

## **GRA3611 Vector Art Editing**

Genevieve Hitchings  
mhitchings@citytech.cuny.edu  
www.artorium.com/instruction

**Product Design** – sketches  
Refine Product Concept

### **Research**

Research of existing designs can be very valuable during the conceptual phases of product development.

See if you can find the following related to your product:

1. Examples that expose flaws and deficiencies in competing designs,
2. Examples that help define major challenges and design hurdles,
3. Examples that reveal design trends
4. Examples that bracket the scope of the development effort.

Research should not be "me too" development, but instead a learning acceleration, so that the next leap upward can be made from the highest point. Research should not be limited to products in the intended market, but across markets with products that share design elements, materials, and features.

Keep refining your inspiration board (collage of reference materials) as this should document examples.

### **ASSIGNMENT**

**Product Rendering** – 3 possible product sketches.