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Sommario/riassunto	The works presented in this book are the result of the research line The Product Planning, linked to the Graduate Program in Design (PPGDesign) of the Faculty of Architecture, Arts and Communication of UNESP. They demonstrate the many possibilities of this area, starting from the new concepts of Design, often called Cultural Design, Ethnic Design or Vernacular Design. Such designations refer to human cultural production, regardless of the form of production (industrial or manual) or the stage of technological advance in which the ethnic group that produces it is. Of particular note in the work are works on Ethnic Design, Design Management, professional practice, project methodologies, Fashion Design, Surface Design, as well as computational technologies and architecture in design. Diverse views like these allow us to glimpse new scenarios and subjects, with the introduction of innovative technologies, new materials and processes, factors that must be considered and discussed when teaching, researching and designing.