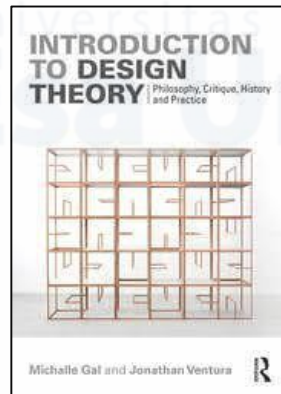


PERIODE TAHUN 2023



**Perpustakaan
Universitas
Esa Unggul**

**Jalan Arjuna Utara
No. 9, Kebon Jeruk,
Jakarta, 11510
(021) 5674223 ext 282
(021) 5674152 (hunting),
Fax (021) 5674248**



**Introduction to Design Theory:
Philosophy, Critique, History and
Practice**

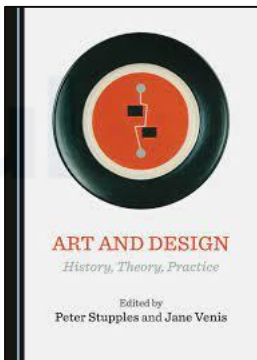
Author : Michalle Gal dan Jonathan Ventura
No. Class : 741.03 GAL i
Lokasi : Jakarta

Description:

Introduction to Design Theory introduces a comprehensive, systematic, and didactic outline of the discourse of design. Designed both as a course book and a source for research, this textbook methodically covers the central concepts of design theory, definitions of design, its historical milestones, and its relations to culture, industry, body, ecology, language, society, gender and ideology.

Demonstrated by a shift towards the importance of the sociocultural context in which products are manufactured and embedded, this book showcases design theory as an emerging sub-discipline of design, unique in its practice-based approach and its broad perception of design. It offers an in-depth understanding of the central concepts, such as form and function, theory and practice, through a discussion of key case studies and historical examples, such as the advent of the view of design in antiquity, the introduction of mass production to modernist design or the ideological shifts in design in the mid-twentieth century, as well as analytical tools for further dissection and learning in practice. With a focus on a combination of several theoretical knowledge foundations-aesthetics and philosophy, critical theories, cultural studies, design history and design anthropology-the reader is enabled to approach design as a central pivot around which contemporary culture revolves, reflecting, reaffirming or challenging social and cultural structures.

Aimed towards undergraduate and postgraduate students, as well as teachers and scholars, from across the design disciplines, Introduction to Design Theory invites readers to engage with design from an interdisciplinary perspective, departing from the traditional academic compartmentalisation of practice, history and philosophy.



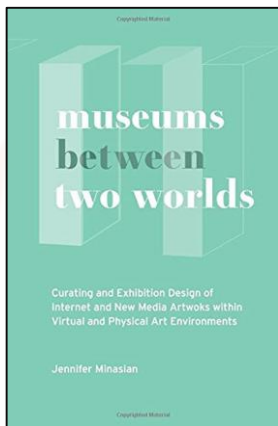
Art and Design: History, Theory, Practice

Author : Peter Stupples dan, Jane Venis
No. Class : 745.4 STU a
Lokasi : Jakarta

Description:

This book is a selection of essays covering aspects of the history, and contemporary understanding of the fields of art and design and their inter-percolation.

Making things has always involved skill and thought. Thought is given to their creation so they are fit for purpose. Where the purpose is aesthetic or intellectual pleasure, the resulting object is often called art. There is, however, often a hierarchy placing art somewhere apart from design. But is not some art designed? These essays investigate aspects of this dichotomy from both sides of the supposed divide to discuss the ground between.

