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**Metodologi Penelitian**  
**Pertemuan 2**  
**Approaching Design**

## **APPROACHING DESIGN**

Membedah dan meninjau kembali pemahaman tentang Desain sebagai sebuah disiplin: definisi, dimensi, dan konteks keilmuan Desain.

# DESIGN

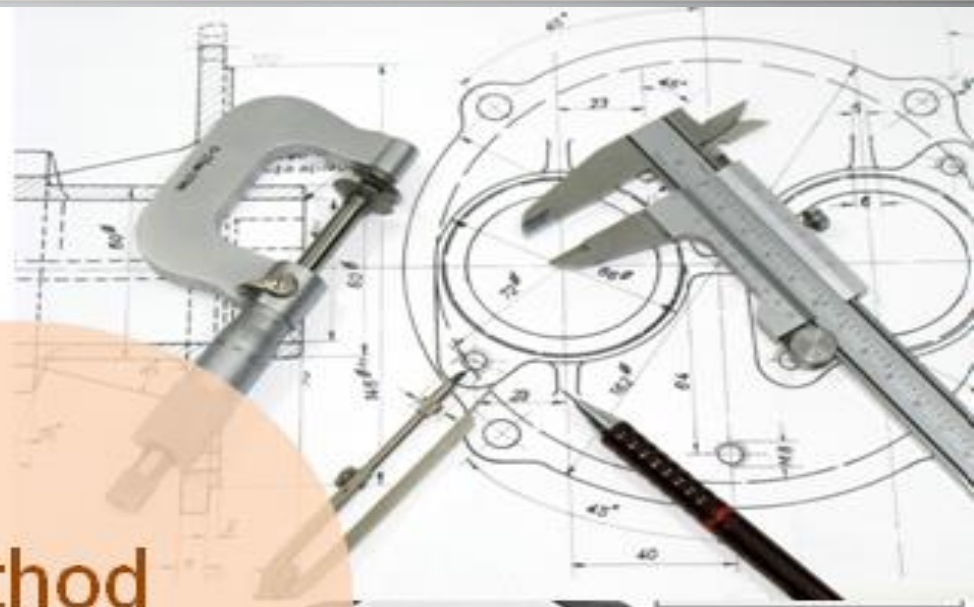
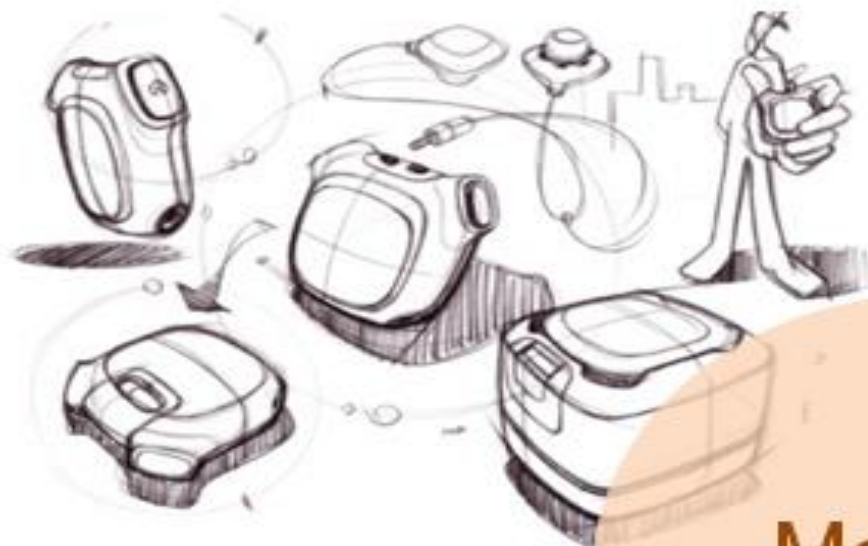
John Heskett (2004)

to **Design** a **Design** to produce a **Design**

a process

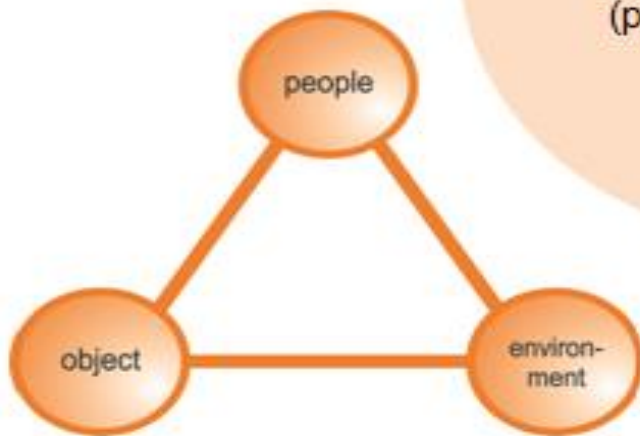
a concept

an object



# Method

(procedure, process)





