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# 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

Publisher: BIS Publishers (December 16, 2014)

Language: English

ISBN-10: 906369329X

ISBN-13: 978-9063693299

Product Dimensions: 9 x 0.8 x 10.8 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (9 customer reviews)

Best Sellers Rank: #525,564 in Books (See Top 100 in Books) #100 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products](#) #150 in [Books > Engineering & Transportation > Engineering > Mechanical > Drafting & Mechanical Drawing](#) #219 in [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 own 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

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