


<b>Course Outline</b>	
<b>DSGN6263</b> <b>Design Methods</b> <b>(3)</b>	
<b>Effective Date</b> 01 September 2016	<b>Study Program</b> Visual Communication Design <b>Revision 0</b>

### 1. Course Description

This course seeks to explore and elaborate the interplay between two tensional but necessary character of graphic design: functional and experimental. It is obvious that any design should be functional, but it should also be novel and singular. Accordingly, the objective this study is to evoke students' capacity to synthesize the tension inherent in design through understanding of proper concepts and approaches.

### 2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

#### 2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

#### 2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-1 NM) Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
(SO-2 NM) Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-3 NM) Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.
(SO- 5 NM) Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity.
(SO- 7 NM) Able to utilize information technology and communication in supporting project's need and organizational performance.
(SO- 8 NM) Able to analyze visual communication problems & generate new media design solutions.

### 3. Topics

- Understanding design
- Functional approach 1
- Functional approach 2
- Experimental approach 1
- Experimental approach 2
- Meaning & interpretation 1
- Meaning & interpretation 2
- The design process 1

- The design process 2
- The design process 3
- The design process 4
- The design process 5
- The design proposal

#### 4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Explain basic concepts and approaches of design
- LO 2: Demonstrate key concepts and approaches of design
- LO 3: Analyze general design problems within particular context
- LO 4: generate design solution based on conceptual approaches

#### 5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Group Presentation, Lecture, Watching Video, VCD, Film, multimedia, Group Work, and Reflective Inquiry/Thinking.

#### 6. Textbooks and Other Resources

##### 6.1 Textbooks

1. Ellen Lupton & Jennifer Cole Phillips. (2011). *Graphic Design Thinking: Beyond Brainstorming*. 01. Princeton Architectural Press. New York. ISBN: 978-1568989792.

The book in the first list is a must to have for each student.

##### 6.2 Other Resources

1. [http://www.ted.com/talks/jacek\\_utko\\_asks\\_can\\_design\\_save\\_the\\_newspaper](http://www.ted.com/talks/jacek_utko_asks_can_design_save_the_newspaper)
2. <http://www.idsa.org/sites/default/files/Using%20Rhetorical%20Tropes.pdf>
3. <http://www.discoverdesign.org/design/process>
4. [http://www.typographicdesign4e.com/project\\_sign\\_systems.html](http://www.typographicdesign4e.com/project_sign_systems.html)
5. <http://jcflores1.iweb.bsu.edu/rlo/brainstorming2.htm>
6. <http://www.gdbasics.com/html/figure/figure.html>
7. <http://owl.english.purdue.edu/owl/resource/691/01/>
8. <http://co-lab.us/skolos-wedell/>
9. <http://www.usability.gov/what-and-why/visual-design.html>
10. <http://www.gdbasics.com/html/rules/designProblem1.html>
11. <http://visualrhetoric.ac.uk/category/resources/for-designers/>
12. <http://designobserver.com/feature/dan-friedman-radical-modernist-part-5/38895>
13. <http://www.howdesign.com/design-business/proposal/>
14. <http://www.michael-hardt.com/PDF/lectures/design-definition.pdf>
15. <http://www.aiga.org/design-meets-research/>
16. [teganjae.com/typographic-design-explorations/](http://teganjae.com/typographic-design-explorations/)
17. <http://www.aisleone.net/>
18. <http://www.hermanmiller.com/why/form-and-function.html>
19. <http://www.ico-d.org/about/index#defining-the-profession>

#### 7. Schedule

##### Theory

Session/ Mode	Related LO	Topics	References
1 F2F		Understanding design - Design semiotics	- Understanding Design - pp. 4-5, 88-89 - Jacek Utko: Can design save newspapers?, <a href="http://www.ted.com/talks/jacek_utko_asks_can_design_save_the_newspaper">http://www.ted.com/talks/jacek_utko_asks_can_design_save_the_newspaper</a> - Design definition, <a href="http://www.michael-hardt.com/PDF/lectures/design-definition.pdf">http://www.michael-hardt.com/PDF/lectures/design-definition.pdf</a>

