



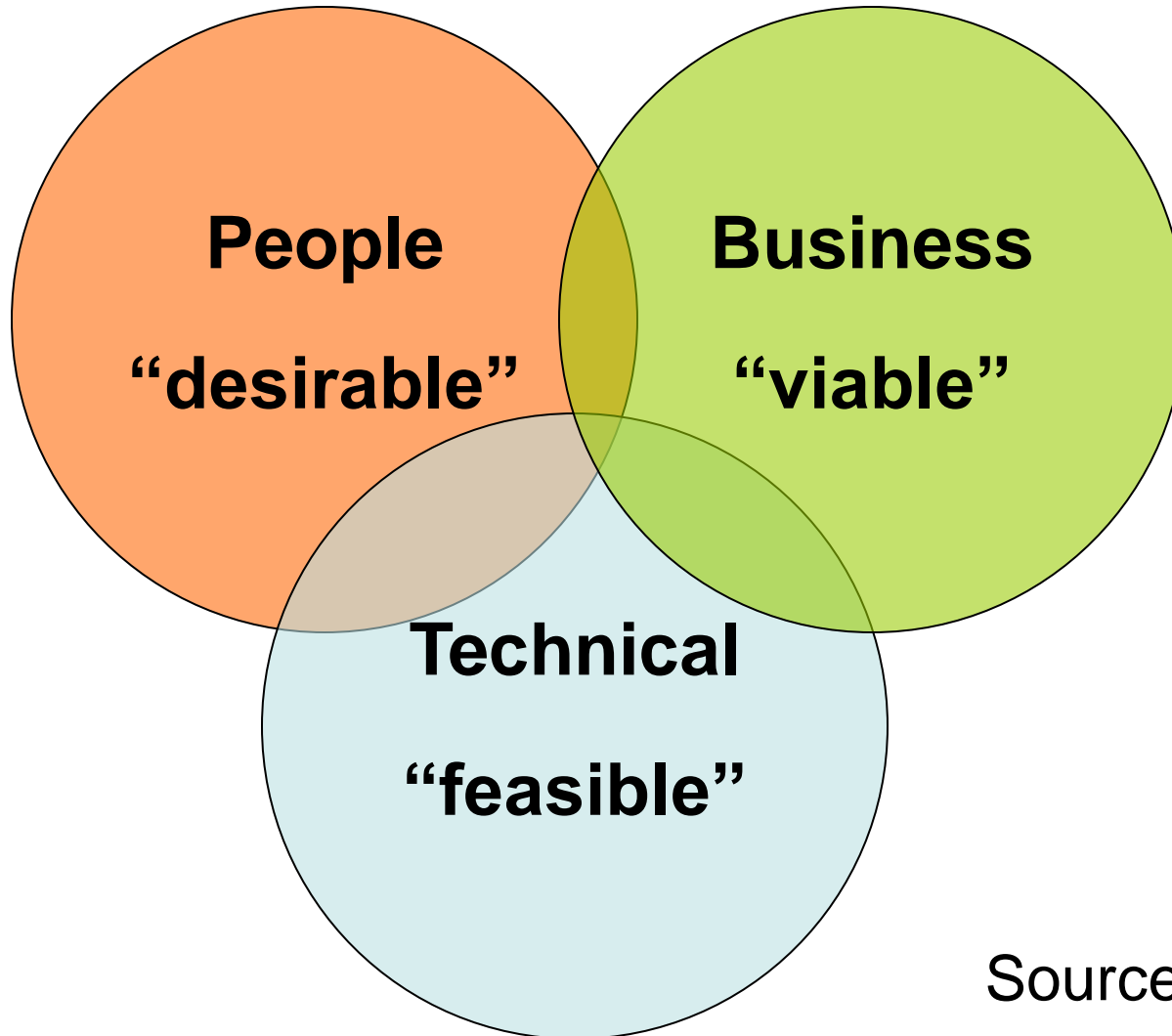
Industrial Design

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Industrial Design

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Three Design Challenges



Source: IDEO

Aesthetic Design



Ergonomic Design



