

ABSTRACT

Hana Setiastari (2017101014)

THE INFLUENCE OF THE MAIN CONCEPT AS A FOUNDATION IN THE DEVELOPMENT OF VILLA UBUD RESORT DESIGN

In carrying out professional work at Parisauli Architect or PSA Studio for 3 months, the practitioner works in the design development section. In the design development section, the practitioner is tasked with developing the Ubud villa resort design in terms of making concepts that refer to the main concepts of Ubud Villa Resort, Technical drawing, to 3D creation. In carrying out professional work, the practitioner is entrusted with developing 3 projects in the development of the Ubud Villa Resort, including the development of the Pool Bar Area design option 1, Pool Bar Area design options 2 & 3, and villa unit type 75.

In working on these projects, the practitioner uses several software to support project work, including Adobe Illustrator, Adobe Photoshop, SketchUp, AutoCAD, and Lumion. Professional work at PSA Studio improves practical soft skills and hard skills, such as teamwork, time management, and communication, while hard skills are in the form of supporting software.

Keywords : Main concept and design development.