



Becoming a Product Designer (Guide to Careers in Design)

Bruce Hannah

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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.



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