User Interface Design



Experience Design: Combining Form and Function





Canon EOS Kiss X3



Nikon D3



Olympus PEN EP-1

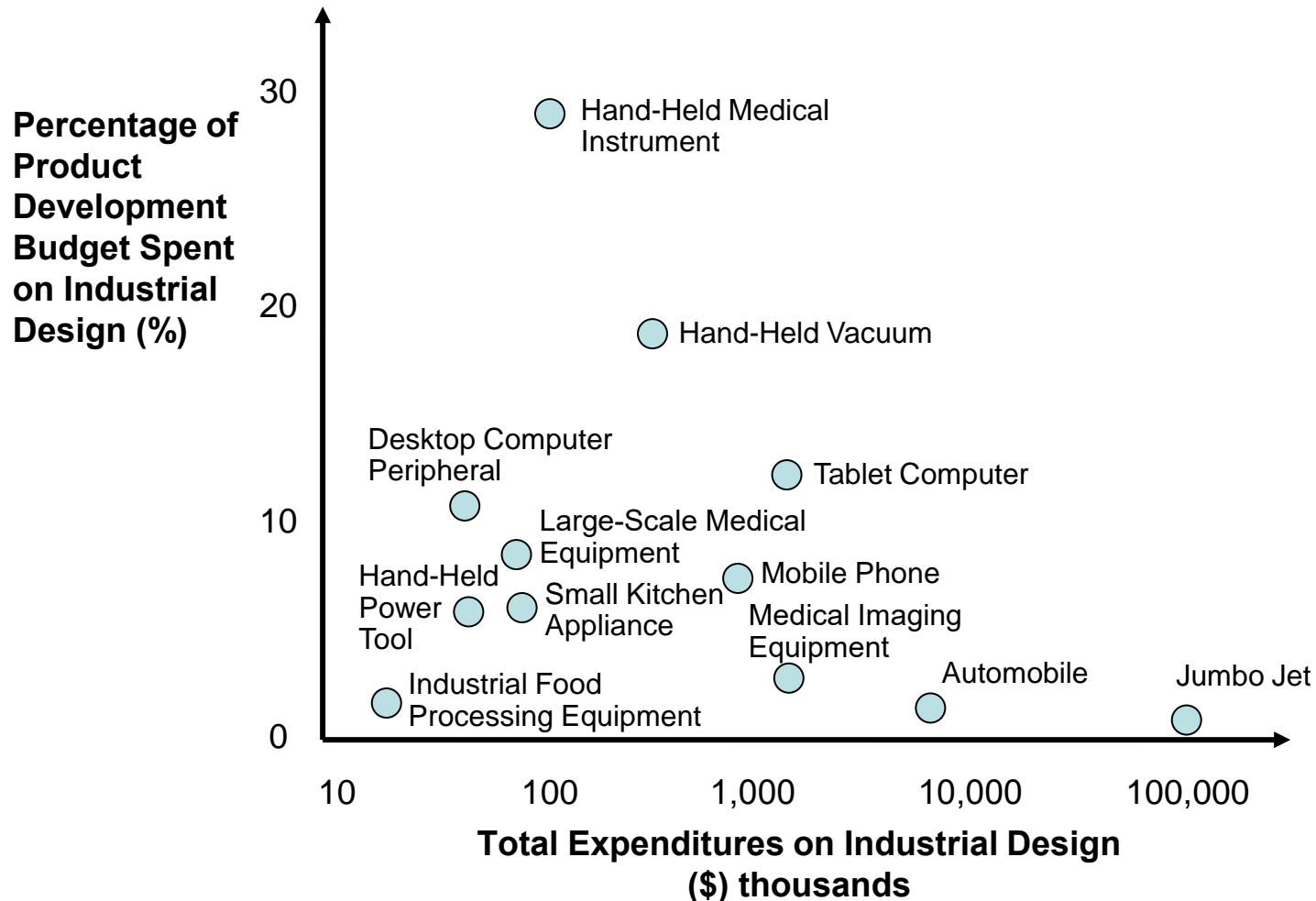




Industrial Design Chapter Example: Philips Sonicare



Cost of Industrial Design



Design Equity (Visual Equity)

