

# Industrial Design

FULL REPORT | FEB 2019

# Industrial Design

## INDUSTRY

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In the current era of mass produced goods, aesthetics, functionality and reliability are the main elements that constitute a product for mass production that incorporates Industrial Design. The emergence of Industrial Design as a specific field came out of the industrial revolution in the 1850s. This has matured into a specialized field in today's fast paced society with product design and engineering at the core of these aesthetically innovative and functional products. Through effectively solving customer issues, the business of Industrial Design has a large global footprint.

Research indicates that the \$40 billion US industrial design market is expected to increase to over \$60 billion US by 2025. These reports take into account all subdivisions of the industry without emphasizing a single division. The growing market value of the entire industry is underpinned with the emergence of computerized hardware and applications, which has helped corporations to increase their production threshold through efficient engineering that is moving to a more sustainable approach in production and development.

Industrial Designers are highly sought after as they can provide a mixture of design capability as well as technical understanding of the complete production process. Digital technology has enabled Industrial Designers to enter a democratized market where they are able to craft their own way in developing new products without the restrictions of large business corporations. And so, the overall industry is hybridizing as an entrepreneurial design process, where designers take on more tasks and are involved in the entire production process from top-to-bottom. Crowdfunding platforms allow designers the freedom to be in control of their end product, selling their rights to other entities and thus increasing their revenue.

## Checklist

- Know yourself and your capabilities.
- Understand which subdivision of industrial design fits your skillset.
- Decide whether you want to innovate on your own or you want to belong to a team.
- Understand the risks associated on an independent journey and weigh out your options.

## Skills

- Teamwork
- Communication
- Digital Skills
- Entrepreneurial design skills
- Business skills



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## MARKETING



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In today's world, Industrial Designers use internet technology to showcase their prototype through social networking and websites. Instagram is the Industrial Design recognized social networking site providing best value with the focus on visual images and videos of the product and production process. Crowdsourcing platforms such as Kickstarter or IndieGoGo offer designers a means to visually present their product to any interested entity and also an efficient distribution point for their value proposition through a specific distribution channel, known for their ability to showcase innovations from either independent designers or design companies.

In addition to gains and spread through digital technology platforms, marketing in Industrial Design also needs to take place through face to face networking. Attending conferences, expos or any other

social gathering event where the product is showcased to a wider audience in order to raise awareness of the Industrial Design invention is important. Personal contact in the design industry plays an important role in communicating the value proposition while highlighting the marketing characteristics of their innovation.

Marketing practices for Industrial Designers are similar to other existing industries in that they rely strongly on new media technology as the primary means of distributing their message but also on face to face connections.

### Checklist

- Research image management social platforms.
- Create a distribution strategy for a wider audience through social media
- Create a marketing draft outline that conveys the meaning of your product in an effective manner  
Investigate crowdfunding as a marketing tool.
- Create marketing material that is appealing to the public.
- Research events and conferences that can provide you with easier access in the design world.

### Skills

- Networking
- Social Media Management
- Media management



# Industrial Design

## PRODUCT MANAGEMENT

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The end-product created by industrial designers in the initial concept stage has a developmental process where ideas are transposed into a first concept using software such as Auto-CAD. This has the necessary engineering metrics to then become the designer's own intellectual property. Once a design is in the final stage, designers are required to apply for a patent of their product or the initial idea. This restricts any third party from using their intellectual property and manufacturing goods on the basis of the designer's work.

When utilizing platforms such as Instagram or Kickstarter, designs and any other material made publicly available are not protected under regular copyright law. Patents, which are a form of proven ownership of a design or idea, contain specific metrics to fully describe the product with all its characteristics.

Patents are different to copyright law given their complexities and this also reflects in the higher price range from \$300 - \$900 depending on the scale of the

entity. Web 3.0 blockchain technology gives designers more alternatives to protect their intellectual property through new means of claiming ownership which can be more reliable given the fact all data is secured on an immutable ledger and can provide a more cost efficient alternative to regular patent services.

Designers manage a large number of digital files that require storage and they either stock these assets on personal devices or the cloud storage system that makes file access more convenient. However, similar to digital platforms for sharing information, storage platforms provide both advantages and disadvantages for the end user. In case of data breach, such platforms do not offer compensation for lost data, and designers should seek alternatives to claim ownership of their designs, in case they are required to take legal action.

### Checklist

- Research the terms and conditions of the platforms you use
- Research the best way to protect your digital assets when using third party service platforms
- Understand the importance of claiming ownership of your designs
- Start registering your designs through any means necessary in order to be protected against theft of any kind

### Skills

- Commutation Skills
- Presentation Skills
- Persuasion
- Keep hold of the big picture as you work in the little one



# Industrial Design

## BUSINESS

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The ability of industrial designers to develop lucrative products puts them in a position where they can enter any industry and be able to either provide consultancy for a specific case study or research and develop a product based on company requirements. Any type of business will require a Business Plan. Marketing will be an integral aspect of the Plan with detail of internet platforms such as Kickstarter and face to face networking opportunities such as conventions, expos and groups that will provide business relationships and important value for designers.

