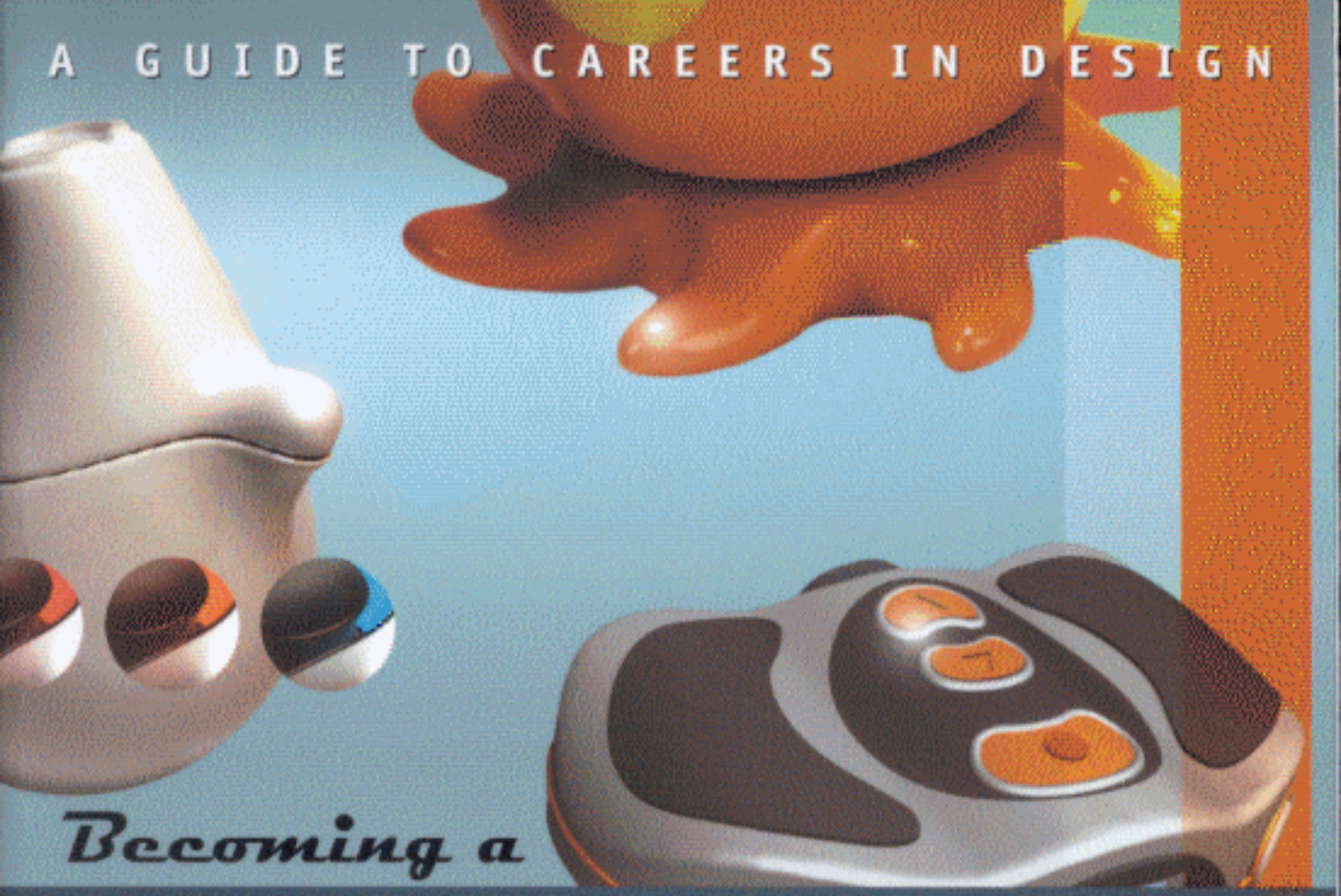
A GUIDE TO CAREERS IN DESIGN



Becoming a

PRODUCT DESIGNER

Bruce Hannah

Preface ix

Acknowledgments xi

Introduction
Theater of Life 1

Quotes: "What Is Product Design?" 3

Chapter One
Design Education: What It Is and What It Isn't 5

Chapter Two
Lighting 47

Chapter Three
Medical 61

Chapter Four
Consumer Products: Everyday Design 77

Chapter Five
Furniture 115

Chapter Six
Fashion 141

Chapter Seven
Tabletop: Putting Food on the Table 159

Quotes: "Where Do You Get Your Ideas?" 169

Chapter Eight
Exhibit Design 171

Chapter Nine
Corporate Design 195

Chapter Ten
The Future of Design 215

Chapter Eleven
Design Entrepreneurs 239

Portfolio 263

Internships 265

Quotes: "Who Are Your Heroes?" 267

Appendix A
Schools Offering Degrees in Product Design 269

Appendix B
Design Organizations 273

Index of Designers 275