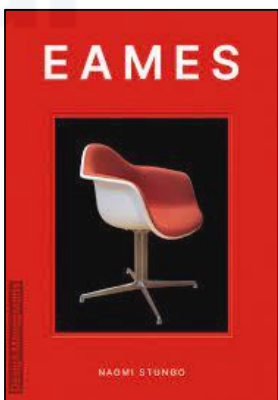


Museums Between Two Worlds: Curating and Exhibition Design Of Internet and New Media Artworks Within Virtual and Physical Art Environments

Author : Jennifer Minasian
No. Class : 069.5 MIN m
Lokasi : Jakarta

Description:

A new generation of artists are turning to their computers, software programs, and smart devices to create, market, and display their works. This generational shift in artistic production is becoming the dominant mode of expression for these young artists. This shift engages curatorial and exhibition design discourse to engage with the future of art and display and enter into a new era where these professions can become as expansive as technology itself.



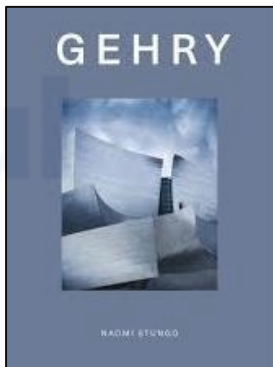
Design Monographs: Eames

Author : Naomi Stungo
No. Class : 749.213 STU d
Lokasi : Jakarta

Description:

Design monographs

True multi-media pioneers, Charles and Ray Eames worked in furniture design, architecture, print, photography and filmmaking. They imbued the modern twentieth-century esthetic with originality, colour and freshness, and their ability to mould plastics and plywood with an elegance not previously seen resulted in some of the most influential furniture design of the modern age-witnessed not just in the continuing popularity of their original designs but in the mass production of countless imitations. Their work is celebrated in this curated selection of images, accompanied by an essay of their life and work.

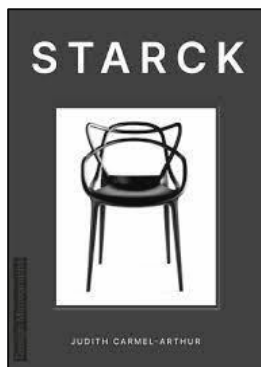


[Design Monographs: Gehry](#)

Author : Naomi Stungo
No. Class : 720.92 STU d
Lokasi : Jakarta

Description:

Frank Gehry transformed modern architecture with his innovative use, and range, of materials and forms, from corrugated steel, chainlink fencing and other mass-produced items to titanium and 3D computer modelling. Remarkable, surprising and revealing a sense of flow and movement, his buildings curve, bend and collapse in unexpected ways. From his most famous masterpiece, the Guggenheim Museum Bilbao, to the Nationale Nederlanden in Prague, nicknamed the Dancing house, and the twisting Luma Arles Tower, his experimental shapes inspire awe and wonder.



[Design Monographs: Starck](#)

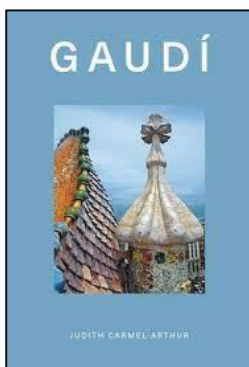
Author : Judith Carmel-Arthur
No. Class : 745.449 2 CAR d
Lokasi : Jakarta

Description:

A design monograph on architect Philippe Starck, also a ground-breaking designer of furniture, interiors and hotels.

A design monograph series on the most remarkable architects, designers, brands and design movements of the twentieth and twenty-first centuries, each book contains a historical-critical essay discussing the life and work of the subject, followed by an illustrated appreciation of groundbreaking work.

With his vivid imagination, wit and flair, Philippe Starck has transformed everyday objects into icons of modern design, heralding in the democratic design movement that has influenced what we buy and how we live. Among instantly recognizable classics such as the long-legged Juicy Salif lemon squeezer and the much imitated Sissi Lamp, Starck has created some of the world's most ground-breaking furniture, interiors, hotels and architecture, all of which are celebrated in this curated selection of images, accompanied by a critical essay of his life and work.



