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Altri autori (Persone)	MiltonAlex
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- What is product design? -- What does a product designer do? -- Creating a product -- The main stages of product design -- Interview: Julia Lohmann -- About this book -- 1. Historical and cultural context -- The Industrial Revolution: 1750's to 1850's -- The Great Reform movements: 1850's to 1914 -- Modernism to pre-war luxury and power: 1900's to 1945 -- The post-war period: 1945 to 1970's -- Post-Modernism: 1970's to present day -- Interview: Satyendra Pakhalé -- Emerging twenty-first century design trends -- 2. Research, brief, and specification -- Product design research -- Research methods -- The brief -- Identifying customer wants, needs and demands -- Interview: Stuart Haygarth -- The Product Design Specification (PDS) -- Common elements of the PDS -- 3. Concept design -- What is a concept design? -- Concept generation -- Concept generation methods -- Drawing techniques for product design -- Technical drawing -- Interview: Nendo -- Modelling -- Prototyping -- Concept evaluation and selection -- 4. From manufacture to market -- Detail design -- Design and manufacture -- Common materials -- Manufacturing processes -- Interview: Raw-Edges Design Studio -- Marketing and selling -- 5. Contemporary issues -- Green issues -- Interview: Max Lamb -- Ethical issues -- Universal design -- Emotional design -- 6. Design education and beyond -- Studying product design

-- Design rights -- Interview: Tim Brown, IDEO -- Developing your design skills -- Engaging with industry -- Glossary -- Bibliography -- Further resources -- Useful addresses -- Acknowledgements.

Sommario/riassunto

Product Design offers a broad and comprehensive introduction to the field of product design and the key role of product designers. Following through all the stages and activities involved in the creation of a new product from concept design to manufacture, prototyping to marketing this book also explores the diverse nature of product design, including new and emerging forms of practice.