

R&D Outsourcing

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Global Industrial Design Overview

In the modern post-industrial world, the creative sector (including such areas as digital technology, media, fashion, design, etc.) is one of the most dynamic areas of national economies. For example, the growth rate of creative industries in the UK, according to experts, is significantly ahead of the country's economy as a whole, developing three times faster. At the same time, only design in the rather broad sense of the word (industrial / industrial design, graphic design and clothing design) grows as an industry twice as fast. As a result, the need to study and evaluate creative areas only increases.

The subject of this study is the subsegment of the creative sector - industrial design, it is a complex activity, which includes elements of art, design, technology and marketing. The market of industrial design services, which are currently in demand in a wide range of traditional and innovative industries and markets (for example, metallurgy, mechanical engineering, healthcare, etc.), is also considered directly.

It is worth emphasizing that industrial design services are understood as a multidisciplinary process of creating a new product (vehicle, medical equipment, consumer electronics, home and office goods, etc.).

Typically, a design project goes through the following stages of development: conducting pre-project studies to identify consumer needs; a conceptual search for a new solution, when an image of a product is formed, its shape and material is determined (moreover, designers can also create the necessary materials themselves); detailed sketch study; prototyping; 3D modeling and visualization of the solution.

As for industrial designers themselves, today specialists of this profile, according to international practice, should have not only creative thinking, but technical and business competencies.

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