

ABSTRACT

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MERCHANDISE PRODUCT DESIGN UNIVERSITY PEMBANGUNAN JAYA FOR NEW NORMAL CONDITIONS

During the practice of doing professional work in the Development Jaya University Product Design Study Program, the author is guided and directed by a work supervisor on campus during the work process starting from the university merchandise research stage, data collection, surveying merchandise owned by the campus and its competitors, the design stage starting from the sketch , 3d design, to production using a 3d print machine and merchandise that has UPJ branding and is tailored to the needs of New Normal so that products can have high demand.

Keywords: Design, merchandise, new normal

