

**SILABUS PROGRAM STUDI MAGISTER DESAIN
FSRD-ITB**

DS 61H1 Design Theory I (2 Credit hours)

Short Description

This course is the anthology of selected topics of the Interior Design, Product Design, Visual Communication Design, and Art Crafts in order that the students will be able to understand design in the interdisciplinary scope. They will study various theories and methodologies underlying the creation of design works in its context. The stages are as follows:

1. Understanding the philosophical basis in the process of designing
2. Understanding various methods of design approach
3. Research as methods, science, and art
4. Understanding the interrelatedness between arts and engineering in Interior Design, Product Design, Visual Communication Design, and Crafts
5. Understanding the methodology of design in connection with various premises (social, economic, technological, and arts)

References/Bibliography

1. Victor Margolin (ed) : Design Discourse, The University of Chicago Press, 1989
2. Catherine Mc Dermot, Essential Design, Bloomsbury, 1992
3. Charles Jencks (ed) The Post – Modern Reader, St Martin Press, N.Y. 1992
4. Penny Sparke : Design Tim Contest, A Quarto Book, 1987
5. Richard & Victor Margolin (ed) Discovering Design, Exploration in Design Studies, The University of Chicago Press, 1995

DS 62H2 DESIGN THEORY II (2 Credit hours)

Short Description

Studying various theories underlying the creation of designs to develop critical ability in analyzing the phenomena of design in the society. The stages are as follows:

1. Understanding the principles of philosophy in design process
2. Understanding various design approach methods
3. Design study as methods, science, and art
4. Understanding the interrelatedness between arts and engineering in design
5. Understanding the methodology of design in connection with various premises (social, economic, technological, and arts)
6. Formulating the strategy of designing

References/Bibliography

1. Victor Margolin (ed) : Design Discourse, The University of Chicago Press, 1989
2. Catherine Mc Dermot, Essential Design, Bloomsbury, 1992
3. Charles Jencks (ed) The Post – Modern Reader, St Martin Press, N.Y. 1992
4. Penny Sparke : Design Tim Contest, A Quarto Book, 1987
5. Richard & Victor Margolin (ed) Discovering Design, Exploration in Design Studies, The University of Chicago Press, 1995

DS 61H3 Methods of Design Research (2 Credit hours)*Short Description*

Introducing various methods in design research, and the students should be able to find and analyze the substance of an issue, using one method or more to solve the problem critically

References/Bibliography

1. Mc Dermott, K., "*Essential Design*", Bloomsbury, 1992
2. Jones, J.C., "*Design Methods, Seeds of Human Futures*", Wiley Interscience, 1979
3. Cross, N., "*Development in Design Methodology*", John Wiley & Sons, 1984
4. Zamuddin, I.B. "*Penelitian Dalam Seni*" Diskusi Konsorsium Seni di Bandung, 1992

DS 62H4 Design and Culture I (2 Credit hours)*Short Description*

Preparing the ability to broadly understand and critically study design in its social and cultural context, based on the interdisciplinary theoretical knowledge from social studies and cultural studies.

The course covers : Objects and Ideology, Objects as Images, Objects and Gender Issues, Objects and Structuralism and Post-Structuralism, Objects and Issues of Post-Modernism and Consumerism.

References/Bibliography

1. John A. Walker, *Design History and The History of Design*, Pluto Press, 1989
2. Adrian Forty, *Objects of Desire Design & Society Since 1750 – 1980*. Thames & Hudson
3. Dick Hebdige, *Hiding in The Light*, Comedia Books, 1988
4. Daniel Miller, *Material Culture and Mass Consumption*, Basil Blackwell, 1989
5. Hal Foster (ed), *Post Modern Culture*, Pluto Press, 1985

DS 61H6 Statistics of Social Sciences (2 Credit hours)*Short Description*

Studying the method of statistics as an objective standard in analyzing data and samples of research on social sciences.