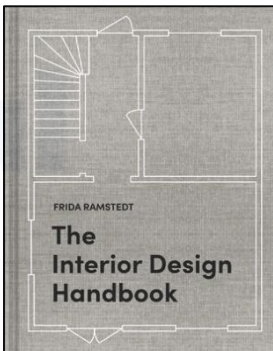
[Design Monographs: Gaudi](#)

Author : Judith Carmel-Arthur
No. Class : 720.92 CAR d
Lokasi : Jakarta

Description:

A design monograph on the Dante of architecture, Antoni Gaudi. Contains a historical-critical essay discussing the life and work of the architect and designer, followed by an illustrated appreciation of his work.





[Interior Design Handbook: Furnish, Decorate, and Style Your Space](#)

Author : Frida Ramstedt
No. Class : 747 RAM i
Lokasi : Jakarta, Tangerang dan Bekasi

Description:

The new comprehensive bible of interior design.

Home-styling guru Frida Ramstedt has coached an entire Scandinavian generation in the art of creating a harmonious home. She believes in thinking about how we decorate rather than focusing on what we decorate with. We know more today than ever before about design trends, furniture, and knickknacks, and now Frida familiarizes readers with the basic principles behind interior and styling-what looks good and most of all, why it looks good.

The Interior Design Handbook teaches you general rules of thumb-like what the golden ratio and the golden spiral are, the proper size for a coffee table in relation to your sofa, the optimal height to hang lighting fixtures, and the best ways to use a mood board-complete with helpful illustrations. Use The Interior Design Handbook to achieve a balanced, beautiful home no matter where you live or what your style is.

[Solving Product Design Exercises](#)

Author : Artiom Dashinsky
No. Class : 658.57 DAS s
Lokasi : Jakarta, Tangerang dan Bekasi

Description:

Redesign the NYC MetroCard system. Design a dashboard for a general practitioner. Redesign an ATM.

Learn how to solve and present exercises like these, that top startups use to interview designers for product design and UI/UX roles.

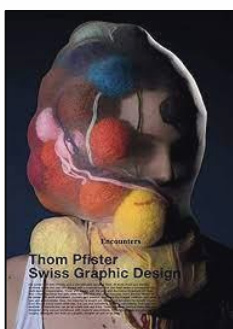
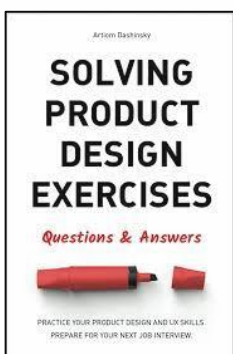
Today top companies are looking for business-minded designers who are not just focused on visuals. With this book you can practice this kind of mindset, learn how to interview designers, find concepts for projects for your portfolio and learn more about the product design role.

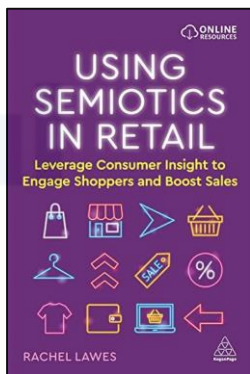
[Thom Pfister Swiss Graphic Design: Encounters](#)

Author : Thom Pfister
No. Class : 741.649 4 PFI t
Lokasi : Jakarta, Tangerang dan Bekasi

Description:

Thom Pfister has been successful in branding and advertising for well-known brands for over 25 years. He helped shaping the term Swiss Graphic Design, brought cultural workers together and inspired them to create new works. In a personal selection, the book is dedicated to the works that emerged from these encounters between photography, illustration and art. It shows the legendary style of the designer, in constant engagement with fashion and art, in a memorable way.





[Using Semiotics in Retail: Leverage Consumer Insight to Engage Shoppers and Boost Sales](#)

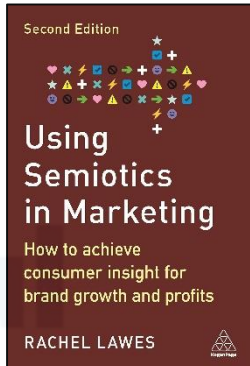
Author : Rachel Lawes
No. Class : 658.87 LAW u
Lokasi : Jakarta

Description:

Boosting retail sales is more important than ever. Stand out in a global, digital marketplace, grow customer loyalty and evolve your brand by leveraging the power of semiotics online and in physical stores.

