



# The Fundamentals of Product Design

By Richard Morris

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*The Fundamentals of Product Design* provides an integrated and cohesive view of the product design process, covering materials, manufacturing, idea generation, computer-aided design, engineering functions, product types, and market research.

Full of inspiring visuals covering a wide variety of product design examples, Richard Morris presents an engaging introduction to this sizeable topic and can be used as both a reference text and a useful guide.

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## **Editorial Review**

Review

A very nice introduction to the many facets of design practice. Treatment of these as fundamentals of product is respectfully concise and serves as a good intro reference. Lovely, visually making the work very presentable.

**Christopher Arnold, Auburn University, USA**

The book was nice visually and the information was relevant. A good overview of how products are developed.

**Hsiao-Yun Chu, San Francisco State University, USA**

Clear examples used throughout which communicate effectively. Good use of contemporary design - good to see old with new.

**Stewart Bibby, Lincoln University, UK**

This book gives the information students need in a concise, accessible form.

**David Yates, Camberwell School of Arts, UK**

Excellent product design book with relevant and up to date creations.

**Gail Simpson, Broxburn Academy, UK**

An educational book written in a very enlightening way and focusing on the diversity that is now the world of design. The book was appealing and the image/text relation very successful.

**Joao Mateus, Escola Superior de Artes e Design, Portugal**

From the Back Cover

Product Design can be a challenging field of study because the discipline touches on so many subject areas such as materials, manufacturing, idea generation, CAD, engineering functions, art, market research and product types.

By exploring a variety of key areas, *The Fundamentals of Product Design* provides an integrated and cohesive view of the product design process and offers pointers about what factors to consider and where your next steps might take you at each stage of the process.

*The Fundamentals of Product Design* can be used as both a reference text and useful guide. Each chapter is packed with examples of work from talented designers around the globe, which help illustrate points in the text and will fuel and inspire your own creativity.

Other titles in AVA's Product Design series include: *Idea Searching*, *Material Thoughts* and *Visual Conversations*.

## About the Author

**Richard Morris** trained in Engineering Product Design at the Polytechnic of the South Bank, and worked as a designer in Australia and London on a number of projects, ranging from light fittings, cooker hoods, point-of-sale fixtures and train seating and carriages. He later worked as a troubleshooter for GEC Alsthom Turbine Generators. On completion of a Masters degree in Business Administration, he ran his own business for seven years, and worked with new business start ups in energy saving, and in innovative crafts. He joined the University of Brighton in 1998, where he is now Head of the Centre for Design Technology. The Centre is a UK Centre of Excellence in the Teaching and Learning of Creativity and hosts courses in Product Design and SEKE.

## Users Review

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#### **Daniel Martin:**

A lot of people always spent all their free time to vacation or go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity that is look different you can read the book. It is really fun for you. If you enjoy the book which you read you can spent 24 hours a day to reading a publication. The book The Fundamentals of Product Design it is very good to read. There are a lot of people who recommended this book. These were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy the e-book. You can m0ore effortlessly to read this book from a smart phone. The price is not to cover but this book has high quality.

**Susan Bondurant:**

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