A description of the Value Proposition and the area of the market where the designer has a passion is also imperative in the Business Plan. This revolves around the designer's ability to process a complete end-to-end production from engineering to aesthetics. Past experience and the ability to solve customer desires that offer more value than existing market alternatives need to be communicated with confidence from a point of real ability to deliver.

Cost Structure is another important component of the Business Plan and identifies costing in all aspects of the process associated with industrial design. Revenue stream can be linked to contracts, consultancy or privately funded projects, where individuals fund the development of a product in return for specific rewards, on the basis of their contribution such as crowdfunding campaigns. Specialized distribution platforms such as Kickstarter provide channels to visually express the value proposition with opportunity for funding for which there will be a charge once the project is funded 100%. Specific software such as Auto-CAD and the hardware to run it would also be part of costing. Registration of the business, patents and intellectual property are other components where there will be cost. Industrial Designers need a broad range of skills.

### Checklist

- Create a Business Plan, ensuring your Value Proposition is achievable;
- Identify the best fit for your work process: contract or independent?
- Make sure you are able to access the necessary Resources for your work, itemizing these in your Plan and
- Write up all your costs including time, Marketing and any outsourcing.

### Skills

- Researcher: continue looking at new trends and market designs;
- Self-awareness: understand yourself and seek to develop your strengths while managing weaknesses;
- Professional Development: keep improving skills, knowledge making new connections, and
- Marketing: making sure all your analytics are working for you.



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# Industrial Design

## STRENGTHS & WEAKNESSES

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Weaknesses in regard to Industrial Design come when short term goals disrupt the bigger picture for designers and they lose their competitive edge and the ability to change with the evolving industry. Some Industrial Designers are entering entrepreneurial design with too many tasks at hand so that simple research and design suffers. The lack of diversity and competitiveness in a business environment and strict specialization means that designers may not have time to explore new technological advances and become stuck in their own ways of developing a product.

Regular industrial design is shifting towards a hybrid model, where designers are required to understand the entire industry spectrum in order to survive the rapid technological development in which the industry is flourishing. Independent designers who take on tasks with which they are unfamiliar and that require immediate attention in order to develop a sustainable business innovation model may find they lose their entrepreneurial edge, sense of freedom and risk-taking ability that are all so inherently significant in this marketplace.

Industrial design is a mature yet unsaturated industry, well established in its practices from specific University courses that provide training to widespread recognition in the marketplace. There are many subdivisions each with their distinct characteristics, however the main attributes of a designer remain the same.

Independent designers are able to innovate and design products on their own terms, due to the emergence of digital technology. Freedom of expression as well as developing products that align with one's values are an important advantage in the industry as it increases innovation and brings forth a new way of understanding of the use of a product.

The current industry is expected to experience steady growth between 2017 and 2025 meaning that the market standard will increase, creating more opportunities for designers to be active in their specialty field. This is anticipated to result in an increase in industry requirements while individual compensation is expected to not only be directly associated with productivity, but also with the ability and freedom to craft unique designs that offer an advantage for single companies.

Industrial design, offers both pitfalls and ruts for the unwary designer who does not keep an eye on the big and changing picture of the future and great rewards for those designers who are aware of the expanding industry horizon and have the maturity to adapt to broad marketplace change while protecting their own value and brand as functional artists.

## INDUSTRIAL DESIGN - ASSESSMENT

- Business Model
- Competition
- Marketing Capability
- Technology
- Financial
- Governance
- Transparency
- Final Score

# Industrial Design

## RELEVANT CONTENT

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CONTENT INFO	TITLE	LINK	SUMMARY
Publication Date: 25/05/2017 Medium: Article <b>Classification:</b> ?	<b>Top Designers Share Strengths &amp; Weaknesses</b>	<a href="https://www.topcoder.com/blog/top-designers-share-strengths-weaknesses/">https://www.topcoder.com/blog/top-designers-share-strengths-weaknesses/</a>	This article showcases some of the identifiable strengths and weaknesses associated with Industrial Design
Publication Date: N/A Medium: Article <b>Classification: Industry</b>	<b>How much does a US design patent application cost in 2019?</b>	<a href="http://www.patenttrademarkblog.com/design-patent-application-cost">http://www.patenttrademarkblog.com/design-patent-application-cost</a>	This article identifies costs associated with registering a patent for small to large enterprises.
Publication Date: 24/01/2018 Medium: Article <b>Classification: Industry</b>	<b>Starting a Product Design Company</b>	<a href="https://medium.com/techmates/starting-a-product-design-company-49719cad05b">https://medium.com/techmates/starting-a-product-design-company-49719cad05b</a>	This article provides an overview of the implications for developing a design studio and shows the main points of interest when entering the industry.
Publication Date: 22.08.2013 Medium: Article <b>Classification: Industry</b>	<b>It's Official: Being an Industrial Designer Rocks</b>	<a href="https://www.fastcompany.com/1673345/the-nea-explains-why-being-an-industrial-designer-rocks">https://www.fastcompany.com/1673345/the-nea-explains-why-being-an-industrial-designer-rocks</a>	This article offers insight into the development of industrial design as an industry and brings a comparison between the different subdivisions of Industrial Design.
Publication Date: N/A Medium: Interview <b>Classification: Business</b>	<b>Interview Questions for Industrial Design Freelancers</b>	<a href="https://work.chron.com/interview-questions-industrial-design-freelancers-27813.html">https://work.chron.com/interview-questions-industrial-design-freelancers-27813.html</a>	This interview identifies the attributes of individual industrial designers and how these translate into necessary skills.
Publication Date: 12/08/2013 Medium: <b>Classification:</b>	<b>How to Be a Design Entrepreneur: Seven Tips for Running Your Own I.D. Business</b>	<a href="https://www.core77.com/posts/25349/How-to-Be-a-Design-Entrepreneur-Seven-Tips-for-Running-Your-Own-ID-Business">https://www.core77.com/posts/25349/How-to-Be-a-Design-Entrepreneur-Seven-Tips-for-Running-Your-Own-ID-Business</a>	This article discusses the emergence of 'entrepreneurial design' as a new way for independent designers to create and develop a business on the basis of their skills.