# Concept of Values

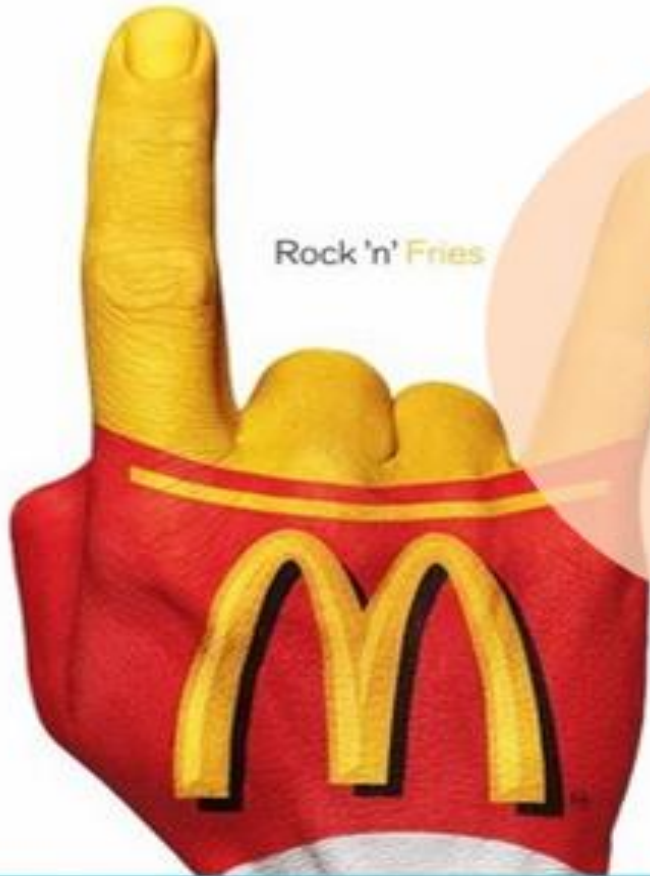
(identity, meanings)





McFries® Great fries.

Rock 'n' Fries



**Artifacts**  
(media, function)



# DESIGN

According to **Academic** Definitions

**the transformation** of existing conditions into preferred ones  
(Herbert Simon – The Science of Artificial, 1969)

**to initiate change** in man-made things (Christopher Jones, 1970)  
a rational, logical, sequential process intended to solve  
problems

area of human experience, skill and knowledge which is  
concerned with man's ability **to mould his environment to suit his  
material and spiritual needs** (Bruce Archer, 1973)

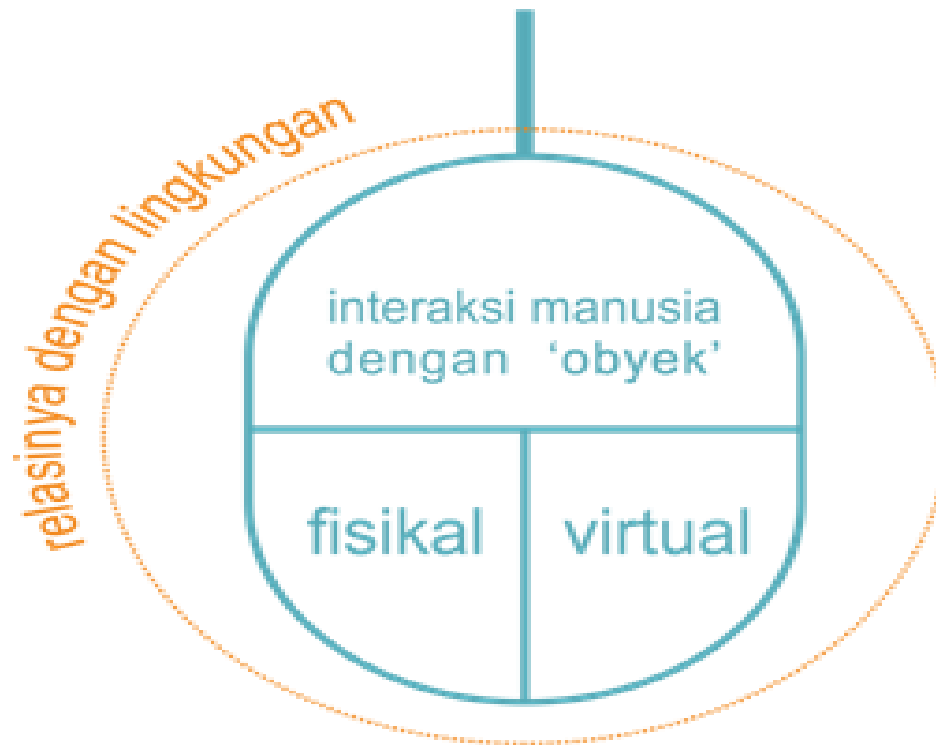
activities **to make sense of things** (Krippendorff, 1989)

