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Understanding Industrial Design: Principles for UX and Interaction Design

Simon King, Kuen Chang

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Divisions between design disciplines are breaking down as technology extends beyond the screen and into our products and environments. Designers can’t afford to focus solely on digital or physical, as great experiences require a blending of the two. This book examines seven long-standing principles of Industrial Design to inspire and equip Interaction Designers as they address new challenges, including connected products and the Internet of Things.

Historical context, design theory, and tangible examples are explored across seven in-depth principles, selected for relevance and applicability to broad UX challenges. Each principle is examined through dozens of actionable examples, both classic and contemporary, that can inform and inspire designers of any background.

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