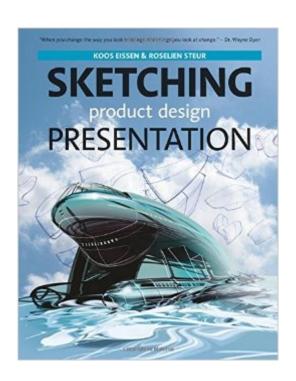# Sketching, Product Design Presentation

Synopsis

After the worldwide success of their books Sketching: The Basics and Sketching: Drawing Techniques for Product Designers, the authors now shift their focus from "how to sketch" to "why you sketch."Design sketching serves many different goals. You can sketch to brainstorm, find or articulate ideas, or to present a project to team members, technical producers, and, of course, to clients. All these goals require different sketching techniques and presentations. This book teaches you how you can communicate through your sketches. Includes portfolios from leading international design studios.

Book Information

Hardcover: 192 pages

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Product Dimensions: 9 x 0.8 x 10.8 inches

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Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (9 customer reviews)

Best Sellers Rank: #525,564 in Books (See Top 100 in Books)   #100 inÂ Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products   #150 inÂ Books > Engineering & Transportation > Engineering > Mechanical > Drafting & Mechanical Drawing   #219 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design

Customer Reviews

The fundamental principles in this book are sound. This book would be good for somebody who is new to the idea of design sketching. I wish they had provided better examples as inspiration. Many of the design projects are shallow student quality work. It will not provide much for professionals trying to hone their craft.

I bought this because I was struggling to find good information online about composing sketch presentations to make compelling and communicative layouts for my portfolio. This book is brilliant, and I would definitely recommend it to anyone who needs to present visual content. The content is excellent and the authors do a great job of explaining exactly what grabs attention and why. It is a

beautifully designed book, and often references its own layouts across chapters to point out successful composition and sketch features. From gestalt principles to sketch techniques for different aspects of the product design process, this is a deep dive into communicating sketches for industrial designers.While the visual and type content is beautiful and contains excellently defined case studies, it does have quite a few typos and type formatting mistakes that interrupt the otherwise seamless learning experience of reading this book.

I owen two previous volumes by Koos! This is a great reference guide for sketching, very inspiring!

Very few books aim at helping to produce visual presentations, and this one is excellent.

Great

Sketching, Product Design Presentation Engineering Methods for Robust Product Design: Using Taguchi Methods in Technology and Product Development Product Design: Techniques in Reverse Engineering and New Product Development eBay Selling Mastery 2016: Turn Your eBay Hobby To A Six Figure Business (Product Sourcing, Product Research, Retail Arbitrage, Wholesale, Liquidation, eBay Secrets, ebay listings) How Reliable Is Your Product? (Second Edition): 50 Ways to Improve Product Reliability Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product) Engineering Design Graphics: Sketching, Modeling, and Visualization Engineering Design Graphics: Sketching, Modeling, and Visualization, 2nd Edition Daring Adventures in Paint: Find Your Flow, Trust Your Path, and Discover Your Authentic Voice-Techniques for Painting, Sketching, and Mixed Media Sketching and Rendering of Interior Spaces Everyday Sketching and Drafting Brand Sketching: La era de bocetar marcas. (Spanish Edition) System Analysis & Design with Case Studies: start system presentation Presentation Design Book Rendering in SketchUp: From Modeling to Presentation for Architecture, Landscape Architecture, and Interior Design The Motorola MC68332 Microcontroller: Product Design, Assembly Language Programming and Interfacing Guidelines For Using Anthropometric Data In Product Design Product Design for Manufacture and Assembly, Third Edition (Manufacturing Engineering and Materials Processing) Monetizing Innovation: How Smart Companies Design the Product Around the Price Product Design and Development, 5th Edition