References/Bibliography

1. Course book on the Statistics of Social Sciences
2. Walpole, Myers, *Probability and Statistics for Engineers and Scientists*, Collier Mac Millan, 1985

DS 61H7 Management and Design (2 Credit hours)*Short Description*

Understanding the principles of economy and management of efficiency and cost effectiveness in projects involving the aspects of design. Studying various techniques and quantification of economy, particularly those applicable to the management of and solution to design problems as well as observing the opportunities through innovative process.

References/Bibliography

1. Peter Drucker, *Innovation and Entrepreneurship*, Heneiman, 1985
2. Anasoff, *Strategy and Product Innovation*
3. Knut Holt, *Product Innovation Management*, 2nd ed, Butterwords, 1983
4. Peter Delp. Et. Al., *System Tools for Peoject Planning*, Pasitam, Indiana, 1977

DS 71H8 Social History of Design (2 Credit hours)

Short Description

Studying the history of design in the cultural context and the interrelatedness between the social phenomena at a particular time and the form of design as the visual expression at the time. Studying various methods of thinking and the cause-effect relationship with the development of design in the cultural history context.

References/Bibliography

1. Bertens, K. *Filsafat barat Abad XX*, PT Gramedia, Jakarta, 1983
2. Pevsner, Nikolaus, *The Sources of Modern Architecture and Design*, Thames and Hudson, 1986
3. Sparke, Penny, *Design and Context*, Charwill Books Inc, 1987
4. Spark, Penny, *An Introduction to Design & Culture in the Twentieth Century*, Allen & Unwin, London, 1996
5. E. Burdek, Benhard, *Design, Theories and Praxis der Product Gestaltung*, Dumont Koln, 1991
6. Widagdo, *Desain dan Kebudayaan*, DIKTI, Depdikbud, 2002

DS 71H9 Communication Theory (2 Credit hours)

Short Description

Discussing the communication process by analyzing each element and showing its application in various fields, private communication and that between human beings and their creations.

References/Bibliography

1. Dr. Deddy Mulyana, MA & Drs. Jalaludin Rakhmat, M.Sc, *Komunikasi Antar Budaya: Remaja Rosdakarya*, 1996
2. Dr. Deddy Mulyana, MA, *Nuansa-nuansa Komunikasi, Meneropong Politik dan Budaya, Komunikasi Masyarakat Kontemporer*, Bandung, 1999
3. Larry A. Samovar & Richard E. Porter, *Communication Between Culture*, Belmont Wadsworth, 1991
4. Farid Elashmawi & Philip R. Harris, *Multicultural Management*, Jakarta, Gramedia, 1996
5. Richard Lewis, menjadi Manajer Era Global: *Kiat Komunikasi Bisnis Lintas BUdaya*, Ed. Penerj. & Pengantar Deddy Mulyana, M.A, Ph.D, Bandung: Remaja Rosdakarya, 1997
6. Stewart L. Tubbs & Sylvia Mos. *Human Comunication Bab 1 & 2 (Buku Pertama) bab 7 (Buku kedua) Ed. Dr. Deddy Mulyana, M.A.* Bandung, Remaja Rosdakarya, 1996
7. William Gudykunst & Young Kim, *Communication with Strangers*, New York: Mc. Graw-Hill, 1992

DS 602B Craft Project I (4 Credit hours)

Short Description

This course trains the students to be able to deal with the issues of improving man's quality of life in a particular region by making efforts through design. The issue to be dealt with should have various socio-cultural dimensions. The solution made should be done by involving the science of design and other sciences as the supporting aspects, considering the principle of region empowerment, so that the people in that region are able to increase the development process on their own.