**Recognizable
products**

+

**Quality
reputation**

+

**Consistent
image**



Design Language

Hofmeister Kink



Kidney Grille and Round Headlights





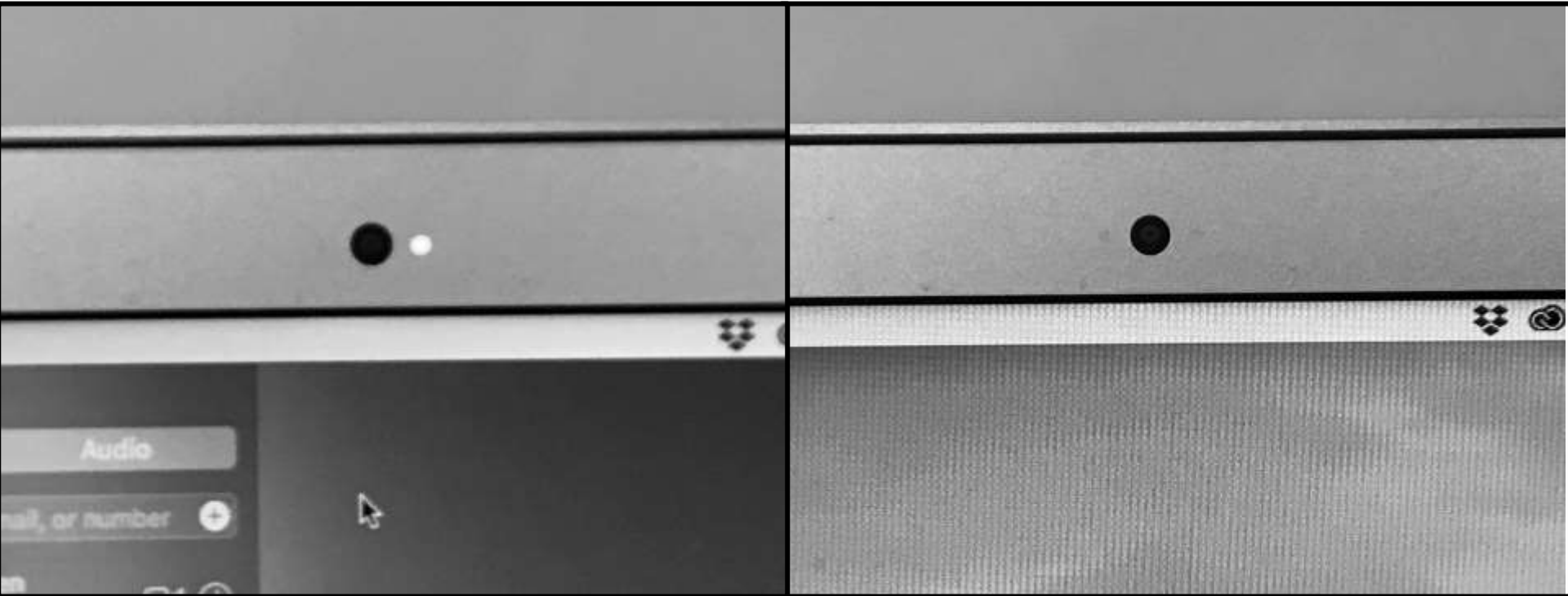
Spy rendering of BMW 1 Series (never produced),
with modified grille shape and without the Hofmeister Kink.







Apple MacBook FaceTime Camera



Camera ON (visible indicator)

Camera OFF (invisible indicator)



Don Norman

MIT

Northwestern

Apple

UCSD

cognitive science of design

The Design of
Everyday Things



Donald A. Norman

DONALD A. NORMAN
AUTHOR OF THE DESIGN
OF EVERYDAY THINGS
EMOTIONAL DESIGN



Why we
love
(or hate)
everyday
things

Discussion

Why do aesthetics matter in products?

Discussion

What might designers mean by
experience design?



References

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2. Stephen C. Armstrong (2005), Engineering and Product development Management– The Holostic Approach, Cambridge University Press, ISBN: 978-0-521-01774-9.
3. IbrahimZeid (2006), Mastering CAD/CAM, 2nd Edition, Tata McGraw-Hill, ISBN: 978-0-070-63434-3.
4. [Anoop Desai](#), [Anil Mital](#) and [Anand Subramanian](#) (2007), Product Development: A Structured Approach to Consumer Product Development, Design, and Manufacture, 1st Edition, Butterworth-Heinemann, ISBN: 978-0-750-68309-8.

Thank you