes, Semiotics Methods.</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Widagdo. (2011). <i>Desain dan Kebudayaan</i>. Bandung : Penerbit ITB.</li> <li>2. Zantides, E. (2014). <i>Semiotics and visual communication: Concepts and Practices</i>. Cambridge Scholars Publishing.</li> <li>3. Bachelard, G. (2014). <i>The Poetics of Space</i>. Penguin.</li> <li>4. Goodwin, K. (2009). <i>Designing for the digital age: How to Create Human-Centered Products and Services</i>.</li> </ol>

	<p>Wiley.</p> <ol style="list-style-type: none"> <li>5. Calori, C., &amp; Vanden-Eynden, D. (2015). Signage and wayfinding design: A Complete Guide to Creating Environmental Graphic Design Systems. John Wiley &amp; Sons.</li> <li>6. Uebele, A. (2010). Signage systems and information graphics: A Professional Sourcebook. National Geographic Books.</li> <li>7. Martin, A. (2016). <i>Interior Design review: Volume 20</i>. TeNeues.</li> <li>8. Postell, J. (2012b). Furniture design. John Wiley &amp; Sons.</li> <li>9. Holland, D. (2001). Design issues: How Graphic Design Informs Society. Skyhorse Publishing Inc.</li> <li>10. Black, A., Luna, P., Lund, O., &amp; Walker, S. (2017). Information design: Research and Practice. Taylor &amp; Francis.</li> </ol>
Planned learning activities and teaching methods	Problem-Based Learning, Project-Based Learning and Blended Learning
Language of instruction	Bahasa and English
Assessment methods and criteria	Assignment, Project, Quiz, Midterm Exam and Final Exam

### Learning Outcome (LO)

LO	Description
LO1	Able to think critically in conducting interior design research
LO2	Able to think critically and creatively in preparing interior design ideas/ concepts
LO7	Mastering basic knowledge of aesthetics, behavior and technology in the field of interior design
LO9	Mastering design concepts and able to compile reviews/ assessments on the quality of a design result

### Course Learning Outcome (CLO)

CLO	Description	Mapping of CLO to LO				Weight of CLO (%)
		LO 1	LO 2	LO7	LO9	
CLO1	Understand the meaning of design functions, aesthetics in design, and semiotics in design	x		x		30
CLO2	Able to explain the meaning of design function, aesthetics in design, and semiotics in design		x	x		20
CLO3	Able to appreciate a design and explain the results of the appreciation of esthetics and semiotics	x	x	x	x	30
CLO4	Have a high sensitivity to aesthetic language and sign language of a design	x		x	x	20

## Assessment Plan

No.	Course Learning Outcomes*	Assessment Technique	Assessment Weight (%)
1.	<b>CLO1</b> Understand the meaning of design functions, aesthetics in design, and semiotics in design <b>CLO2</b> Able to explain the meaning of design function, aesthetics in design, and semiotics in design <b>CLO3</b> Able to appreciate a design and explain the results of the appreciation of aesthetics and semiotics <b>CLO4</b> Have a high sensitivity to aesthetic language and sign language of a design	The paper assignment on aesthetic appreciation (Case Method)	35
2.	<b>CLO1</b> Understand the meaning of design functions, aesthetics in design, and semiotics in design <b>CLO2</b> Able to explain the meaning of design function, aesthetics in design, and semiotics in design	Aesthetics in interior design (Cognitive - Midterm Exam)	15
3.	<b>CLO3</b> Able to appreciate a design and explain the results of the appreciation of aesthetics and semiotics <b>CLO4</b> Able to explain the meaning of design function, aesthetics in design, and semiotics in design	The paper assignment on semiotic appreciation (Case Method)	35
4.	<b>CLO1</b> Understand the meaning of design functions, aesthetics in design, and semiotics in design <b>CLO2</b> Able to explain the meaning of design function, aesthetics in design, and semiotics in design	Semiotics in interior design (Cognitive - Final Exam)	15
Total Assessment Weight			100

## Learning Outcome Plan

Week	Sub Achievement-Subject Final Ability	Breadth (Learning Material)	Learning Method	Estimated Time	Students Learning Experience	Assessment Criteria and Indicator
1	<ul style="list-style-type: none"> <li>▪ Understanding the meaning of the Design Function.</li> <li>▪ Able explain the definition of the Design Function</li> </ul>	Design Function: Understanding Design Function, Design Function Models.	Introductory & Brainstorming Courses, Group discussion, (Task-1: Definition of Design History, Design Style, Fashion, Design Concept)	1 x face-to-face @ 150 minutes	Create a set of definitions about the Design Function.	<ul style="list-style-type: none"> <li>• Accuracy and diversity of meanings / definitions of definitions.</li> <li>• The accuracy and breadth of data sources.</li> </ul>
2	<ul style="list-style-type: none"> <li>▪ Understanding the definition of Aesthetics in design.</li> <li>▪ Able to explain the meaning of Aesthetics in design.</li> </ul>	Aesthetics: Understanding Aesthetics, Aesthetic Categories in Design.	Lecture, Group discussion, (Task-2: Course summary)	1 x face-to-face @ 150 minutes	Make summaries in simple paper form	<ul style="list-style-type: none"> <li>• Accuracy explains the definition of Aesthetics in Design.</li> <li>• Accuracy describes elements and aesthetic principles and theories of perception in design</li> <li>• Accuracy explains the definition of Aesthetics in Design.</li> </ul>
3, 4		Formal Aesthetics: Gestalt Theory, Element Design, Composition, Regularity	Lecture, Group discussion (Task-3: Course summary)	2 x face-to-face @ 150 minutes	Make summaries in simple paper form	<ul style="list-style-type: none"> <li>• Accuracy describes elements and aesthetic principles and theories of perception in design</li> </ul>
5, 6		Aesthetics : Philosophy of Aesthetics	Lecture, Group discussion (Task-4: Course summary)	2 x face-to-face @ 150 minutes	Make summaries in simple paper form	<ul style="list-style-type: none"> <li>• Accuracy describes aesthetic philosophy</li> <li>• Actualization of data &amp; information</li> <li>• Clarity of characteristic description of style</li> <li>• Sharpness of analysis and interpretation</li> <li>• Writing skills Papers</li> <li>• Presentation Skills</li> </ul>