References/Bibliography

1. Jones, J.C. "*Design Methods, seed of human futures*", Wiley Interscience, 1979
2. Birell, Verla, *The Textile Arts*, New York, Second Printing, 1974
3. Shah, A.B., *Scientific Method*, London, 1986
4. Siegert Lyle, Dorothy, *Modern Textiles*, Toronto, 1976
5. Hitchcock, Michael, *Indonesian Textiles*, Periplus, Berkeley, 1991
6. Storey, Joyce, *Textile Printing*, Holt Rinehart & Winston, 1979

DS 6036 Interior Design Project I (4 Credit hours)

Short Description

This course trains the students to deal with the issues of man's life quality improvement in a particular region by making efforts through design. The issue to be dealt with should have various socio-cultural dimensions. The solution made should be done by involving the science of design and other sciences as the supporting aspects, considering the principle of region empowerment, so that the people in that region are able to increase the development process on their own.

References/Bibliography

1. Jones, J.C., "*Design Method, seeds of human futures*", Wiley Interscience, 1979
2. Ballast, David K., *Interior Design Reference Manual*, Professional Publications, Inc. California, 1992
3. Abercombie, S. *A philosophy of Interior Design*, Harper & Row, New York, 1990
4. Deasy, C.M. & Laaswell, Thomas E. *Designing Places for people*, Whitney Library of Design, New York, 1988
5. Pile, John, *Interior Design*, Prentice-Hall, Inc. New York, 1988
6. Olins, W. *Corporate Identity*, Thames & Hudson, London, 1989

DS 6046 Visual Communication Design Project I (4 Credit hours)

<i>Short Description</i>	The course trains the students to deal with the issues of man's life quality improvement in a particular region by making efforts through design. The issue to be dealt with should have various socio-cultural dimensions. The solution made should be done by involving the science of design and other sciences as the supporting aspects, considering the principle of region empowerment, so that the people in that region are able to increase the development process on their own. The emphasis is on their object of research. It is something factual and is designed through the Visual Communication Product Design process.
<i>Goals</i>	After taking this course, the students are expected to be able to deal with the issues in design through multi-disciplinary approach or "total design" with the following details: <ol style="list-style-type: none"> 1. The subject matter is hypothetical due to the interrelatedness among disciplines 2. Using a research method introduced in semester I 3. The general problem solving (planning) is done in groups 4. The special problem solving (designing) is done individually 5. The output is a document of visual communication product design
<i>References/Bibliography</i>	<ol style="list-style-type: none"> 1. Jones, J.C., "<i>Design Methods, seed of human futures</i>", Wiley Interscience, 1979 2. Steinmetz & Kalara Nahrstedt, <i>Multi Media</i>, Computing Communications, Applications, 1995 3. Lupock, Lisa, <i>Designing Multi Media: Visual Guide to Multi Media & On Line Graphics</i>, Perch Pit Press, 1996 4. Golding, Moldy & Dave White, <i>Web Designers Guide to Color</i>, 1997 5. Herbert, Franke, <i>Computer Graphic</i>, Computer Art, Phaidon, London, 1971 6. Robin Baker, <i>Designing the Future</i>, The Computer Transformation of Reality, 1993

DS 6057 Product Design Project I (4Credit hours)

Short Description

This course trains the students to be able to deal with the issues of improving man's quality of life in a particular region by making efforts through design. The issue to be dealt with should have various socio-cultural dimensions. The solution made should be done by involving the science of design and other sciences as the supporting aspects, considering the principle of region empowerment, so that the people in that region are able to increase the development process on their own.

References/Bibliography

1. Jones, J.C., "*Design Methods, seeds of human futures*", Wiley Interscience, 1979
2. Vakeppa, *Product Semantics*, UIAH, Helsinki, 1990
3. Vihma Susan (Ed), *Product as Representation*, UIAH Helsinki, 1995
4. Pugh, Stuart, *Total Design*, Wesley Pub Company, Wokongham, 1993
5. Cross, Nigel, *Engineering Design Methods: Strategies for Product Design*, John Wiley & Sons, Manchester, 1989
6. Flurschein, *Industrial Design in Engineering*, The Design Council, London, 1983