			- Defining the profession, <a href="http://www.ico-d.org/about/index#defining-the-profession">http://www.ico-d.org/about/index#defining-the-profession</a>
2 F2F	LO 1	Functional approach 1 - Visual perception	- Functional approach 1 - Graphic Design Thinking: Beyond Brainstorming, pp. 78-81 - Usability, <a href="http://www.usability.gov/what-and-why/visual-design.html">http://www.usability.gov/what-and-why/visual-design.html</a>
3 F2F	LO 1	Functional approach 1 - Visual perception	- Functional approach 1 - Graphic Design Thinking: Beyond Brainstorming, pp. 78-81 - Usability, <a href="http://www.usability.gov/what-and-why/visual-design.html">http://www.usability.gov/what-and-why/visual-design.html</a>
4 F2F	LO 2	Functional approach 2 - Case studies	- Functional approach 2 - Graphic Design Thinking: Beyond Brainstorming, pp. 66-71 - Graphic Thought Facility, <a href="http://www.hermanmiller.com/why/form-and-function.html">http://www.hermanmiller.com/why/form-and-function.html</a>
5 F2F	LO 1	Experimental approach 1 - Form exploration	- Experimental approach 1 - Graphic Design Thinking: Beyond Brainstorming, pp. 112-135 - The new basics, <a href="http://www.gdbasics.com/html/figure/figure.html">http://www.gdbasics.com/html/figure/figure.html</a>
6 F2F	LO 1	Experimental approach 1 - Form exploration	- Experimental approach 1 - Graphic Design Thinking: Beyond Brainstorming, pp. 112-135 - The new basics, <a href="http://www.gdbasics.com/html/figure/figure.html">http://www.gdbasics.com/html/figure/figure.html</a>
7 F2F	LO 2	Experimental approach 2 - Case studies	- Experimental approach 2 - Graphic Design Thinking: Beyond Brainstorming, pp. 140-165 - Rules & randomness, <a href="http://www.gdbasics.com/html/rules/designProblem1.html">http://www.gdbasics.com/html/rules/designProblem1.html</a> - Dan Friedman, <a href="http://designobserver.com/feature/dan-friedman-radical-modernist-part-5/38895">http://designobserver.com/feature/dan-friedman-radical-modernist-part-5/38895</a> - Projects, <a href="http://www.typographicdesign4e.com/project_sign_systems.html">http://www.typographicdesign4e.com/project_sign_systems.html</a> - Skolos-Wedell experiment, <a href="http://co-lab.us/skolos-wedell/">http://co-lab.us/skolos-wedell/</a>
8 F2F	LO 1	Meaning & interpretation 1 - Visual rhetoric	- Meaning & interpretation 1 - Graphic Design Thinking:

			<p>Beyond Brainstorming, pp. 82-87</p> <ul style="list-style-type: none"> <li>- Visual rhetoric, <a href="http://visualrhetoric.ac.uk/category/resources/for-designers/">http://visualrhetoric.ac.uk/category/resources/for-designers/</a></li> <li>- Visual rhetoric, <a href="http://owl.english.purdue.edu/owl/resource/691/01/">http://owl.english.purdue.edu/owl/resource/691/01/</a></li> </ul>
9 F2F	LO 1	<p>Meaning &amp; interpretation 1</p> <ul style="list-style-type: none"> <li>- Visual rhetoric</li> </ul>	<ul style="list-style-type: none"> <li>- Meaning &amp; interpretation 1</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 82-87</li> <li>- Visual rhetoric, <a href="http://visualrhetoric.ac.uk/category/resources/for-designers/">http://visualrhetoric.ac.uk/category/resources/for-designers/</a></li> <li>- Visual rhetoric, <a href="http://owl.english.purdue.edu/owl/resource/691/01/">http://owl.english.purdue.edu/owl/resource/691/01/</a></li> </ul>
10 F2F	LO 2	<p>Meaning &amp; interpretation 2</p> <ul style="list-style-type: none"> <li>- Case studies</li> </ul>	<ul style="list-style-type: none"> <li>- Meaning &amp; interpretation 2</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 84-87</li> <li>- Rhetorical tropes in design, <a href="http://www.idsa.org/sites/default/files/Using%20Rhetorical%20Tropes.pdf">http://www.idsa.org/sites/default/files/Using%20Rhetorical%20Tropes.pdf</a></li> </ul>
11 F2F	LO 3	<p>The design process 1</p> <ul style="list-style-type: none"> <li>- Define</li> </ul>	<ul style="list-style-type: none"> <li>- The design process 1</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 14-37</li> <li>- Discover design, <a href="http://www.discoverdesign.org/design/process">http://www.discoverdesign.org/design/process</a></li> </ul>
12 F2F	LO 3	<p>The design process 1</p> <ul style="list-style-type: none"> <li>- Define</li> </ul>	<ul style="list-style-type: none"> <li>- The design process 1</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 14-37</li> <li>- Discover design, <a href="http://www.discoverdesign.org/design/process">http://www.discoverdesign.org/design/process</a></li> </ul>
13 GSLC	LO 3	<p>The design process 2</p> <ul style="list-style-type: none"> <li>- Study</li> </ul>	<ul style="list-style-type: none"> <li>- The design process 2</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 38-59</li> <li>- Design meets research, <a href="http://www.aiga.org/design-meets-research/">http://www.aiga.org/design-meets-research/</a></li> </ul>
14 F2F	LO 3	<p>The design process 3</p> <ul style="list-style-type: none"> <li>- Ideate</li> </ul>	<ul style="list-style-type: none"> <li>- The design process 3</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 60-77</li> <li>- Ideation, <a href="http://jcflores1.iweb.bsu.edu/rlo/brainstorming2.htm">http://jcflores1.iweb.bsu.edu/rlo/brainstorming2.htm</a></li> </ul>
15 F2F	LO 3	<p>The design process 3</p> <ul style="list-style-type: none"> <li>- Ideate</li> </ul>	<ul style="list-style-type: none"> <li>- The design process 3</li> <li>- Graphic Design Thinking: Beyond Brainstorming, pp. 60-77</li> </ul>

