



UNIVERSITY
OF
JOHANNESBURG

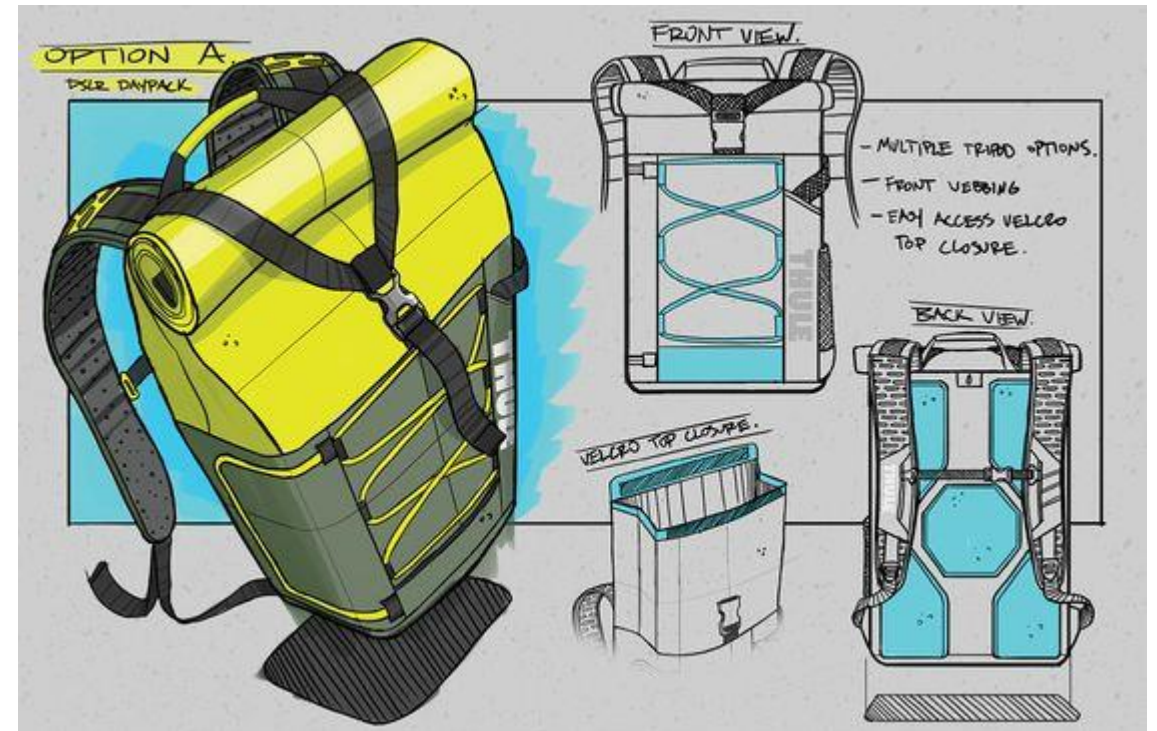
FACULTY OF ART, DESIGN AND ARCHITECTURE
DEPARTMENT OF INDUSTRIAL DESIGN

INDUSTRIAL DESIGN DRAWING 1 BADD2Y1

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23-07-2018

WHY TO SKETCH?