DS 702C Craft Project II (4 Credit hours)

Short Description

This course trains the students to deal with the issues of design comprehensively using a solution of design as the craft product. The subject matter chosen is a real case with its potential and obstacles, the optimal solution of which can give a specific solution according to a particular science. This should also be able to show individual aesthetic potential through the following stages:

1. The choice of problem to be solved should use scientific theoretical consideration of craft.
2. The field survey and study of literature are analyzed to become design programs.
3. Presentation I: about the background, scope and quality of research, sketches and analysis of other supporting aspects in the form of a report and the terms of reference for design
4. Presentation II: design development in the form of portfolio of interior design with the theoretical description underlying it.

References/Bibliography

1. Jones, J.C., "*Design Methods, seed of human futures*", Wiley Interscience, 1979
2. Birell, Verla, *The Textile Arts*, New York, Second Printing, 1974
3. Shah, A.B., *Scientific Method*, London, 1986
4. Siegert Lyle, Dorothy, *Modern Textiles*, Toronto, 1976
5. Hitchcock, Michael, *Indonesian Textiles*, Periplus, Berkeley, 1991
6. Storey, Joyce, *Textile Printing*, Holt Rinehart & Winston, 1979

DS 7036 Interior Design II (4Credit hours)

Short Description

This course trains the students to be able to deal with the issues of design comprehensively using an interior design solution. The subject matter chosen is a real case with its potential and obstacles, the optimal solution of which can give a specific solution according to a particular science. This should also be able to show individual aesthetic potential through the following stages:

1. The choice of problem to be solved uses scientific theoretical consideration of interior design
2. The field survey and study of literature are analyzed to become design programs.
3. Presentation I: about the background, scope and quality of research, sketches and analysis of other supporting aspects in the form of a report and the terms of reference for design
4. Presentation II: design development in the form of portfolio of interior design with theoretical description underlying it.

References/Bibliography

1. Jones, J.C., "*Design Methods, seed of human futures*", Wiley Interscience, 1979
2. Ballsat, David K., *Interior Design Reference Manual*, Professional Publications, Inc., California, 1992
3. Abercombie, S., *A Philoshopy of Interiror Design*, Harper & Row, Neew York 1990.
4. Deasy, CM. & Laswell, Thomas E., *Designing Places for People*, Whitney Library of Design, Neew York, 1988
5. Pile, John, *Interior Design*, Prentice-Hall, Inc., New York, 1988
6. Olins, W., *Corporate Identity*, Thames & Hudson, London, 1989

DS 7047 Visual Communication Design Project II (4 Credit hours)

Short Description

This course trains the students to be able to deal with the issues of design comprehensively using an visual communication design solution. The subject matter chosen is a real case with its potential and obstacles, the optimal solution of which can give a specific solution according to a particular science. This should also be able to show individual aesthetic potential through the following stages:

1. The choice of problem to be solved uses scientific theoretical consideration of visual communication product design
2. The field survey and study of literature are analyzed to become design program.
3. Presentation I: about the background, scope and quality of research, sketches and analysis of other supporting aspects in the form of a report and the terms of reference for design
4. Presentation II: design development in the form of portfolio of visual product design with theoretical description underlying it.

References/Bibliography

1. Jones, J.C., "*Design Methods, seed of human futures*", Wiley Interscience, 1979
2. Steinmetz & Kalara Nahrstedt, *Multi Media,Computing Communications, Applications*, 1995
3. Lupock, Lisa, *Designing Multi Media: Visual Guide to Multi Media & On Line Graphics*, Perch Pit Press, 1996
4. Golding, Moldy & Dave White, *Web Designers Guide to Color*, 1997
5. Herbert, Franke, *Computer Graphic*, Computer Art, Phaidon, London, 1971
6. Robin Baker, *Designing the Future*, The Computer Transformation of Reality, 1993

DS 7058 Product Design Project II (4 Credit hours)

