



Sketching, Product Design Presentation

Koos Eissen, Roselien Steur

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After the worldwide success of their books *Sketching: The Basics* and *Sketching: Drawing Techniques for Product Designers*, the authors now shift their focus from "how to sketch" to "why you sketch."

Design sketching serves many different goals. You can sketch to brainstorm, find or articulate ideas, or to present a project to team members, technical producers, and, of course, to clients. All these goals require different sketching techniques and presentations. This book teaches you how you can communicate through your sketches. Includes portfolios from leading international design studios.



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