Balancing Learning in Design and Conviction

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The theory the students get in class can be applied to field practice. The experience in field can enhance the learning process.

In designing for micro industries, students have to create a suitable design with a limited budget.
Most of students’ creativity in designing a packaging could not fulfill the need of society.

The students demand to prove their competence by producing a creative design which usually means more expense to manufacture.

On one hand, design study could be seen as an ideal academic field for applying Service-Learning since it requires skills and theoretical concepts for direct application to societies’ needs. On the other hand, the Service-Learning method often comes face to face with significant issues that limit the students’ creativity.
THE AIM

Examines the Service-Learning process both theoretically and practically as well as shares the packaging design's class strategies in balancing the fulfillment of society’s need and student’s conviction toward their design in Service-Learning program.
Service-Learning

- Students
- Industry
- Micro Industry

S-L
Packaging Design Class

The aims of packaging design class are introducing and understanding the packaging design and what kind of elements needed in designing the packaging.

Since 2006, 4 packaging, design by 21 students (4 tutors)
In 2007, 15 packaging, designed by 30 students (4 tutors)
In 2008, 34 packaging, designed by 34 students (3 tutors)
In 2009, 31 packaging, designed by 31 students (3 tutors)
In 2010, 3 micro industries with 15 packaging, the participants are 32 students (3 tutors)

Totally, from 2006-2010:
7 Packet of packaging designs for Surabaya and Sidoarjo
80 packaging designs for micro industries in Kediri.
The Packaging Class Arrangement

Packaging Design Lecture

Groups of students → Tutor

Groups of students → Tutor

Groups of students → Tutor
Service Learning PROCESS

There were some important steps in this process.

1. Product knowledge
2. Market survey
3. Design making
4. Presentation
5. Discussion
6. Design revision
7. Printing process
8. Exhibition and Sales
9. Reflection
Study METHODOLOGY

Based on students’ reflections
- 2006 (21 students)
- 2007 (30 students)
- the observation
- Informal interview

Based on students’ reflections
- 2008 (34 students)
- 2009 (31 students)
- 2010 (32 students)
- the observation
- Informal interview

148 students
Students frequently commented on three major things, namely:

1) **the process of Service-Learning**, for example, how to work with people who were different from them in terms of age, race, educational background, and income level,

2) **a reflection of learning process** in the packaging design class like the gap between the theory of design and the practical implementation

3) **the impact of Service-Learning** intellectually and emotionally.
the gap between theory and practical implementation, needs an urgent attention!
Fulfillment and Conviction

Micro Industry

need

Students

creativity

There are psychological obstacles between producers and students when they have interaction and discussion.
Fulfillment and Conviction

Real

Micro Industry

Human resources & Budget

Unreal

Students

Design Visual & Practical

(eco design, food grade and elegant packaging)
difficult to produce and expensive
# The Problem and the Solution

<table>
<thead>
<tr>
<th>No.</th>
<th>Design Elements</th>
<th>Micro Industries</th>
<th>Students</th>
<th>Aspec to be considered</th>
<th>Solution</th>
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<tbody>
<tr>
<td>1.</td>
<td>Color</td>
<td>One or two colors</td>
<td>Many colors</td>
<td>Price</td>
<td>Creativity</td>
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<tr>
<td></td>
<td></td>
<td>Bright color</td>
<td>Heavy Color</td>
<td>Eyecatching</td>
<td>Exclusive</td>
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<td>2.</td>
<td>Typography</td>
<td>Simple</td>
<td>Modern</td>
<td>Readable</td>
<td>Modern</td>
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<tr>
<td>3.</td>
<td>Illustration</td>
<td>Traditional</td>
<td>Modern</td>
<td>Special Identity</td>
<td>Modern</td>
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<td>4.</td>
<td>Logo</td>
<td>Existing Logo</td>
<td>New Logo</td>
<td>Original</td>
<td>Modern</td>
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<tr>
<td>5.</td>
<td>Brand</td>
<td>Existing Brand</td>
<td>New Brand</td>
<td>Product knowledge</td>
<td>Similarity to others</td>
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<td>6.</td>
<td>Product information</td>
<td>Halal</td>
<td>As procedure</td>
<td>Similar to big brand</td>
<td>Legality</td>
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<tr>
<td>7.</td>
<td>Shape</td>
<td>Simple</td>
<td>Complicated</td>
<td>Price</td>
<td>Creativity</td>
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<td></td>
<td></td>
<td></td>
<td>Man power</td>
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**BUDGET**
4. types’ of students’ in packaging design class