Practical, accessible and based on 20 years of global marketing experience, Using semiotics in retail shows retailers of all sizes how to upgrade and empower their marketing, today and for the future. Discover how to recognize and design for emerging consumer needs and how to create meaningful shopper experiences. Learn how to surprise and delight consumers, increase engagement and make shopping easier for everyone. This book features case studies and examples from Unilever, Freshippo, HM, Google, Toyota, and many more.

Using semiotics in retail shares game-changing marketing insights in categories such as FMCG, fashion, technology and entertainment, drawn from markets including China, India, Mexico, the US and the UK. The book is supported by online resources including templates and interactive exercises. Together they will equip readers with a set of powerful tools that can be used straight away to create engaging and successful retail marketing.



[Using Semiotics in Marketing: How to Achieve Consumer Insight for Brand Growth and Profits](#)

Author : Rachel Lawes
No. Class : 658.800 14 LAW u
Lokasi : Jakarta

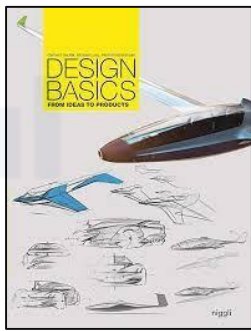
Description:

Semiotics is a superpower for marketers. Semiotic analysis is a proven, powerful method of uncovering consumer insight, tailoring, brand strategies that work and generating profit for brands.

Companies such as Unilever and Procter Gamble attest to the success of Rachel Lawes' semiotics thinking in stimulating innovation and boosting sales. Now newly updated, this second edition is packed with even more revelations about brands, consumers and their emerging needs. Three new chapters reveal the unseen social forces that drive the 'Be Kind' movement, the public's appetite for sincerity and the emotions of younger generations.

Semiotics in Marketing is an acclaimed how-to guide that makes semiotics accessible. It ensures all agency- and client-side marketers can pick up the skills needed to apply semiotics to brands and is the only book on semiotics that sets out a complete blueprint for research projects. This is your one-step guide to learn how to draft briefs and proposals, design projects, conduct analysis, write reports and present research findings.

Start using semiotics today. Position and launch new brands, Rejuvenate established ones, design products and packaging and inspire timely and provocative and campaigns. See the future. Innovate.



[Design Basics: from Ideas to Products, 2nd ed](#)

Author : Gerhard Heufler, Michael Lanz dan Martin Pretenthaler
No. Class : 741 HEU d
Lokasi : Jakarta

Description:

Design basics covers a wide range of topics, from the historical roots to an outlook on the near future, from comprehensive product functions to the complex design process, from theoretical foundations to descriptive case studies.

The central theme is product design, taking the conflicting interests of consumers, producers, and designers into consideration. This volume appeals to interested users as well as committed entrepreneurs, inquisitive technicians and aspiring designers from the most diverse sectors. It is a compact introduction to industrial design, written by specialists on the field with many years of experience as product designers, design managers, ergonomists and design educators at various universities.



[Product Design Styling](#)

Author : Peter Dabbs
No. Class : 745.2 DAB p
Lokasi : Jakarta

Description:

In this, the first product design book devoted purely to styling, Peter Dabbs helps students and professionals to understand how to style their own consumer-focused products.

Providing a clear and simple breakdown of the stages in the styling process, Product Design Styling is packed with:

- Annotated illustrations
- Photographs of industry examples
- Modified images showing proportions, silhouettes and lines

The clear text and visual examples guide you through a structured professional styling process that has been broken down into digestible stages. Each stage examines and illustrates what designers should be focusing on, how to evaluate what has been designed, and how to then optimize it if required. You will also learn how to analyse and critique the styling of competitors, as well as your own work, and use this awareness to confidently produce superior designs in less time.

