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# Innovative Product Design Practice



## Innovative Product Design Practice

Carl Liu Design Book 2 



## **Synopsis**

The book is for people who want to improve their Industrial Design skills and design knowledge. It will be very valuable and useful for:- Industrial students who want to continue developing their sketching techniques - Industrial designers who want to learn adopting various design process from real design projects- Those who have interests in creative industries- Business decision makers who are hesitating to believe in power of design.

## **Book Information**

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## **Customer Reviews**

this is a must read for 21st century product designers and industrial designers many practical methods in there nice examples and i learned a lot from seeing how the designer progressed in each example love it

It was very much like a well organized process book. You can learn a lot from seeing how other people go about creating a product from start to finish and this book has multiple examples. There's also a how-to section which feels more like a tips and tricks section, but helpful nonetheless. This read is more for dedicated product design aficionados and designers with some experience under their belt.

great book perfect balance between words and pictures very well explain any kind of products the author excellent how describe the problems and the way how they fix it

I think it's a fresh book, with 3 nice sketched design product experiences, interesting extra material and great autobiographical notes; well written, clear and full of images.

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