

Industrial design

What is it ?

- **Industrial Design** is an Applied Art (art with a practical application).
- An industrial designer is at once an '**artist**' (creation), a **marketer** (targeting the market) and an **engineer** (production process).

1. Creating :

- **Imagining** a product: 1 sheet of paper and 1 pencil.
- Seek out for **aesthetics**: volumes, proportions, etc.
- Searching for **innovation**: manageability, materials, etc.
- Take control of the aesthetics.



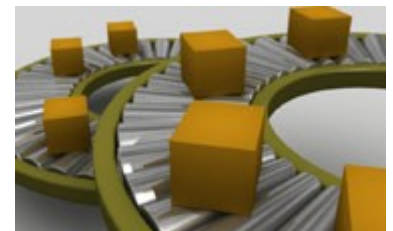
2. Targeting :

- Analyse the **market** and the **competing products**.
- Standing out from the **competition** to increase the sales.
- Adapt a product to the user(**ergonomics, price, functions**, etc.).



3. Production :

- Sticking to **financial and industrial** reality.
- Defining and applying a manufacturing process: **small, average or mass production**.



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industrial production, virtual images

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