

COURSES	Course Name	<i>Design Appreciation</i>
	Code	DP184414
	Credit	3
	Semester	IV
COURSE DESCRIPTION		
<i>The course contains about history, product evolution and product development in industrial design</i>		
GRADE LEARNING ACHIEVEMENTS OF COURSE		
<i>Mastership theoretical concepts of design:</i>		
<ol style="list-style-type: none"> 1. function, 2. aesthetics, 3. economy, 4. social and, 5. technology in general 		
<i>Oral presentation skills, writing and multimedia and presentation technology in general</i>		
<i>Cultural insights and trend analysis in depth</i>		
LEARNING OUTCOME		
<i>Students are able to explain comprehensively criteria of:</i>		
<ol style="list-style-type: none"> 1) Postmodern Design 2) Popular Culture 3) Semiotics 4) Design in Context 5) Emerging Technologies 6) Sustainability in Design 		
SUBJECT		
<ol style="list-style-type: none"> 1) Good Design 2) Post Modern Design 3) Emotional Design 4) Design Object & Society 5) Emerging Technologies 6) Biomimicry 7) Semiotics 8) Sustainable Design 9) Product True Cost 		
REQUIREMENT		
-		
REFERENCES		
<ul style="list-style-type: none"> • Clay, Robert, Beautiful thing an introduction to design, Ney York, Berg, 2009 • Couturier, Elisabeth, Talk About Design, Paris, Flammarion, 2009 • Norman, Donald A., Emotional Design, Basic Books, 2004 • Papanek, Victor, <u>The Green Imperative: Ecology and Ethics in Design and Architecture</u>, Chicago: Thames and Hudson. 1995 • Vihma, Susan (ed), <u>Semantic and Aesthetic Functions in Design</u>. Report of workshop and three papers of the 2nd Nordcode Seminar, Finland: UIAH Helsinki, 2003 		

COURSES	Course Name	<i>Creativity</i>
	Code	DP184627
	Credit	2
	Semester	VI
COURSE DESCRIPTION		
-		
GRADE LEARNING ACHIEVEMENTS OF COURSE		
<i>Mastership theoretical concepts of design:</i>		
<ol style="list-style-type: none"> 1. function, 2. aesthetics, 3. economy, 		

4. social and, 5. technology in general
Reconstruction and visualization 2dimensions and 3 dimensions skills
LEARNING OUTCOME
-
SUBJECT
-
REQUIREMENT
-
REFERENCES
-

COURSES	Course Name	Apparel Design 2
	Code	DP184628
	Credit	3
	Semester	V
COURSE DESCRIPTION		
In this course, student learn to conduct design project that is related to function and aesthetics in complex fashion product such as : bag and shoe		
GRADE LEARNING ACHIEVEMENTS OF COURSE		
Mastership theoretical concepts of design: 1. function, 2. aesthetics, 3. economy, 4. social and, 5. technology in general		
student will be able to set a design concept by identifying the problem, analyzing and sythesizing the need base on aesthetic aspect, comfortability and safety. student will be able to make model to solve the complex design problem based on basic priciples of creativity, economic factor, safety and sustainability in dept skill for design and 2D / 3D visualization knowledge of culture and trend business and marketing, entrepreneurship, ethics, and property right in general		
LEARNING OUTCOME		
<ul style="list-style-type: none"> • student will be able to apply Design Thinking metho in fashion / apparel case • student will be able to make : Design Brief, Moodboard dan Style guide • student will be able to assembly product by using reverse engineering method • student will be able to show their idea through : Thumbnail sketch, Alternatif Desain dan Desain Final • student will be able to make Study/Form Model, • student will be able to do iteration, development, dan presentation prototype • student will be able to calculate Bill of Materials (BOM) • students will be able to show their design work in an exhibiton with shop etiquette 		
SUBJECT		
1. Introduksi : history, designer icon, design works 2. Basic theory : design thinking, concept, creative eksploration and study model, material, finishing 3. Design Brief : Image, inspiration, mood board, Style guide, Identify the Opportunity for a New Product 4. Research : Perform Product Research & reverse Engineering 5. Concept : Idea sketch, refine sketch, thumbnail sketch, design alternative dan final design 6. Iteration : Create 3D Model, Study/Form, Model prototype 7. Iteration : Development, Presentation prototype 8. Bill of Materials, Production, material & process, shop etiquette		
REQUIREMENT		

-

REFERENCES

- Burke, Sandra.2012.*Fashion Designer-Concept to Collection*. London: Burke publishing
- Charlotte & Peter Fuell, *Industrial Design A-Z*, Taschen, 2000
- Charlotte & Peter Fuell, *Designing The 21st Century*, Taschen, 2001
- *Design Secrets: Products*, Rocport Publisher. Inc., 2001
- Krome, Barrat, *Logic and Design*, George Godwin Ltd. 1980
- Larsen, Jack Lenor, *Design Since 1945*, Philadelphia Museum of Art, Rizzoli, New York, 1983
- Pearce, Peter, *Experiments in Form*, V.N, Reinhold Co. 1980
- William, Christofer, *Origin of Form*, Arch Book Co, New York, 1981

COURSES

Course Name

Car Styling 2

Code

DP184633

Credit

3

Semester

V

COURSE DESCRIPTION

Industrial Design and Aesthetic Insight. Learning and Identifying form and surface of car-styling.

GRADE LEARNING ACHIEVEMENTS OF COURSE

Mastership theoretical concepts of design:

1. function,
2. aesthetics,
3. economy,
4. social and,
5. technology in general

1. Able to develop the design concept by identifying the source of the problem, analyzing, and synthesizing the need by considering the aesthetic aspect, comfort and safety of the user on a product.
2. Able to communicate the concept and design specifications include ability:
 - a. presenting the oral design, writing, and multimedia in the form of abstraction and visual, in detail its function.
 - b. able to apply technology and equipment related to multi-dimensional design representation (2D and 3D), in design development

LEARNING OUTCOME

Students are able to create a visual concept car/carstyling, covering:

- Ideation (idea, brand identity)
- Needs (persona, visual impression)
- Platform and driving analysis
- Conceptualization
- 3D Sketching and Rendering
- Clay Modelling
- Car-Styling Presentation

SUBJECT

1. Product Insight, designers and design trend
2. Visual Theory of car design
3. Platform analysis
4. Brand identity on car styling
5. Consumer Behavior, persona, and designer impression
6. Image board and semantics analysis
7. 3d Rendering and car design concepts
8. Clay modeling
9. Car -styling exhibition & presentation techniques

REQUIREMENT

-

REFERENCES

- Leon G. Schiffman, Leslie Lazar Kanuk (2007), "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.
- Stuart Macey, Geoff Wardley (2008), “H Point-The Fundamental of Car Design & Packaging”, Design Studio Press, Higuera Street, Culver City, California.
- Eissen, Koos & Roselien Steur.2014.Sketching Product Design Presentation, Amsterdam:BIS Publisher