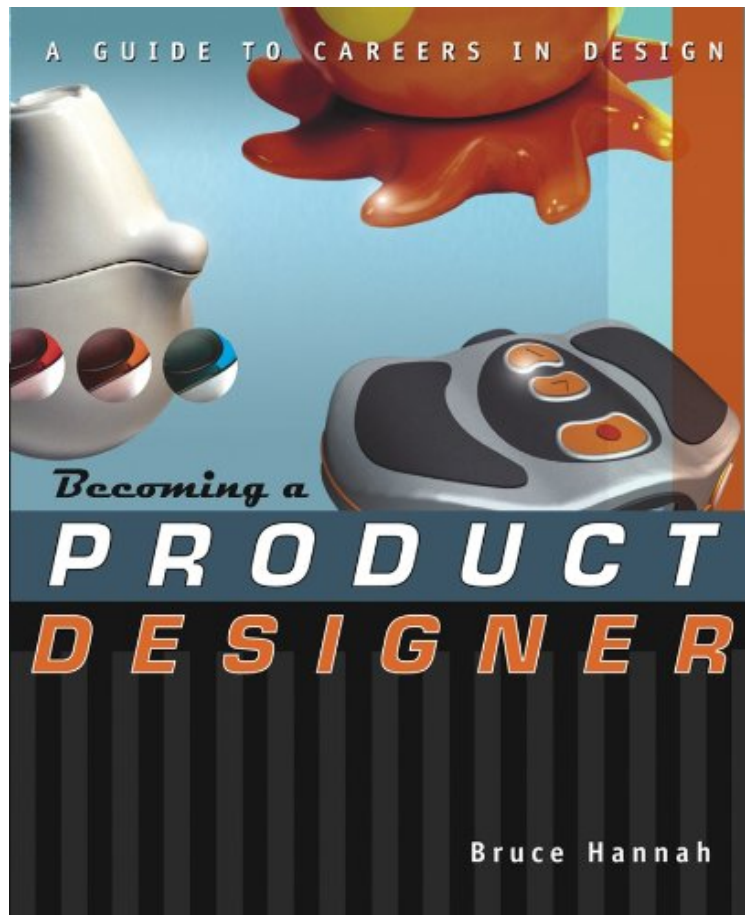


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## Becoming a Product Designer (Guide to Careers in Design)

*Bruce Hannah*

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**Bruce Hannah : Becoming a Product Designer (Guide to Careers in Design)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Becoming a Product Designer (Guide to Careers in Design):

68 of 70 people found the following review helpful. "A Collection of Interviews with Leading Product Designers" By A Customer This book should be re-titled, "A Collection of Interviews with Leading Product Designers." I purchased this book, thinking that it would provide some sort of insight into the process of becoming a product designer - the education, experience, portfolio build-up, etc. Instead I read through eleven chapters of interviews with some of the leading industrial designers, but nothing, really, on "Becoming a Product Designer." I have taken a few product design classes and have discovered that product design is ineffectively taught through endless hours of lectures about past experiences of other designers, instead of actually helping to develop the skills of the aspiring designer. This book was reminiscent of those classes, and thus, I was somewhat disappointed. However, I gave it two stars because it does indeed have a lot of info about other designers and it also does provide some insight into the other branches of product design. Unfortunately, none of the information actually talks about "How to become a Product Designer. This book merely describes how other designers decided to choose a career and what their opinions are in product design. So, if

you're looking for an informative book on how to become a product designer, then don't buy this book. However, if you like reading about other designers and what their experiences are like as product designers, then by all means go ahead and read this book. 1 of 1 people found the following review helpful. Least aptly titled book ever! By dlane\_from\_DESN\_217-51B This book does not give one scintilla of information on how to become a product designer. It really only gives anecdotal interviews with other product designers on how they got where they did and what they do. This book is pure fluff in the form of a textbook. If you take a class that uses this as the textbook, and the professor actually sticks with this as the only text, you may not learn anything of real use. 2 of 2 people found the following review helpful. Coffee Table Coaster By Perry M. Petitt This is a good book if you are not familiar with the design industry, and are interested in reading about different design opportunities that are available. This book would also make a good coffee table book in a guidance counselors office. The book is written in a question answer format. Designers are asked questions about different aspects of their job.

The one-of-a-kind guide to a career in product design *Becoming a Product Designer* is the most complete and concise survey of the many opportunities available today in the field of product design. Written by a leading expert with more than thirty years of experience, this highly visual guide delivers a comprehensive overview of the field, from prerequisites and requirements for a variety of educational paths to coverage of major design specialties, such as transportation, packaging, furniture, sports equipment, and medical equipment design. Interviews and advice from leading product designers offer an inside look at the real world of product design. No other book provides the same unique, in-depth material on educational training, portfolio preparation, and career possibilities, as well as the business aspects of product design, and much more. Bruce Hannah (New York, NY) has been a force in product design since 1967 and has owned his own successful design firm since 1976. He is a tenured professor at the Pratt Institute, Brooklyn, New York and in 1992 was named the Cooper Hewitt's first designer in residence. He is also the recipient of IDSA's National Design Education Award.

From the Inside Flap *Becoming a Product Designer* is a complete guide to today's burgeoning product design field. A clear, concise survey of the product design market, this comprehensive book presents an up-to-date overview of the entire industry and provides helpful information on a variety of major specialties. This visual guide has more than 300 striking illustrations and features the latest material on possible career directions in design. Bruce Hannah, a highly respected product designer, covers everything from education, training, and work settings to preparing an effective portfolio and finding a job. This highly illustrative book offers unmatched guidance on navigating a successful career in product design. Dozens of up-front interviews with leading product designers give insightful, authoritative perspectives on numerous major specialties, including transportation, packaging, furniture, sports equipment, medical equipment, and many others. Broad in scope, this reference offers valuable, real-world discussions on the business of product design. Packed with helpful, accessible information, this outstanding guide is essential for everyone interested in launching or developing a career in product design. From the Back Cover Here is the completely updated guide to today's product design careers—a clear and concise survey of the product design field and advice for navigating a successful career. Filled with interviews and advice from leading designers, it covers everything from design specialties and work settings to preparing an effective portfolio and finding a job. Transportation Fashion Furniture Toys Housewares Lighting Tabletop Sports Equipment Exhibitions Electronics Digital Media Medical Packaging About the Author BRUCE HANNAH is an award-winning industrial designer with a concern for socially and environmentally responsible design. During his career, he has won many awards, including the Industrial Design Society of America (IDSA), Design of the Decade Award for the Hannah Desk System for Knoll and the IDSA's National Design Education Award, and served as the Cooper-Hewitt's first Designer in Residence.