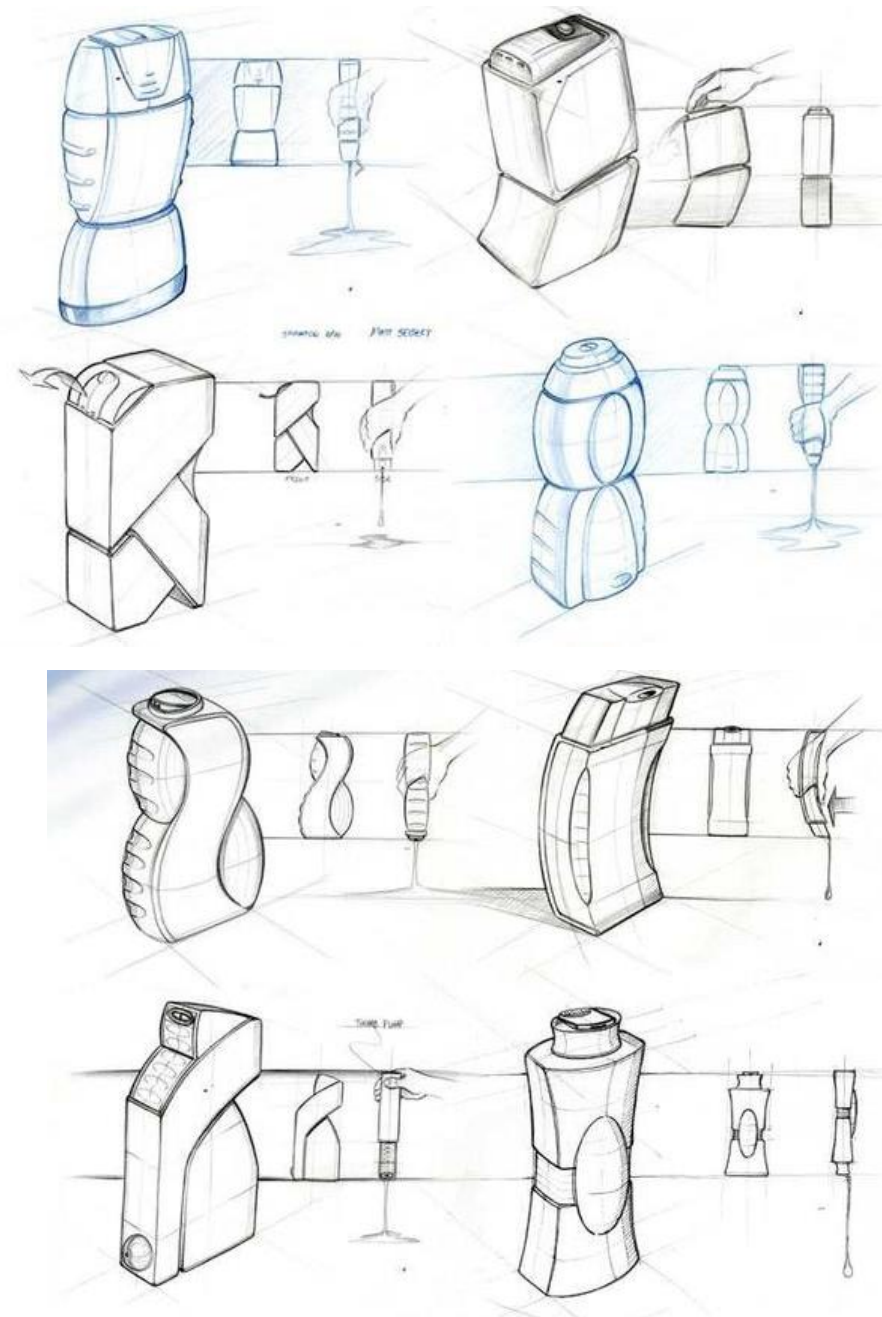
Sketch is a vehicle to express your ideas,
to visualize them, to create them.



