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360 Industrial Design: Fundamentals of Analytic Product Design

By Arman Emami

Niggli Verlag. Hardback. Book Condition: new. BRAND NEW, 360 Industrial Design: Fundamentals of Analytic Product Design, Arman Emami, Our world is developing in the fast lane, becoming more complex by the second. Rapidly shrinking resources and ever-more-fierce global competition are in any case forcing us to rethink the entire design process. What significance do form, function, feel and appearance have? Is the only important factor the constant drive to make it new at all costs, or is the aim rather to marry the tried-and-tested and the innovative and establish an efficient link, a working relationship between them? Arman Emami has set out with the intention of writing short, clear and entertaining texts. The book comprises a comprehensive view of relevant matters relating to industrial design. Development steps from idea to mass production are described gradually and supported by illustrated examples of good practices. A working compendium not only for design students and young designers, but also a guide book for creative lateral thinkers, product and marketing managers and all those who are interested in intelligent design. Complex processes are displayed in an entertaining and easily understandable way.

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