						<ul style="list-style-type: none"> <li>• Teamwork, Reality.</li> <li>• Accuracy of explaining aesthetic philosophy</li> </ul>
7	<ul style="list-style-type: none"> <li>▪ Being able to appreciate the design work proved with the ability to explain the aesthetic appreciation of a design work.</li> <li>▪ Has a high sensitivity to the aesthetic language of a design work.</li> </ul>	Formal Aesthetics : Understanding Aesthetics, Aesthetic Philosophy, Gestalt Theory, Element Design, Azas Composition, Regularity.	Case study, Group discussion,  (Task-5: Make a Paper of Different Theme on Design Aesthetics & Presentated)	1 x face-to-face @ 150 minutes	•Paper & Group Presentation	<ul style="list-style-type: none"> <li>• Actualization of data &amp; information</li> <li>• Clarity of characteristic description of style</li> <li>• Sharpness of analysis and interpretation</li> <li>• Writing skills Papers</li> <li>• Presentation Skills</li> <li>• Teamwork, Reality.</li> </ul>
8						
9	<ul style="list-style-type: none"> <li>▪ Able to review the interior design work, especially in the context of social culture</li> <li>▪ Has a high sensitivity to the styles of design, especially the style of interior design that has emerged since the modern design era to this day ..</li> </ul>	Symbolic Aesthetics: The symbolic meaning, Significant building / environmental variables, Illumination.	Lecture, Group discussion , (Task-6: Course summary)	1 x face-to-face @ 150 minutes	Make summaries in simple paper form	<ul style="list-style-type: none"> <li>• Accuracy in describing the symbolic aesthetics in the design.</li> </ul>
10, 11		Semiotics: Understanding Semiotics, Semiotics Philosophy.	Lecture, Group discussion  (Task-7: Course summary)	2 x face-to-face @ 150 minutes	Make summaries in simple paper form	<ul style="list-style-type: none"> <li>• Accuracy in describing the philosophy of semiotics in design.</li> </ul>
12, 13		Semiotics: Communication, Signs, Meanings, Semiotics Problems,	Lecture, Group discussion (Task-8: Course summary)	2 x face-to-face @ 150 minutes	Make summaries in simple paper form	<ul style="list-style-type: none"> <li>• Accuracy in describing the variety of semiotics studies in design.</li> </ul>



		Emphasis (Verbal Signs, Signs, Visual Signs, Body Signs, Object Signs), Semiotics Controversy,  Theme Semiotics, Semiotics Method.				
14, 15	<ul style="list-style-type: none"> <li>▪ Being able to appreciate the proven design work with the ability to explain the Semiotic appreciation of a design work.</li> <li>▪ Has a high sensitivity to the semiotic language of a design work.</li> </ul>	<p>Semiotics: The basic understanding, Semiotics Philosophy, Communication, Signs, Meanings, Semiotics Problems,</p> <p>Emphasis (Verbal Signs, Signs, Visual Signs, Body Signs, Object Signs), Semiotics Controversy,</p> <p>Theme Semiotics, Semiotics Method.</p>	Case study, Diskusi kelompok, (Task-9: Make a Paper of Different Theme on Design Semiotics & Presented)	2 x face-to-face @ 150 minutes	• Paper & Group Presentaton	<ul style="list-style-type: none"> <li>• Actualization of data &amp; information</li> <li>• Clarity of characteristic description of style</li> <li>• Sharpness of analysis and interpretation</li> <li>• Writing skills Papers</li> <li>• Presentation Skills</li> <li>• Teamwork, Reality.</li> </ul>

REFERENCES (max 5):

1. Abercrombie, Stanley. 1990. A Philosophy of Interior Design. Oxford : Westview Press.
2. Fiske, John. 1990. Introduction to Communication Studies. Second Edition. London : Routledge.
3. Lang. Jon. 1987. Creating Architectural Theory. The Role of Behavioral Sciences in Environmental Design. New York : Van Nostrand Reinhold Company.
4. Malnar, Joy Monice. 1992. The Interior Dimension. A Theoretical Approach to Enclosed Space. New York : Van Nostrand Reinhold.
5. Widagdo. 2011. Desain dan Kebudayaan. Bandung : Penerbit ITB.