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## RELEVANT CONTENT

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CONTENT INFO	TITLE	LINK	SUMMARY
Publication Date: N/A Medium: Report <b>Classification: Business</b>	<b>A guide to running a business in the Industrial Design sector</b>	<a href="http://australiandesignalliance.com/wp-content/uploads/2014/12/FR_Industrial_Design_20141.pdf">http://australiandesignalliance.com/wp-content/uploads/2014/12/FR_Industrial_Design_20141.pdf</a>	This report highlights the important aspects of the Industrial Design industry and identifies the main steps that each business should take in order to create a sustainable business model.
Publication Date: N/A Medium: Blog Post <b>Classification: Industry</b>	<b>Product Design: Bridging the Gap Between Product Management &amp; Development</b>	<a href="https://pragmaticmarketing.com/resources/articles/product-design-bridging-the-gap-between-product-management-development">https://pragmaticmarketing.com/resources/articles/product-design-bridging-the-gap-between-product-management-development</a>	This article discusses the main characteristics of industrial designers and shows how industrial designers are the bridge between product design and development and have the necessary skills to produce an end-to-end product.
Publication Date: 18/01/2019 Medium: Article <b>Classification: Industry</b>	<b>Industrial Design market size, emerging technologies, comprehensive analysis, future prospects, regional trends and potential of the industry 2025</b>	<a href="http://www.abnewswire.com/pressreleases/industrial-design-market-size-emerging-technologies-comprehensive-analysis-future-prospects-regional-trends-and-potential-of-the-industry-2025_318466.html">http://www.abnewswire.com/pressreleases/industrial-design-market-size-emerging-technologies-comprehensive-analysis-future-prospects-regional-trends-and-potential-of-the-industry-2025_318466.html</a>	This article provides statistics regarding the industrial design industry and the strong increase in market value due to technological development.
Publication Date: 01/02/2018 Medium: Article <b>Classification: Marketing</b>	<b>A Snapshot of Industrial Design's Bright Future</b>	<a href="https://www.kickstarter.com/blog/a-snapshot-of-industrial-designs-bright-future">https://www.kickstarter.com/blog/a-snapshot-of-industrial-designs-bright-future</a>	This article shows the necessity for industrial design students to understand the entrepreneurial direction towards which the industry is heading.
Publication Date: 02/01/2019 Medium: Article <b>Classification: Marketing</b>	<b>DESIGN THOUGHTS FOR 2019</b>	<a href="https://www.yankodesign.com/2019/01/02/design-thoughts-for-2019/">https://www.yankodesign.com/2019/01/02/design-thoughts-for-2019/</a>	This article highlights new trends in the industrial design industry and predicts major changes in how designers need to adapt to future industry change.
Publication Date: 28/02/2015 Medium: Interview <b>Classification: Industry</b>	<b>Most design brands “will disappear” within five years says Stefano Giovannoni</b>	<a href="https://www.dezeen.com/2015/02/28/stefano-giovannoni-most-design-brands-will-disappear-within-five-years-design-indaba-2015/">https://www.dezeen.com/2015/02/28/stefano-giovannoni-most-design-brands-will-disappear-within-five-years-design-indaba-2015/</a>	This interview predicts that in the future, industrial design will merge into a hybrid industry where large enterprises will be subject to change due to cheaper production processes and that designers will develop their products independently of large productions.



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## RELEVANT CONTENT

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CONTENT INFO	TITLE	LINK	SUMMARY
Publication Date: 25/04/2018 Medium: Article <b>Classification: Marketing</b>	<b>How to develop a knock-out marketing strategy for your design agency</b>	<a href="https://getflywheel.com/layout/develop-marketing-strategy-for-design-agency-how-to/">https://getflywheel.com/layout/develop-marketing-strategy-for-design-agency-how-to/</a>	This article lists important marketing processes with which industrial designers need to engage in order to be successful in the current market environment.

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