

Metodologi Desain

Fitorio Leksono
2019

Apa itu Desain?

Desain = Seni ?

Desain	Seni
Desainer	Seniman
Obyektif dan berorientasi keluar	Subyektif dan berorientasi ke dalam

“a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process “

Cambridge Dictionary of American English

“an act of communication, which means having a deep understanding of the person with whom the designer is communicating “

Dieter Rams

“Most people make the mistake of thinking design is what it looks like. That’s not what we think design is. It’s not just what it looks like and feels like. Design is how it works.”

Steve Jobs

“Desain adalah sebuah usaha manusia untuk manusia,
dengan tujuan untuk memecahkan permasalahan
yang dialami oleh manusia. Melalui sebuah proses kreatif.”

Fitorio Leksono

Desain itu meliputi apa saja?

A hand-drawn sketch of a Sharpie marker. The drawing is done in black ink on a white background. The marker is shown in a three-quarter view, with the barrel, tip, and cap visible. The word "Sharpie" is written in a stylized font on the barrel. The cap is shown separately, with the word "Sharpie" also written on it. The drawing is surrounded by other sketches and drawings, including a drawing of a pen and a drawing of a pencil.

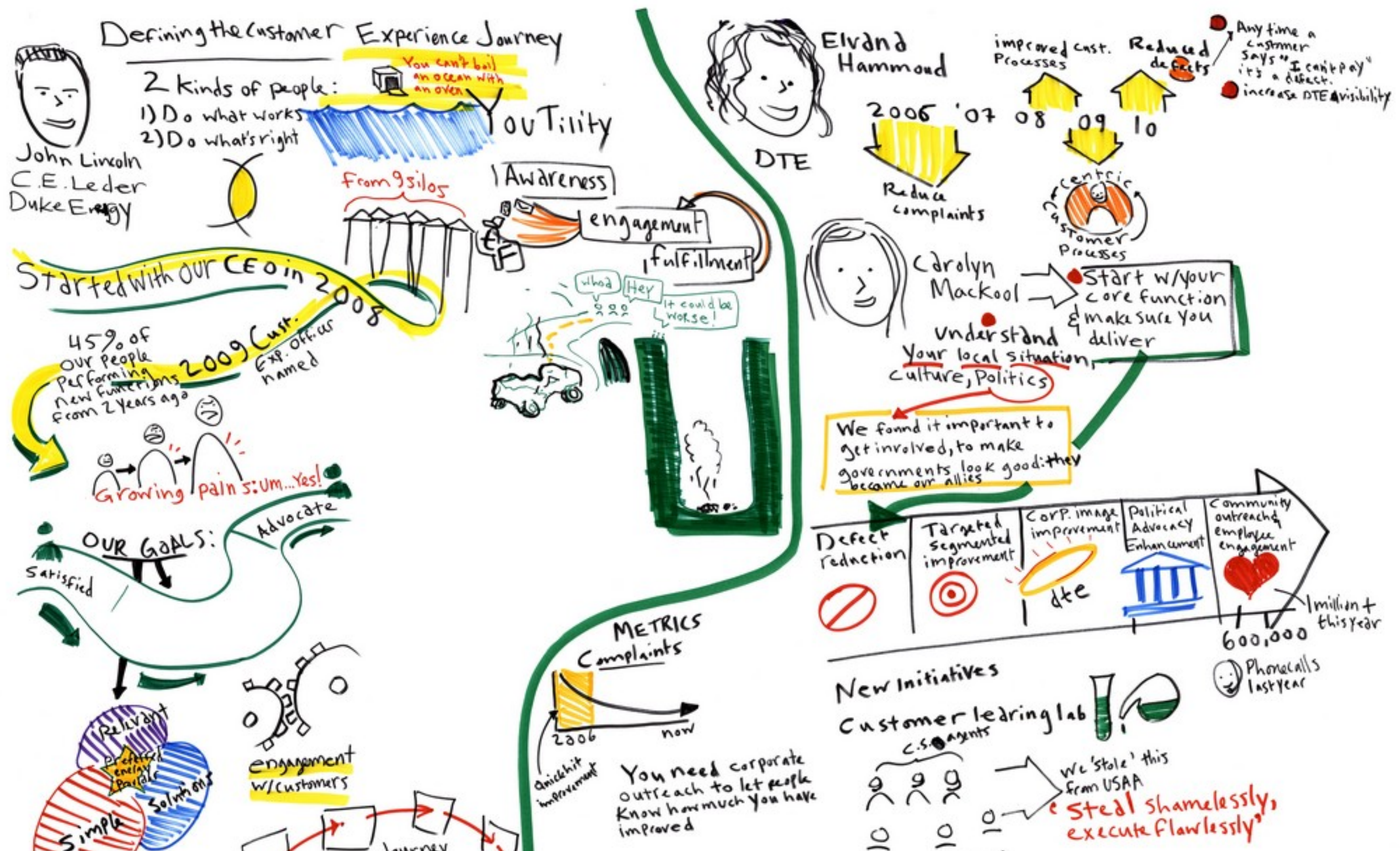
Desain Grafis



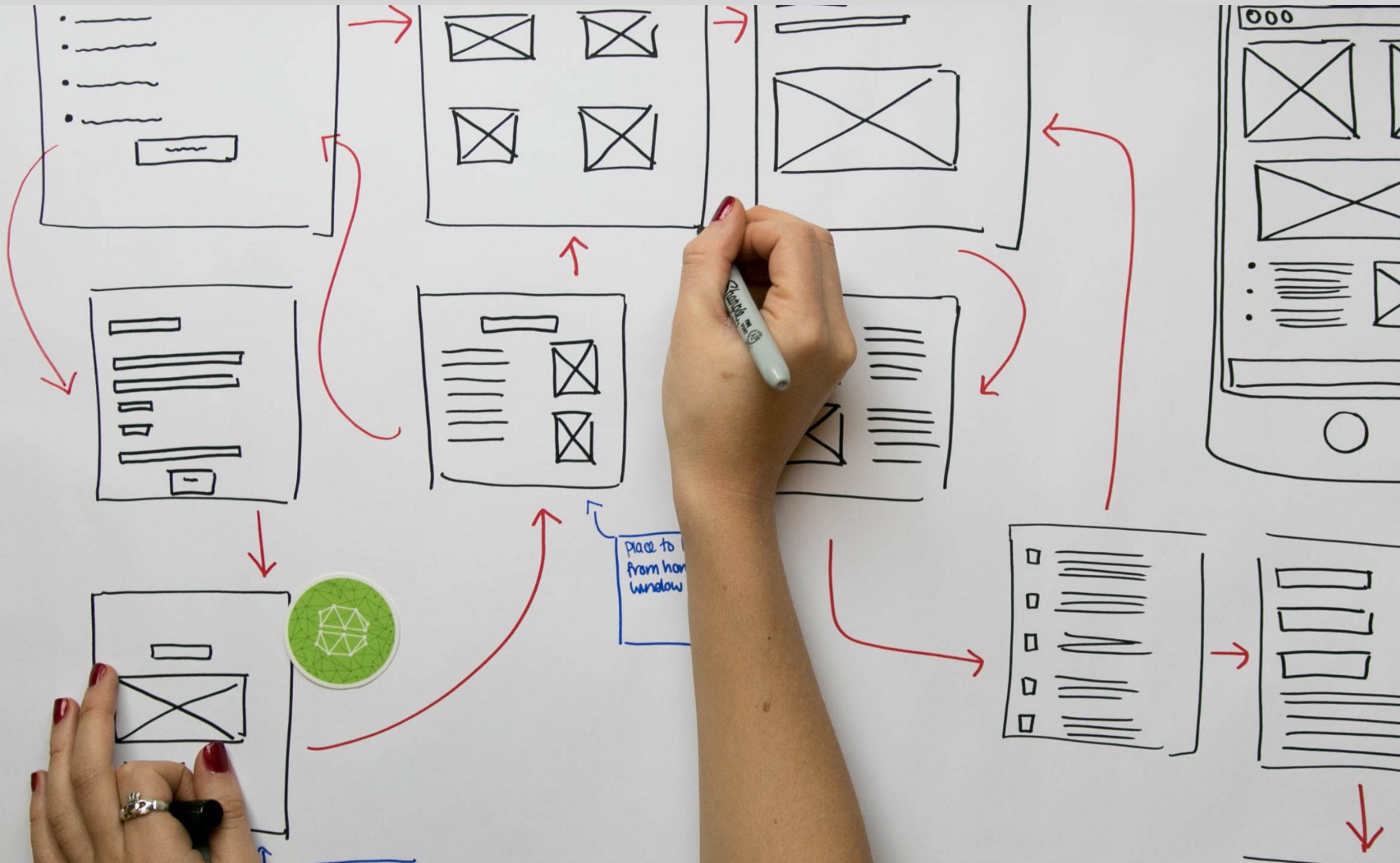
Desain Interior



Desain Servis



Desain *Experience*



Apa itu Metodologi Desain?

Metodologi adalah sebuah cara / sistematika / pendekatan.

Metode atau perangkat ilmiah yang dijadikan sebagai pedoman dalam proses desain

Design Thinking

Tugas #1

Buat sebuah ulasan / tulisan tentang apa itu Design Thinking dari internet. Beserta implementasinya.

Ditulis pada format Word dan minimal 500 kata (diluar judul dan referensi pustaka).