**'making things better** for people' (Richard Seymour, 2002)

the art of **making plans or drawings for something**  
(Webster English Dictionary 2008)



# Aktivitas desain berfokus pada perilaku manusia dan relasinya terhadap kualitas hidup

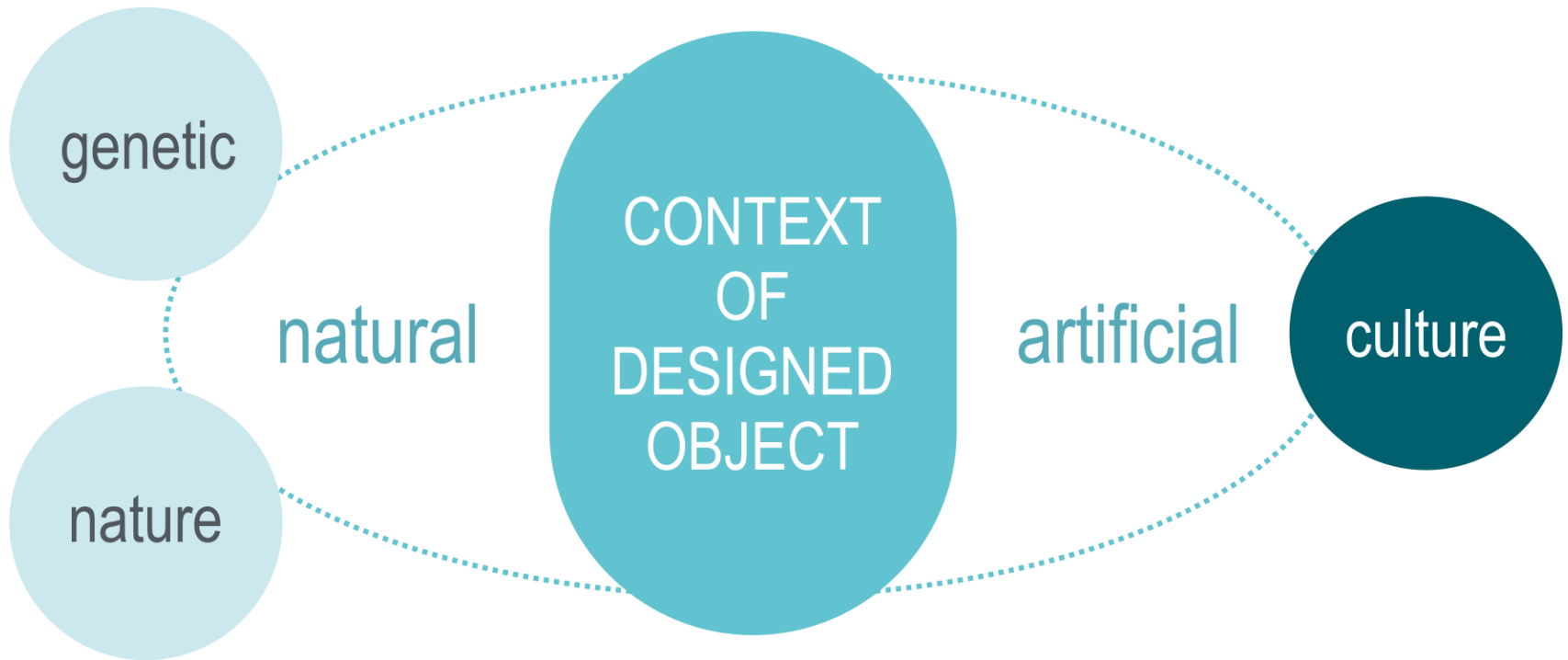




# CONTEXTUAL NATURE OF DESIGN

Jacques R Giard [1999]

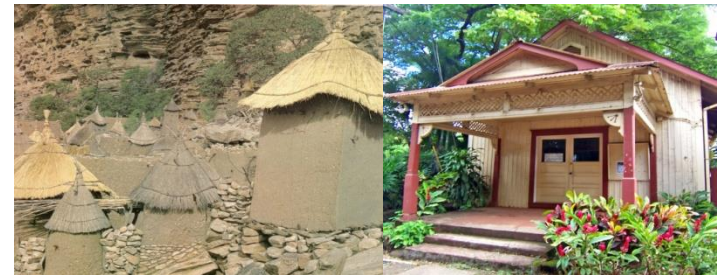
School of Design  
Arizona State University

