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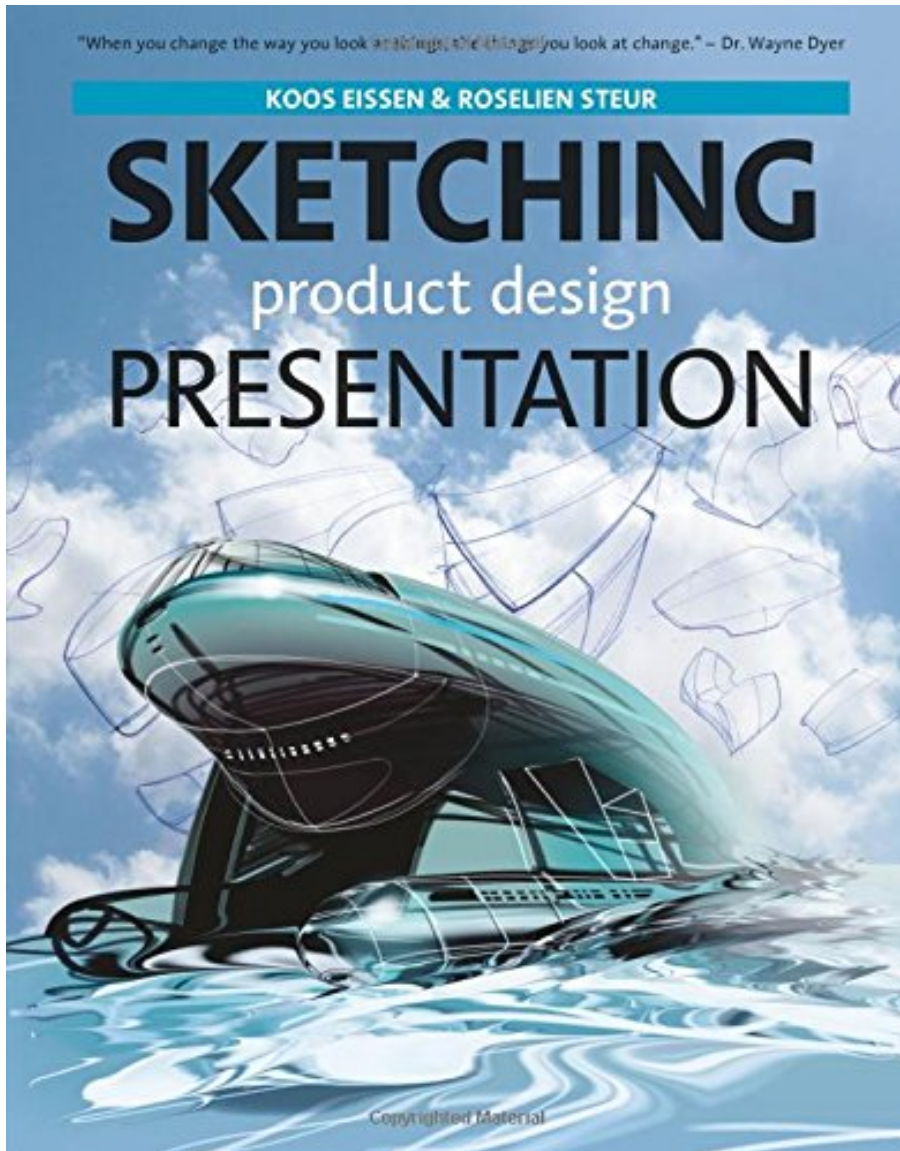
"When you change the way you look at things, the things you look at change." – Dr. Wayne Dyer

KOOS EISSEN & ROSELIEN STEUR

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Review

".. the authors have got a ton of experience helping people learn how to think with their pencils, as well as some serious real-world chops working with pros. The combo is what makes their new book look so interesting--it's half a how-to, and half a survey of the very best design-focused drawing out there, from the iMac to headphones to shoes. ." - Gizmodo

About the Author

Koos Eissen (Med) and Roselien Steur (MSc BA) are experienced lecturers at both University and Art Academy level. Koos Eissen is an associate professor at Delft University of Technology in the Netherlands, where he is responsible for the freehand and digital drawing classes at the Faculty of Industrial Design Engineering. Roselien Steur lectures at the Royal Academy of Arts in The Hague and specialises in design sketching workshops for professionals.

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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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Review

".. the authors have got a ton of experience helping people learn how to think with their pencils, as well as some serious real-world chops working with pros. The combo is what makes their new book look so interesting--it's half a how-to, and half a survey of the very best design-focused drawing out there, from the iMac to headphones to shoes. ." - Gizmodo

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very basic...mediocre examples.

By Grant Parrinello

The fundamental principles in this book are sound. This book would be good for somebody who is new to the idea of design sketching. I wish they had provided better examples as inspiration. Many of the design projects are shallow student quality work. It will not provide much for professionals trying to hone their

craft.

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