Industrial Design: Materials and Manufacturing Guide
By Jim Lesko
RRP $87.99 $59.95  Save $28.04 (32%)

Industrial Design: Materials and Manufacturing Guide, Second Edition provides the detailed coverage of materials and manufacturing processes that industrial designers need without the in-depth and overly technical discussions commonly directed toward engineers. Author Jim Lesko gives you the practical knowledge you need to develop a real-world understanding of materials and processes and make informed choices for industrial design projects. In this book, you will find everything from basic terminology to valuable insights on why certain shapes work best for particular applications. You'll learn how to extract the best performance from all of the most commonly used methods and materials.


About the Author: Jim Lesko, IDSA, recently retired as Head of Art and Design and Chair of Industrial Design at the University of Bridgeport. He is currently Professor and Director of International Relations at Dongsea University in Busan, South Korea, and Principal of Lesko Design, an industrial design office. He has an MFA in design from Carnegie Mellon University and an MFA in Sculpture from Pratt Institute.

Reviews
"...a useful reference to established industrial designers...a real boon to students wanting to enhance their understanding of basic technical issues." (Designer, September)

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The discovery of market needs and the manufacture of a product to meet those needs are integral parts of the same process. Since most textbooks on new product development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product development together in a single text.

Product Design: Practical Methods for the Systematic Development of New Products covers the entire new product development process, from market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured management framework for product development and an extensive range of specific design methods. Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods, present examples with familiar products, and conclude with reviews of key concepts.

This major text aims to turn the often haphazard and unstructured product design process into a quality-controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products.
There is a dearth of books covering drawing and product design. Drawing for Designers fills this gap, offering a comprehensive guide to drawing for product/industrial designers and students. As well as industrial product design, the book encompasses automotive design and the design of other 3D artefacts, such as jewellery and furniture. Covering both manual and computer drawing methods, the book follows the design process: from initial concept sketches, presentation drawings and visualizations, general arrangement and detail drafting to fully dimensioned production drawings, and beyond to technical illustrations and exploded/assembly diagrams used for publicity and instructing the end user in the product's assembly, operation and maintenance. Interspersed with the chapters there are case study spreads featuring famous designer products shown both as drawn concepts and as finished objects. There are also several step-by-step 'how-to-do-it' sequences.

Alan Pipes is a freelance writer, illustrator, webmaster, and part-time publisher specializing in the applications of computers in graphic design, fine art, illustration and product design. He is the former editor of CadCam International and the author of Production for Graphic Designers.
Additional


Brigitte Borja de Mozota, Design Management: using design to build brand value and corporate innovation, Allworth Press, 2003, ISBN 1581152833

Margaret Bruce and John R Bessant, Design in Business: Strategic innovation through design, FT Prentice Hall, 2002, ISBN 0273643746

Provides some useful insights into the legendary culture of design and innovation created by IDEO founders Tom and David Kelly and Bill Moggridge.
While written with an emphasis on innovation, the book offers some insights into design in the context of innovation.

**From a new product development perspective**


The book provides a cross-disciplinary approach to new product development - from the perspectives of research, design, engineering, marketing as well as management, purchasing, finance and personnel.

**On innovation**
A comprehensive overview of issues around innovation, slightly biased towards technology.


Bettina von Stamm, The Innovation Wave, meeting the corporate challenge, John Wiley & Sons, 2002

On design
Margaret Bruce and Birgit Helene Jevnaker (eds), Management of Design Alliances: Sustaining competitive advantage, John Wiley and Sons, 1997, ISBN 0471974765
This book explains how to successfully manage design and creativity. It shows how to use design expertise effectively in all sizes of companies and illustrates how design can be a strategic resource when managed properly.

A good introduction to design and its place in business.

In this book, Cooper and Press argue that self-definition is not a particularly strong point of the design community, indeed, what designers say often runs contrary to what they do.