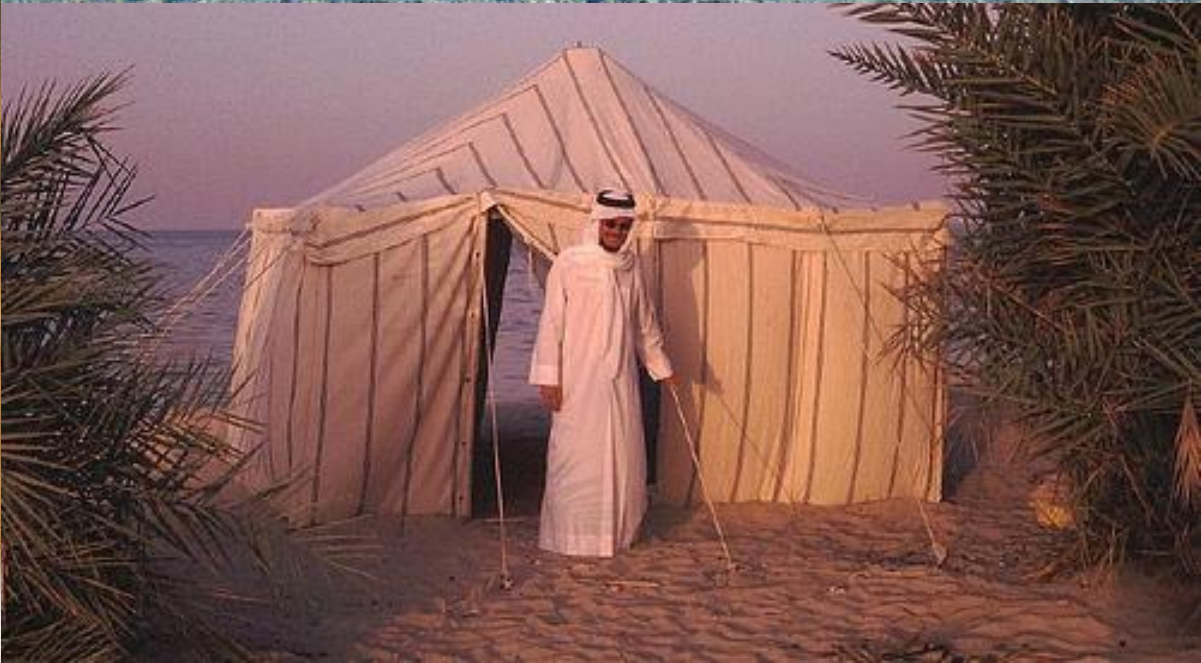


## Perbedaan kondisi lingkungan alam mempengaruhi munculnya perbedaan manifestasi obyek desain

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- ❑❑❑ kondisi atmosferik / iklim
  - panas >< dingin
  - lembab >< kering
  - hujan salju > hujan air < badai pasir
- ❑❑❑ kondisi geografis
  - lingkungan kontinental /
  - kepulauan / padang pasir / dsb
- ❑❑❑ kondisi geologis
  - lingkungan gunung, laut, tanah berbatu/berpasir/gembur/ dsb







Ice-tundra

Hilly-mountain



Oasy-savana



Floody rain-forest



genetic

Perbedaan kondisi cetak biru genetik mempengaruhi munculnya perbedaan respon atas manifestasi obyek desain

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- ❑❑❑ kondisi perbedaan ras  
mongoloid / caucasian /
- ❑❑❑ kondisi perbedaan warna kulit  
black / brown / yellow / pale
- ❑❑❑ kondisi perbedaan antropometrik  
male / female, infant/toddler/kid/teenager/  
adult/senior
- ❑❑❑ kondisi perbedaan struktur DNA  
deficiencies / different abilities (difiable)







### Adult Mens and Womens Shoe Size Conversion Table

M/W indicates Men's or Women's Sizes. Other systems are for either gender.

