Product Design (Portfolio)

By Alex Milton, Paul Rodgers

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Product Design offers a broad and comprehensive introduction to the field of product design and the key role of product designers. Following through all the stages and activities involved in the creation of a new product from concept design to manufacture, prototyping to marketing this book also explores the diverse nature of product design, including new and emerging forms of practice. A rich overview of influential design movements and individuals, together with examples from prominent product designers, encourages the reader to challenge conventions and to think about product design in new and exciting ways.

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Editorial Review

About the Author
Paul Rodgers is Professor of Design Thinking in the School of Design at Northumbria University, UK. Alex Milton is Director of Research at the School of Textiles and Design, Heriot-Watt University, UK.

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