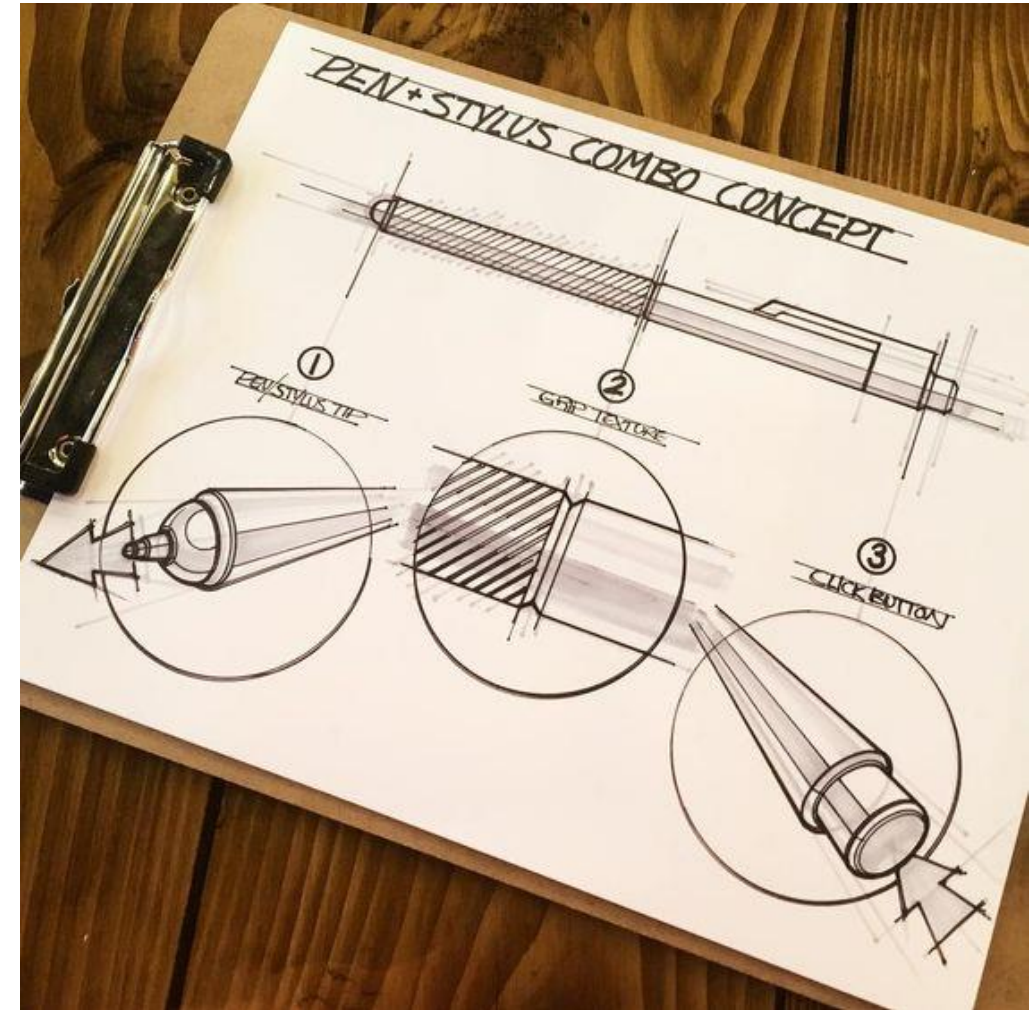
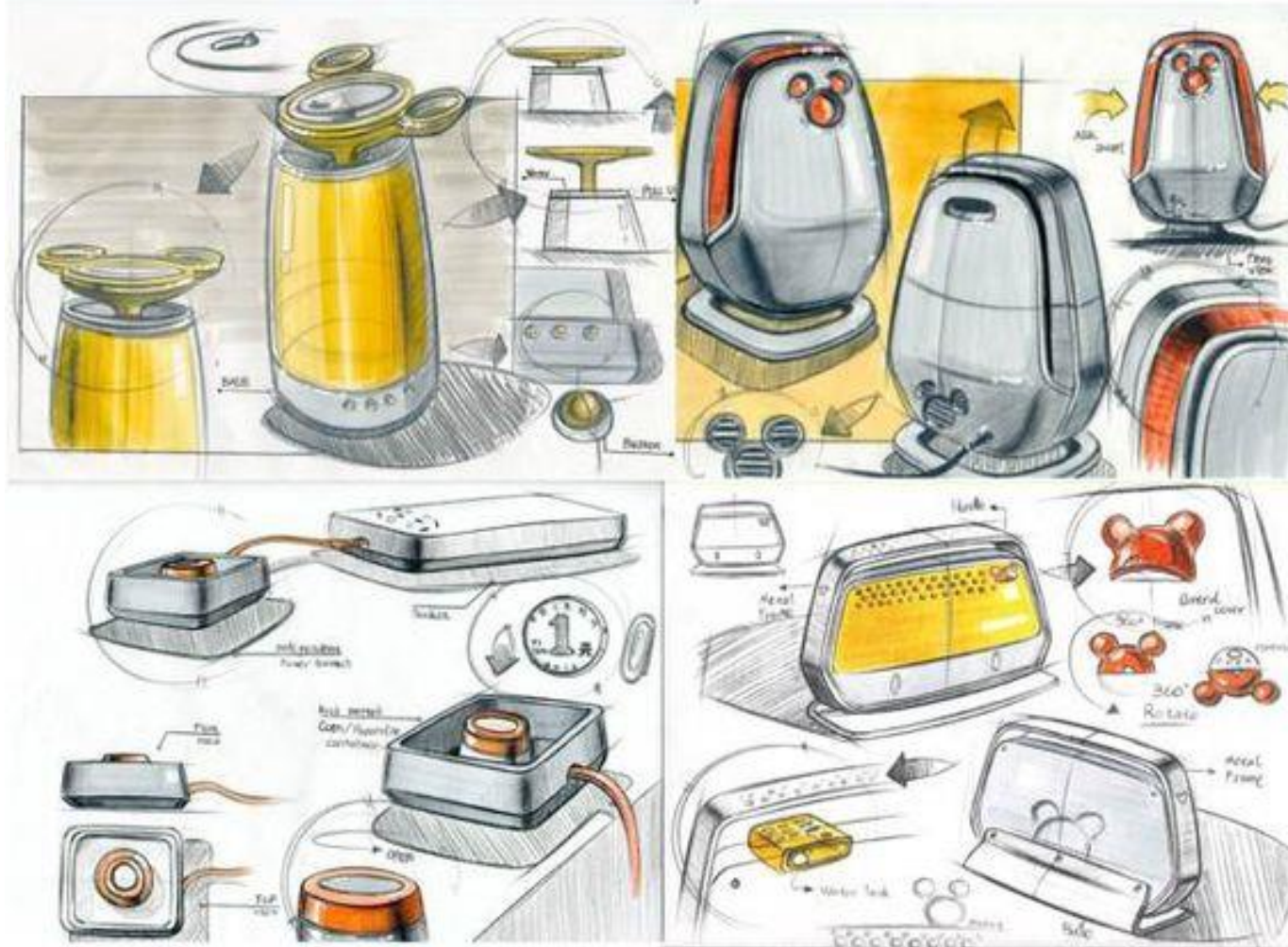
1. EXPLORE YOUR OWN IDEAS, AND COMMUNICATE THEM TO YOUR DESIGN TEAM



2. FIND HAPPY ACCIDENTS, KEEP ITERATING



3. REMOVE AMBIGUITY, DECIDE. DON'T EXPLAIN WITH WORDS, EVERYONE SHOULD UNDERSTAND THE SAME.



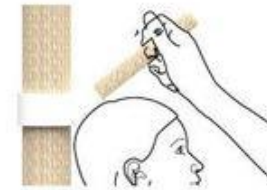
4. IMPRESS, PRESENT, SELL.