System	Sizes																System		
Europe	35	35½	36	37	37½	38	38½	39	40	41	42	43	44	45	46½	48½	Europe		
Mexico						4.5	5	5.5	6	6.5	7	7.5	9	10	11	12.5	Mexico		
Japan	M	21.5	22	22.5	23	23.5	24	24.5	25	25.5	26	26.5	27.5	28.5	29.5	30.5	31.5	Japan	M
	W	21	21.5	22	22.5	23	23.5	24	24.5	25	25.5	26	27	28	29	30	31	Japan	W
U.K.	M	3	3½	4	4½	5	5½	6	6½	7	7½	8	8½	10	11	12	13½	U.K.	M
	W	2½	3	3½	4	4½	5	5½	6	6½	7	7½	8	9½	10½	11½	13	U.K.	W
Australia	M	3	3½	4	4½	5	5½	6	6½	7	7½	8	8½	10	11	12	13½	Australia	M
	W	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	10½	11½	12½	14	Australia	W
U.S. & Canada	M	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	10½	11½	12½	14	U.S. & Canada	M
	W	5	5½	6	6½	7	7½	8	8½	9	9½	10	10.5	12	13	14	15.5	U.S. & Canada	W
Russia & Ukraine*	W	33½	34		35		36		37		38		39					Russia & Ukraine	W
Korea (mm.)	228	231	235	238	241	245	248	251	254	257	260	267	273	279	286	292	Korea		
Inches	9	9 <sup>1/8</sup>	9¼	9 <sup>3/8</sup>	9½	9 <sup>5/8</sup>	9¾	9 <sup>7/8</sup>	10	10 <sup>1/8</sup>	10¼	10½	10¾	11	11¼	11½	Inches		
Centimeters	22.8	23.1	23.5	23.8	24.1	24.5	24.8	25.1	25.4	25.7	26	26.7	27.3	27.9	28.6	29.2	Centimeters		
Mondopoint	228	231	235	238	241	245	248	251	254	257	260	267	273	279	286	292	Mondopoint		



proporsi pangkal - cuping hidung



culture

Perbedaan kondisi alam dan sekitarnya mempengaruhi respon manusia dan mengarahkan 'munculnya' perbedaan kepercayaan, perilaku, dan kebiasaan

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### ❑❑❑ budaya

segala sesuatu yang tercipta, dipercayai, dan diikuti diluar konteks alamiah: sistem nilai, kepercayaan, seni, moral, kebiasaan/adat, sistem berkomunikasi, sistem bermasyarakat dan berbagai turunannya [bisnis, ber-negara, dsb]







CULTURE  
A N D  
DESIGNED  
OBJECTS



Designed objects to accommodate values





**Designed objects to accommodate values: belief system**



**Designed objects to accommodate values: cultural identities**





Design to direct Meanings:  
**Possession, Behaviors**



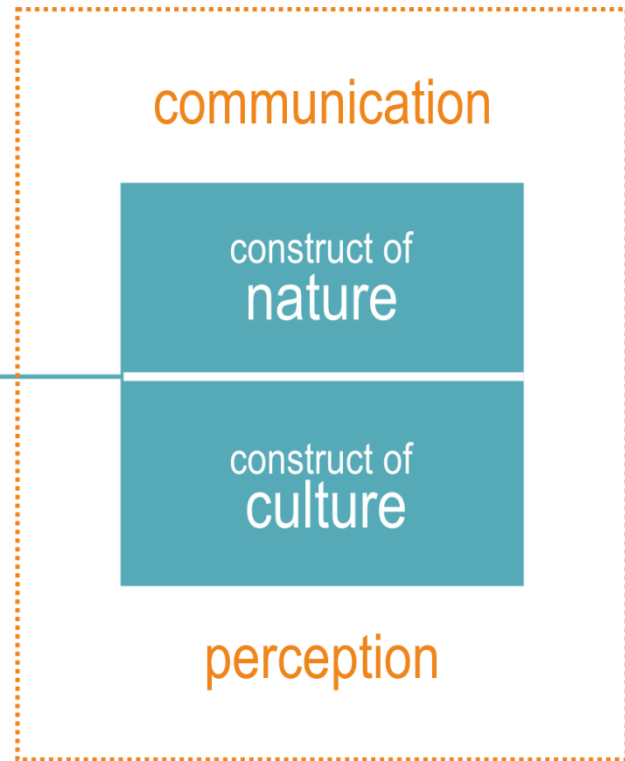
お箸の作法



Designed objects to direct behaviors



context  
of  
design



Obyek desain adalah manifestasi respon manusia dalam lingkungannya. Alam mempengaruhi cara manusia mengkomunikasikan ide/gagasan

Budaya mempengaruhi bagaimana respon tersebut dihasilkan. Budaya berperan membentuk persepsi manusia

# Pustaka

- Sjarif, Ahmad., MSD, PhD, DIKTAT PERKULIAHAN METODOLOGI DESAIN, Pasca Sarjana, Universitas Trisakti, 2015