

**Chapter 1 : Drawing for Product Designers - Laurence King US**

*This is both a practical and theoretical guide to the visualization techniques used by contemporary product designers, including freehand sketching, digital rendering, information graphics, and presentation skills. Hundreds of hand-drawn sketches and computer models have been specially created to.*

Hundreds of hand-drawn sketches and computer models have been specially created to demonstrate critical geometry and show how to develop sketches into finished illustrations. Practical tutorials give guidance in creating simple and complex forms, as well as rendering and providing context using scenarios and storyboards. Insightful case studies of leading designers illustrate the full range of different visualization options available. The book is extremely well researched and takes a new and more insightful look at this important subject. It is jam packed with important cognitive theories and principles related to how we see and experience the world, which helps integrate the art of drawing with the science of how and why. Whereas students are often drawn to the visceral aspects of sketching, this book provides a tool for teaching students what they need to know in order to advance these skills through successive training. Any instructor of drawing will appreciate this book, because it allows them to explain the underlying theory with some great examples. Firstly it makes it really clear that it is not about analog versus digital skills, but that these complement each other. Secondly there are analogies and examples of how sketching by hand allows the designer to also understand how to construct geometry in space when designing using CAD. Thirdly the step by step tutorials are really helpful and instead of focusing on "techniques" they explain important aspect of drawing such as shade and color and line weight from physical and cognitive principles. I think this approach is more intelligent and needed if we are to understand why sketching is so important as a design tool and method. I also now have a textbook that I can assign specific readings from, so that students arrive in studio with an understanding of why, how and when to draw at various levels of fidelity. Awesome book for beginners and even advanced designers. By Mouse on Mar 27, There will be times when even as good as you are a sketcher or renderer, you will forget how something is supposed to be done or the best way to go about achieving it. Happens to me all the time. This book is definitely a great reference as well as learning tool. There are many books out there these days on sketching for product design but not every book covers it all. Think of this book as filling in the gaps of the "Koos Eissen" books which I own or any other book on ID sketching you might have in your library. Some of the content you might be familiar with already but there a ton of gems in here that you might not be. I highly recommend this book. This book is aimed at product designers, but I would also recommend it to anyone who wants to draw objects in perspective. The author covers a great deal of theory related to sketching. He discusses principles which are important to making quick sketches, which are also easily understood. He goes on to show you how pencil sketching is related to the newer field of 3D design on computers. There is no program-specific information, just general "Here is the pencil sketching technique and here is what it would look like in a computer 3D design program. He fills the book with real-world project examples of designs and products. He discusses orthographic projection, isometric perspective and true perspective sketching--with the focus on getting to a point where you can get your ideas across quickly in a very realistic manner. He teaches how a sketch is different from an artistic drawing and what you should focus on to get your design ideas across to collaborators on your project. The chapter still makes sense, I get what the chapter is talking about, but I still have no idea what the definition of registration is. Nevertheless, I have been truly pleased with this book. The real-world cases are helpful and the sketching exercises all have a point or a reason or something specific to teach you. This is the kinda book I have wished I had in my undergrad years. Now that I have the book, as a part-time instructor, I encourage my students to purchase it as a guideline to sketching, shading, understanding depth, perspective, value changes.. By Andrey on Nov 24, This book is just awesome. I understood perspective systems, I understood how to see forms and how to make them on paper. Must have book for those, who need to draw technical devices, vehicles, etc. Great general purpose industrial design book By Scott Tucholsky on Mar 25, Very complete sketching book for industrial designers. Something for everybody somewhere in the book. Most sections have tutorials to work on discussed

techniques. Enjoyed the idea of thinking of sketching as it relates to the process you are in, goals, etc of the sketching and thinking about how to think of how you are putting this in digitally further in the process. That is appreciated because many good sketching books for industrial designers can be dated in sketching approach. Good foundation in design in general. So far this book is impressive. Really covers the basics and gives a comprehensive knowledge of sketching, and in particular, why we sketch. Good book for beginners. By Yossi Shachar on Apr 13, he book is extremely well researched and takes a new and more insightful look at this important subject. It is jam packed with important cognitive theories and principles related to how we see and experience the world. A must for my classes By Amazon Customer on Jan 10, If you are looking for a good Design artistry book, this is one of the best. Also the price is very student affordable. Instant favorite By Trent Veazey on Jan 29, This is a great book for new designers and experienced designers. This is a great bridge for drawing studio into the design studio. The author also recognizes drawing and how it realtes to CAD phases of the design process. Five Stars By Mr. Simmons on Dec 31, Good book to go through to improve ones drawing skills. I spent over an hour with this book trying to By Bill Bowser on Mar 31, I spent over an hour with this book trying to figure out what this guy is even talking about. I guess if you are very educated in sketching this book would advance your already advanced knowledge. Every artist should own this book! By Amazon Customer on Dec 28, Wonderful book! Add a Book Review Book Summary: This particular edition is in a Paperback format. It was published by Laurence King Publishing and has a total of pages in the book. To buy this book at the lowest price, [Click Here](#).

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*Kevin Henry is Professor at Columbia College in Chicago where he is coordinator of the Art and Design Department's Product Design programme. He is also an independent design consultant and an award-winning furniture designer.*

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