5. TO HAVE FUN, YOU HAVE TO ENJOY IT.

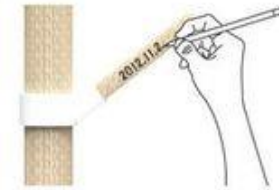


How can we use..?



1. Put

Put the branch-stick on the main stick setting your height.



2. Write

Write your height number, date or everything what you want to record.



3. Make

After and after you measure your height, it would have more branches and be a tree.



Make your own tree with this

Our everything is important.
Especially our record is what we are.
This tree is made by our record.

Take care of your history with this!!

PEOPLE REACT TO YOUR DRAWINGS, BEFORE YOU TALK ABOUT YOUR IDEAS.

(Jae Park, Industrial Designer)

The presentation of the sketch affects the
perceived creativity of the idea.
(Kudrowitz & Wallace 268:2012)

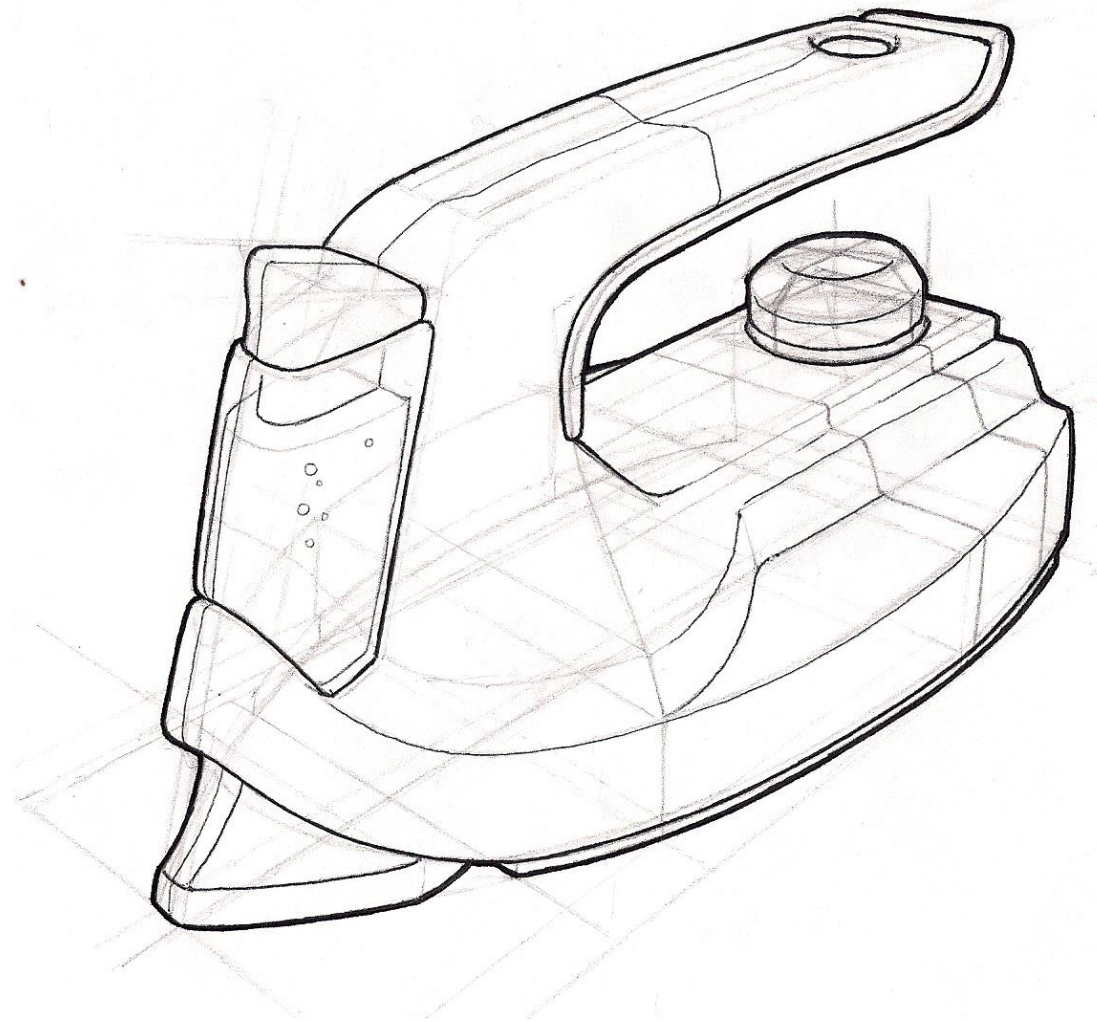
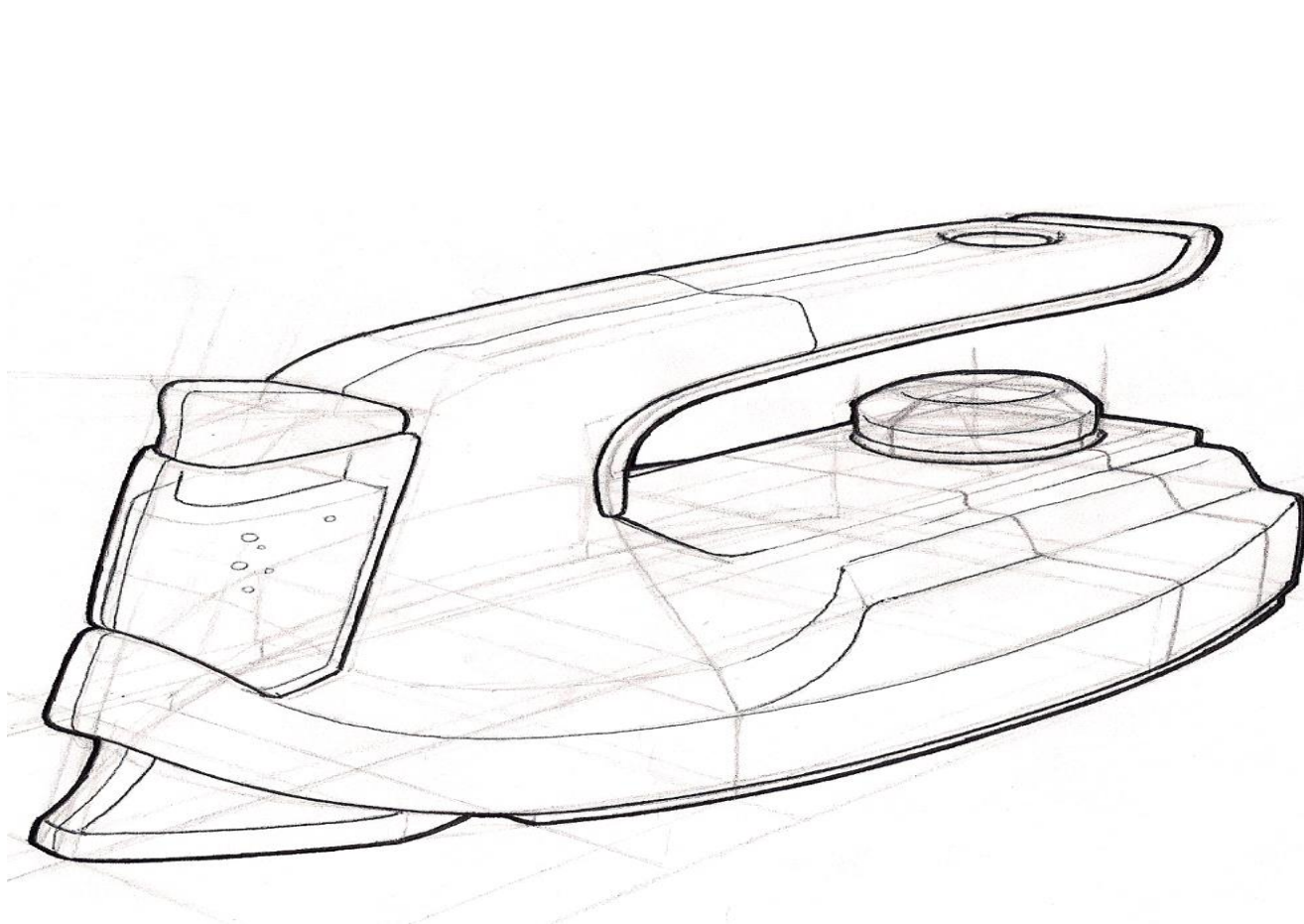


