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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

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## Customer Reviews

"..Ã Â the authors have got a ton of experience helping people learn how to think with their pencils, as well as some serious real-world chops working with pros. The combo is what makes their new book look so interesting--it's half a how-to, and half a survey of the very best design-focused drawing out there, from the iMac to headphones to shoes. ." - Gizmodo

Koos Eissen (Med) and Roselien Steur (MSc BA) are experienced lecturers at both University and Art Academy level. Koos Eissen is an associate professor at Delft University of Technology in the Netherlands, where he is responsible for the freehand and digital drawing classes at the Faculty of Industrial Design Engineering. Roselien Steur lectures at the Royal Academy of Arts in The Hague

and specialises in design sketching workshops for professionals.[www.sketching.nl](http://www.sketching.nl)

I see this book is neatly edited reference book for those who have an eye on improving orientation of coloring, expanding idea exploration. For each well done design and design layout, It would be quite helpful to add qr code strips for each crucial point that author recognizes that reader, designer, student could explore more from the pages.

Great

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.

Excellent book well worth the investment

better than expected

Awesome!

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.

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