			- Ideation, <a href="http://jcflores1.iweb.bsu.edu/rlo/brainstorming2.htm">http://jcflores1.iweb.bsu.edu/rlo/brainstorming2.htm</a>
16 F2F	LO 4	The design process 4 - Visualize	- The design process 4 - Graphic Design Thinking: Beyond Brainstorming, pp. 166-169 - Typographic design explorations, <a href="http://teganjae.com/typographic-design-explorations/">teganjae.com/typographic-design-explorations/</a>
17 F2F	LO 4	The design process 5 - Implement	- The design process 5 - Graphic Design Thinking: Beyond Brainstorming, pp. 170-175 - Graphic system, <a href="http://www.aisleone.net/">http://www.aisleone.net/</a>
18 F2F	LO 4	The design process 5 - Implement	- The design process 5 - Graphic Design Thinking: Beyond Brainstorming, pp. 170-175 - Graphic system, <a href="http://www.aisleone.net/">http://www.aisleone.net/</a>
19 F2F	LO 4	The design proposal - Design writing	- The design proposal - Graphic Design Thinking: Beyond Brainstorming, pp. 176-182 - Writing design proposal, <a href="http://www.howdesign.com/design-business/proposal/">http://www.howdesign.com/design-business/proposal/</a>
20 F2F	LO 4	The design proposal - Design writing	- The design proposal - Graphic Design Thinking: Beyond Brainstorming, pp. 176-182 - Writing design proposal, <a href="http://www.howdesign.com/design-business/proposal/">http://www.howdesign.com/design-business/proposal/</a>

## 8. Evaluation

### Theory

Assessment Activity	Weight	Learning Outcomes			
		1	2	3	4
Assignment	50%	√	√	√	√
Mid Exam	20%	√	√		
Final Exam	30%			√	√

### Practicum

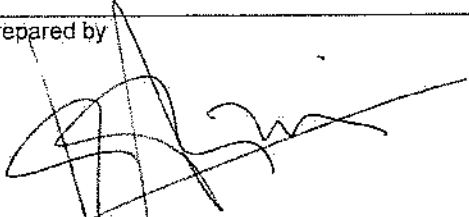
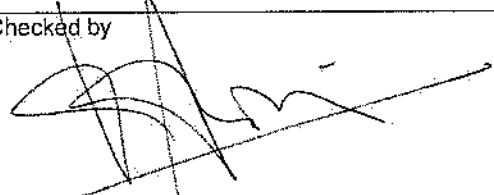


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### Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

**9. A. Assessment Rubric (Study Program Specific Outcomes)**

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to explain basic concepts of design	Basic concepts of design are completely and clearly explained	Basic concepts of design are not complete but clearly explained	Basic concepts of design are complete but not clearly explained	Basic concepts of design are not complete and not clearly explained
	1.2. Ability to explain basic approaches of design	Basic approaches of design are completely and clearly explained	Basic approaches of design are not complete but clearly explained	Basic approaches of design are complete but not clearly explained	Basic approaches of design are not complete and not clearly explained
LO 2	2.1. Ability to demonstrate key concepts of design	Key concepts of design are completely and clearly demonstrated	Key concepts of design are not complete but clearly demonstrated	Key concepts of design are complete but not clearly demonstrated	Key concepts of design are not complete and not clearly demonstrated
	2.2. Ability to demonstrate basic approaches of design	Basic approaches of design are completely and clearly demonstrated	Basic approaches of design are not complete but clearly demonstrated	Basic approaches of design are complete but not clearly demonstrated	Basic approaches of design are not complete and not clearly demonstrated
LO 3	3.1. Ability to analyze social context into which design will be employed	Analysis is complete and based on reliable sources	Analysis is not complete but based on reliable sources	Analysis is complete but based on unreliable sources	Analysis is not complete and based on unreliable sources
	3.2. Ability to analyze design problems within particular context	Design problems are completely and clearly stated	Design problems are not complete but clearly stated	Design problems are complete but not clearly stated	Design problems are not complete and not clearly stated
LO 4	4.1. Ability to generate concept that responds to design problems	Concept responds to design problems and offers novel values	Concept responds to design problems but offers no novel values	Concept does not respond to design problems but offers novel values	Concept does not respond to design problems and offers no novel values
	4.2. Ability to generate novel yet practical visual solution	Visual solution is novel and practical	Visual solution is novel but less practical	Visual solution is not novel but practical	Visual solution is not novel and impractical

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