Fig. 7. Four toaster concepts drawn at four levels of sketch quality.

HOW TO IMPROVE?

PERSPECTIVE – PROPORTIONS – LAYOUT – ACCURACY

1. PROPORTIONS ARE EVERYTHING



2. “BUILD” A SKETCH, DON’T “DO” A SKETCH

Quick Iterative Sketching
Suggested Tools: Copic Multiliner 0.2, Paper Mate Flair, Copic Warm Grey 3 & 5, Copic Yellow Ochre
Estimated Time: 2 minutes



1. Start by drawing rough outer profile of brush
2. Begin roughing in unique design details
3. Finish flushing out the basic form of the brush.
4. Add contour lines and brush outline



5. Add line and dot details indicating brush bristles
6. Add pop and base color, leaving white highlights
7. Use a dark marker to indicate shadows
8. Add drop shadow for grounding and quick texture/highlight details

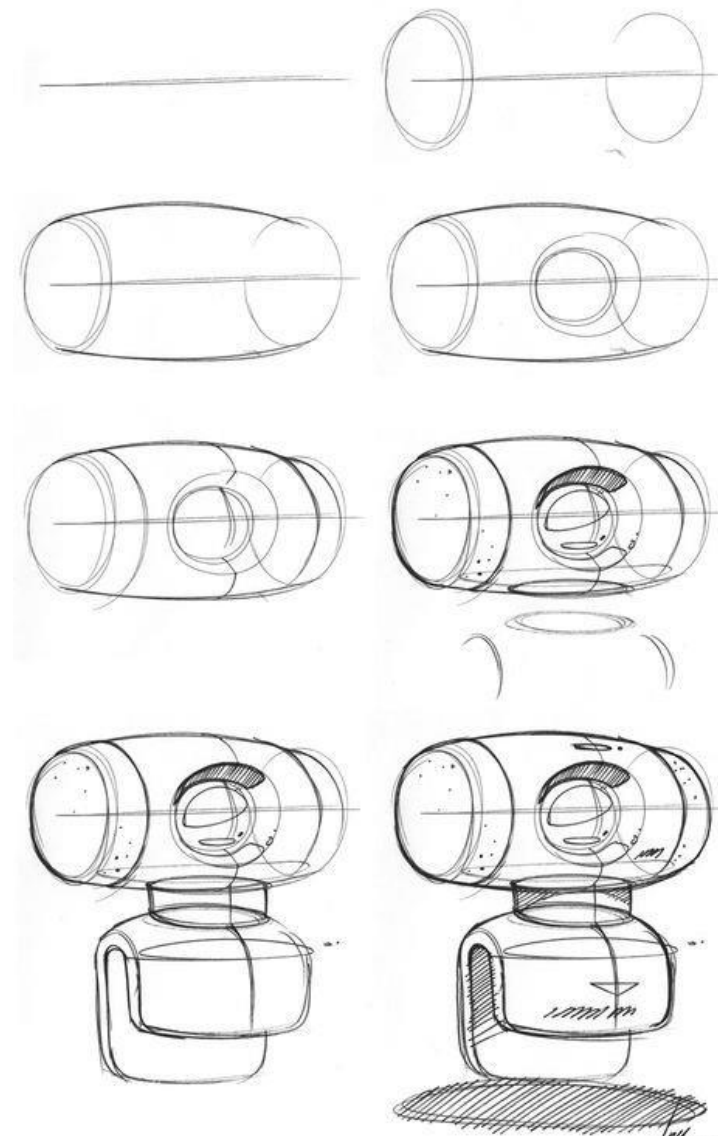
Quick Iterative Sketching
Suggested Tools: Uni-Ball Ecco, Paper Mate Flair, Copic Cool Grey 3 & 7, Copic Orange
Estimated Time: 1 minute