1. students who are eager to listen to the micro industry and solve the problem, and make total redesign.

2. students who remain with their opinion, but willing to change their design because of the budget.

3. students who don’t need to make any revision because their producers approve.

4. students who keep on their conviction even though their designs are not approved by the producers.
2 Projects in Packaging Design Class

PACKAGING DESIGN CLASS PROJECT

SERVIC E - LEARNING PROJECT

NEED

FULFILLMENT

DESIGN N-LEARNING PROJECT

CREATIVITY

CONVICTION

limited budget

unlimited budget
Conceptual Models

1. SERVICE-LEARNING → DESIGN-LEARNING → REAL PROJECT → NEED → CONVICTION → EXPENSIVE PACKAGING

2. SERVICE-LEARNING → DESIGN-LEARNING → REAL PROJECT → INNOVATIVE (“AS IF”) PROJECT → NEED → CREATIVITY → FULFILLMENT → APPLICABLE PACKAGING → PERFUNCTORY PACKAGING

3. SERVICE-LEARNING → DESIGN-LEARNING → REAL PROJECT → COMPETITION PROJECT → NEED & CREATIVITY → FULFILLMENT & CONVICTION → APPLICABLE PACKAGING → CHAMPION PACKAGING
Applicable & Purfunctory Packaging

Camilan Lezat Khas Kota Kediri
Dodol Apel
Dodol Nanas

The future expectation

design by: Carlina Sulistyo
2 important components

tutorial &
schedule
Face-to-face discussion between tutor and student has developed such an effective problem solving.

These discussions bridge the communication between tutor and students and reduce some miscommunication and misunderstanding.

Tutorial has balanced the Service-Learning and Design-Learning because both tutor and students have to focus on both programs.
The schedule could determine the result of the design.

Service-Learning and Design-Learning are taught at the beginning of the class but the project never been completed at the same time. Design-Learning project will be done after Service-Learning project.

Time management is very important; otherwise, students will pay attention to one program while ignoring the other.
the Achievement 2008

the PACK 2U competition, the award for the greatest number of participants and the greatest nominations.
the Achievement 2009

the first winner for Pack 2i Academy Design Award in herbal
the second winner for traditional snack category in 2009.
the Achievement 2009

the first and the second Award for Packaging Excellence Asia Star 2009.

Funding from regent of Kediri district to develop and execute the winning design to motivate the micro industry
the Achievement 2010

the first and third winner in POP & Label Design Competition 2010.
From the micro industry’s side,
There are always more requests for designing their packaging every year.

There have been an increasing number of micro industries that are eager to join Service-Learning program.

Through observation and informal interview, we have indicated that numerous micro industries have been satisfied with students’ design.
From students’ point of view, they can have more effective communication with the micro industry producers and vice versa.

There is also less misunderstanding between them. Students become more realistic in designing the packaging for micro industry.

Moreover, some students could express their creativity by winning national and international design competitions.
I could say that “there is a psychology influence in this process.”
Service-Learning could make the students down-to-earth while the Design-Learning or competition makes them more challenged.
CONCLUSION

Possibility to develop one single Service-Learning project implemented in another field of study.

Balance the fulfillment of society’s need without disregarding the student’s conviction in their creative designs.

Mature students' emotion and intelligence.

Improved through intensive service and learning method.
Thank you