Short Description

This course trains the students to be able to deal with the issues of design comprehensively using an product design solution. The subject matter chosen is a real case with its potential and obstacles, the optimal solution of which can give a specific solution according to a particular science. This should also be able to show individual aesthetic potential through the following stages:

1. The choice of problem to be solved uses scientific theoretical consideration of product design
2. The field survey and study of literature are analyzed to become design program.
3. Presentation I: about the background, scope and quality of research, sketches and analysis of other supporting aspects in the form of a report and the terms of reference for design
 4. Presentation II: design development in the form of portfolio of visual product design with theoretical description underlying it.
- 5.

References/Bibliography

1. Jones, J.C., "Design Methods, seeds of human futures", Wiley Interscience, 1979
2. Vakeppa, Product Semantics, UIAH, Helsinki, 1990
3. Vihma Susan (Ed), Product as Representation, UIAH Helsinki, 1995
4. Pugh, Stuart, *Total Design*, Wesley Pub Company, Wokingham, 1993
5. Cross, Nigel, *Engineering Design Methods: Strategies for Product Design*, John Wiley & Sons, Manchester, 1989
6. Flurschein, *Industrial Design in Engineering*, The Design Council, London, 1983

DS 70Z1 Thesis/Final Project (6 Credit hours)

Short Description

The writing or designing of a product is based on the topic chosen by the student according to his or her interest.

The writing or designing of the product is the presentation of a thought with a thinking framework, analysis, and theoretical arguments of the science. The emphasis of the research result is on the methodology of writing and designing, scientific analysis and the relevance of research with the broadening of scientific insight represented. The quality of the content of the thesis which is the result of research should be more than just a descriptive review the quality of the thesis as the product of designing should be appropriately justified in term of its scientific aspect as well as its profession's point of view.

References/Bibliography

1. Daft, Richard L., *Organization Theory and Design*, Minneapolis St Paul, MN West Publishing Company, 1995
2. Margolin, Victor, *Building a design Research Community*, In Design plus Research, Proceeding of the Politecnico in Milano Conference, Silvia Pizzocaro, Amilto Arudo, and Dijon De Moreas, editors, Milan: The Ph.D. Program in Industrial Design, Politecnico in Milano, 17-19, 2000
3. Durling, David Ph.D. & K. Friendman, Ph.D., *Foundation for the Future, Doctoral Education in Design*, Stafford University Press, 2000
4. Victor Margolin (ed) : *Design Discourse*, The University of Chicago Press, 1989

5. Dormer, Peter, *The meaning of Design*, Thomas and Hudson Ltd., London, 1991

DS 6011 Design Research I (4 Credit hours)

Short Description

This course trains the students to be able to deal with the issues of improving man's quality of life in a particular region through design. The problem chosen should have various socio-cultural dimensions and the solution of which is made by means of design science. The solution will use the multi-disciplinary approach related to design and crafts. The emphasis : The case for the object research is a real object. The research result is a paper of at least 100 pages. This course is especially offered to students having the background in design who are interested in having further knowledge of design particularly its theories, and for those with non-design background.

References/Bibliography

1. Vihma Susan (Ed), *Product as Representation*, UIAH, Helsinki, 1999
2. Ballsat, David K., *Interior Design Reference Manual*, Professional Publications, Inc., California, 1992
3. Pugh, Stuart, *Total Design*, Wesley Pub Company, Wokingham, 1993
4. Robin Baker, *Designing the Future*, The Computer Transformation of Reality, 1993
5. Siegert Lyle, Dorothy, *Modern Textiles*, Toronto, 1976

DS 7012 Design Research II (4 Credit hours)

Short Description

This course is the continuation of Design Research I and it trains the students to deal with the issues of design comprehensively using a design solution. The subject matter chosen is a real case with its potentials and obstacles, the optimal solution of which can give a specific design solution. This should show the student's potential ability to conduct research individually.