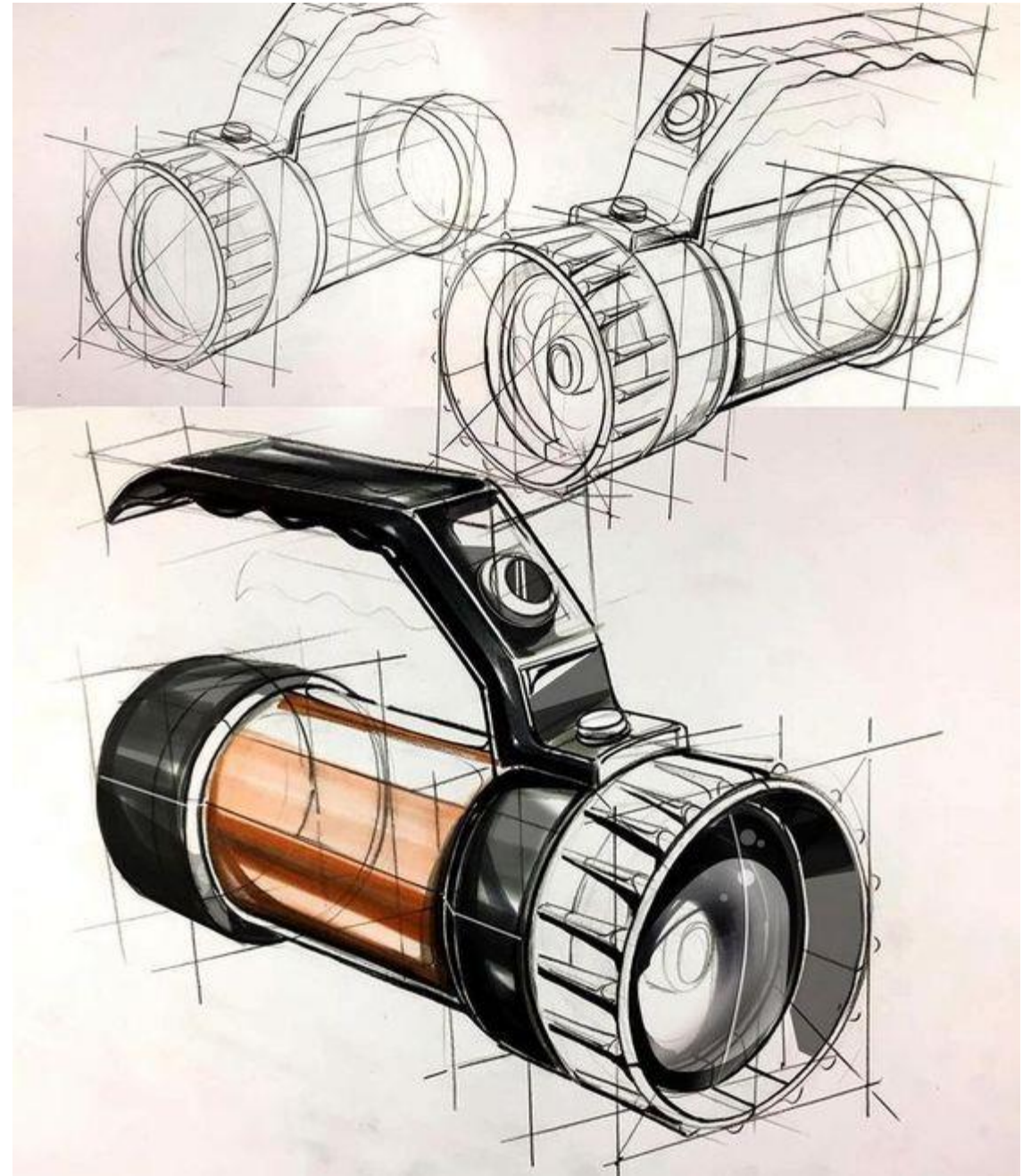
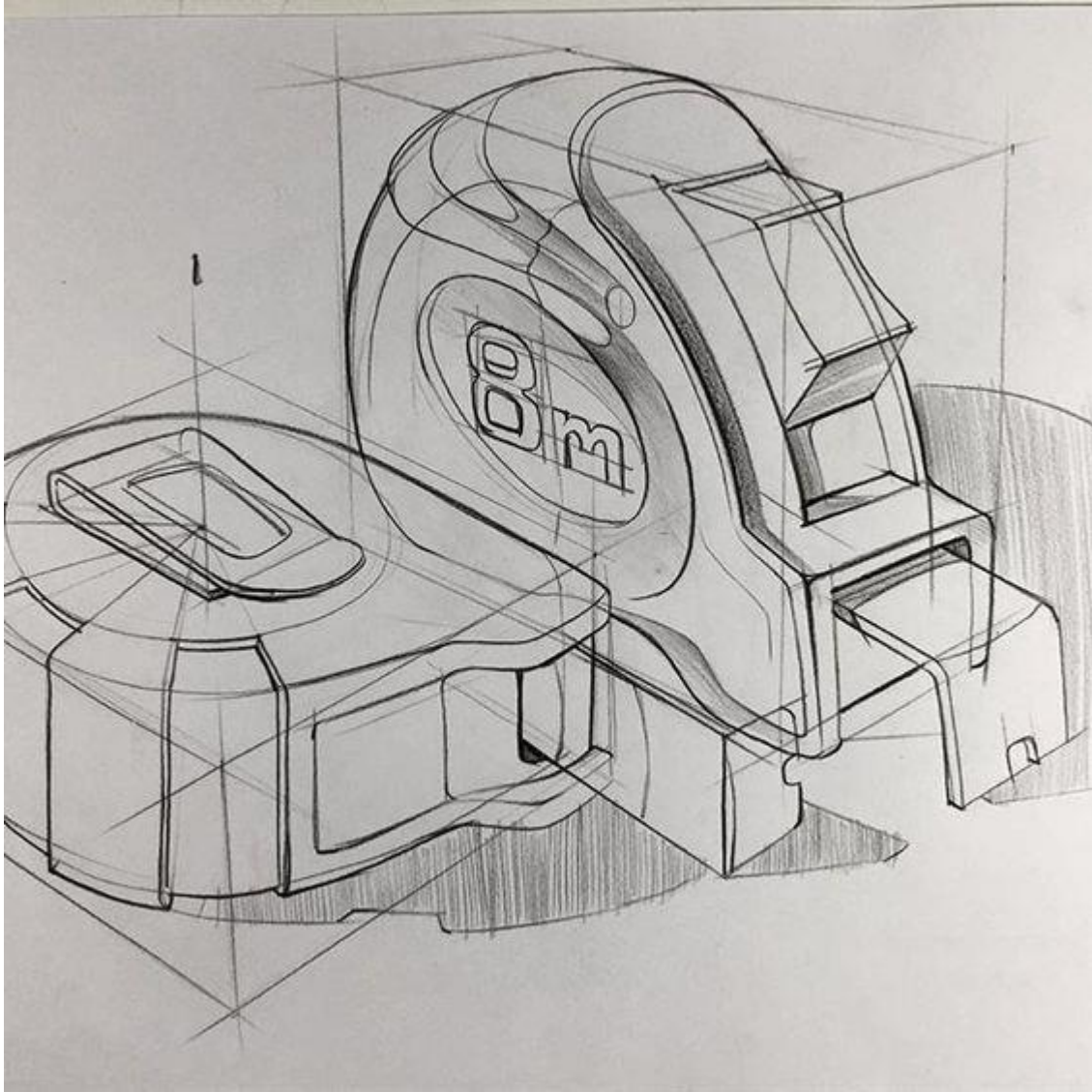
1. Draw center line and cross sections identifying shape transitions
2. Connect cross sections to create outer profile
3. Offset outer profile and add bottom details to express clear glass
4. Add contour lines, bubbles and thick stroke on perimeter/ part breaks



5. Color thickness of clear glass walls with light cool grey marker
6. Add one thick and one thin light cool grey lines to indicate reflections
7. Add one dark cool grey line offset from edge for additional reflection
8. Add pop color indicating important detail and leave one streak white for highlight



