

TIPS SHEET TO ACCOMPANY:

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Guidelines for drawing

- Visualize early – don't just visualize as a presentation tool, but as a concept generation device that can convey your concepts clearly and concisely to as wide an audience as possible.
- Iterate often – this will help you generate ideas in a manner more conducive to evaluating a concept's merits rather than falling for the superficial qualities of a particular visual.
- Don't over visualize – the aim of concept generation is to generate just enough viable concepts as possible. Lo-fidelity rapid sketches and models are of far more use at this stage of the design process than more polished techniques as they encourage debate.
- Visualize neutrally – when evaluating alternate design options it really helps to keep the quality and style of each visual as similar as possible. By presenting designs in a neutral manner, you can shed a sense of ownership, and the efforts of the entire team can be evaluated on a level playing field.
- Be aware of how people interpret visuals – you need to be fully aware of the subtle messages that different forms of visuals carry. For example, a rough pencil sketch has an immediacy that might imply an underdeveloped concept, while a photorealistic computer rendering may imply that a mere concept is, in fact, a finished design that is beyond criticism or change.