

## **ABSTRACT**

Now day a lot of student candidates, students and designers are dont know about the design studies development. A lot of design student and designers still can't manage their creation. Design management studies is the studies that gives a knowledge to student about managing their creation and entrepreneurship. So there is need a book as a media that are interesting and informing about management design and any studies that related to management design. At the designing use a lot of illustration that are suitable to the audience. At the process of designing this illustrations book is need data gathering and observation method with comparing another book illustrations project, literature review and interview to expert of management and design studies as a part of creative industries. The writer use an matriks analysis as a comparison of another same product. The target of this illustration book are focused to middle class with age range between 18-25 years old in Indonesia. Writer hopes this illustration book could make easier audience in understanding this studies with approach illustration and gives a knowledge about the design studies development.

Keywords: books illustration, management design, design.