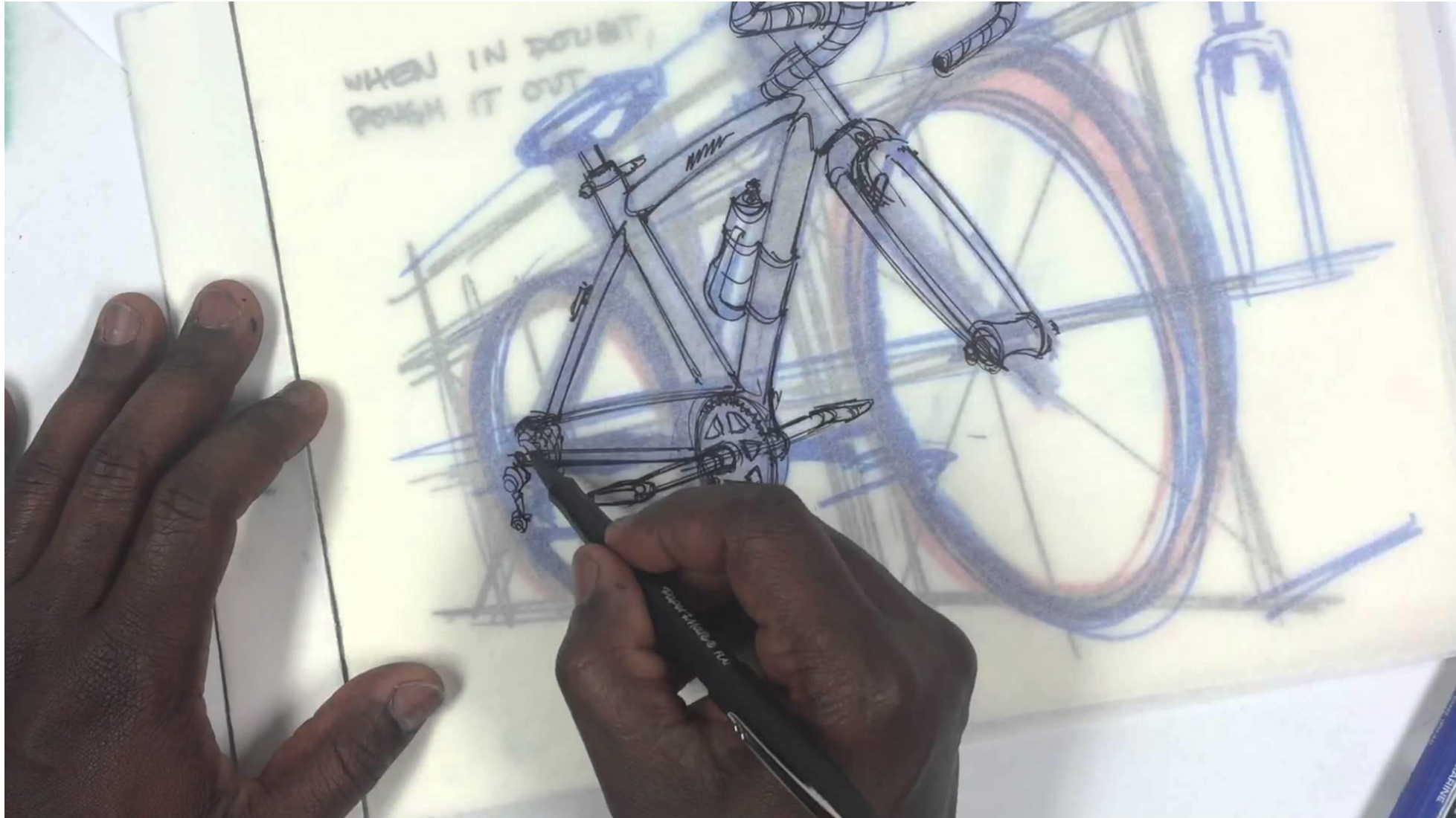
3. DON'T THINK FLAT, THINK IN 3D



4. DETAIL ONLY IMPORTANT THINGS



5. CHEATING IS OK BUT **DON'T COPY, YOU'RE CHEATING YOURSELF.** TRACE YOUR OWN DRAWINGS, AND PRACTICE



RESOURCES

Kudrowitz B., Te P., Wallace D., 2012. The influence of sketch quality on perception of product-idea creativity. Artificial Intelligence for Engineering Design, Analysis and Manufacturing, 26, pp 267-279 doi:10.1017/S0890060412000145

WEB

<https://www.instagram.com/advdessketch/?hl=en>

<https://designsketchingblog.wordpress.com/page/3/>

<https://lineweights.com/tag/product-design/>

https://www.coroflot.com/francois_rybarczyk/sketchbook

VIDEOS

<https://www.youtube.com/watch?v=y-PacjU6h44>

<https://www.youtube.com/watch?v=кта2cpiKp8M>

<https://www.youtube.com/watch?v=la2UP34SHm4>

3 POINTS PERSPECTIVE

