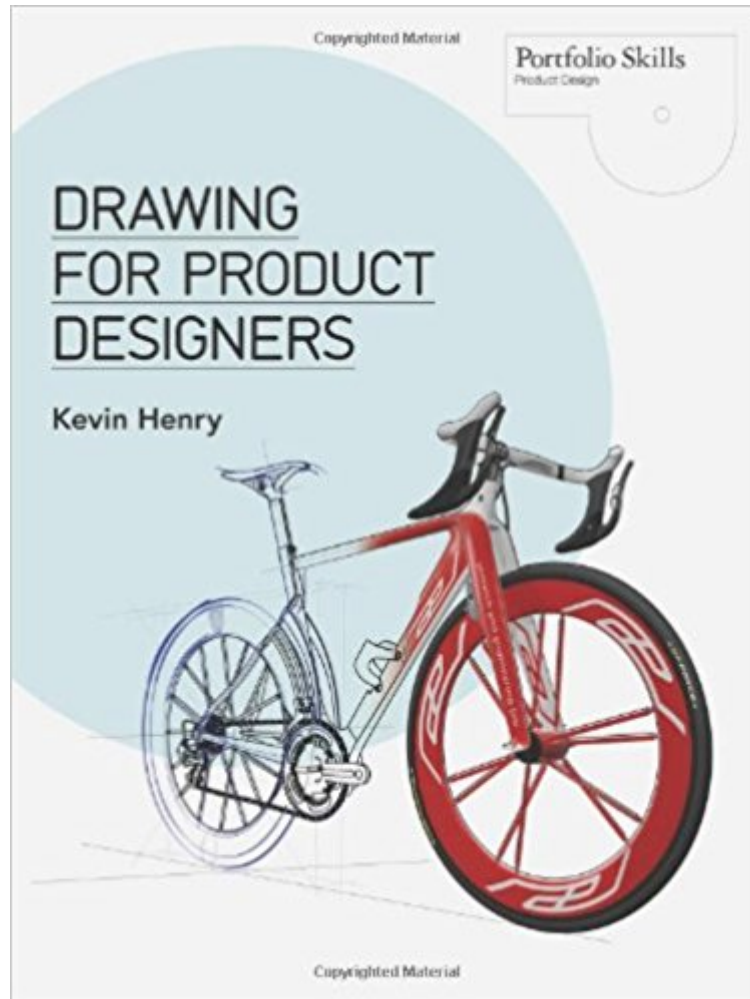


The book was found

# Drawing For Product Designers (Portfolio Skills: Product Design)



## Synopsis

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 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.

## Book Information

Series: Portfolio Skills: Product Design

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Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (22 customer reviews)

Best Sellers Rank: #69,998 in Books (See Top 100 in Books) [#50 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design](#) [#312 in Books > Arts & Photography > Graphic Design > Techniques](#) [#950 in Books > Arts & Photography > Drawing](#)

## Customer Reviews

I would recommend this book to anyone who is new to sketching technical objects. 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. This is not only a 'technique' book, it is also a theory book, with a great deal of instruction on why certain techniques work. 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. There is the occasional, "What is he talking about," where I didn't really grasp his reason for starting a chapter in a certain way. An example of this is that he titles chapter five "Registration," then doesn't define registration, or even use the word registration later in the chapter. 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.

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