

## **PERTEMUAN 14**

### **DSP 309 DESAIN INDUSTRI**

#### ***Design in context of Business***

##### *DESIGN IS A FUNDAMENTAL BUSINESS FUNCTION*

1. *FINANCE*
2. *LOGISTICS*
3. *OPERATIONS*
4. *MARKETING*
5. *SALES*
6. *RESEARCH AND DEVELOPMENT*

##### *BUSINESS TO BE SUCCESSFUL IS TO MAXIMIZE ITS RESOURCES*

1. *KNOWING THE DESIGN BUSINESS*
2. *STRATEGY*
3. *COMPETITIVE FORCES*
4. *BRAND BASIC*
5. *BASIC BRAND CONCEPT*

#### **Daftar Pustaka:**

1. *VAKEPPA, 2000, Product Semantics, UIAH, Helsinki, Finland*
2. *Alastair Fuad-Luke, 2006, The Eco-Design Handbook, New edition, Theme & Hudson, London.*
3. *Butler, Jill, Holden, Kritina, , Lidwell, William, 2004, Universal Principle of Design , Rockport Publisher, United States of America*
4. *PENA & PARSHAL, 2001, Problem Seeking, John Willey & Sons Inc. USA*
5. *CUFFARO, Daniel, 2006, Process, Material, and Measurements, Rockport Publisher, USA.*