



# Downloadable Sketchbook Printing Instructions

## What You Need

8.5x11 sheet of paper

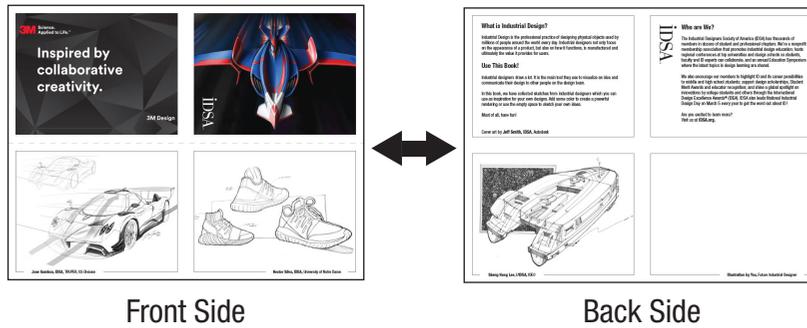
Printer

Scissors

Stapler

### Step 1

Print PDF on both sides of your paper (print duplex, "center" page position)



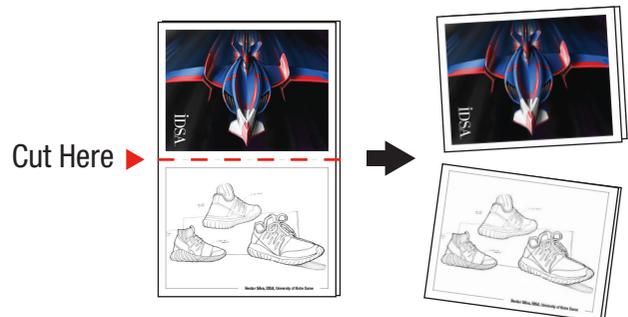
### Step 2

Fold paper in half



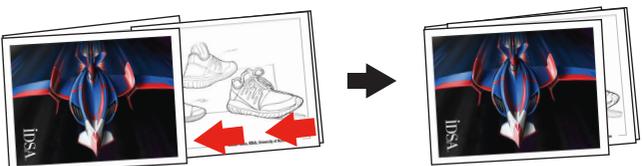
### Step 3

Cut along the dotted line



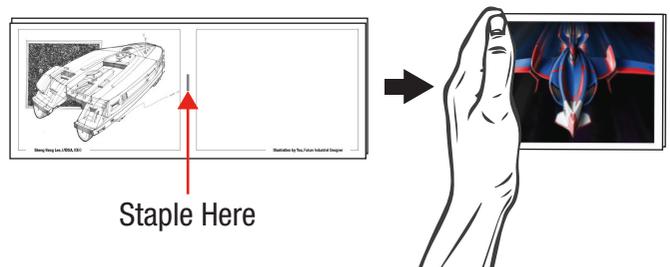
### Step 4

Line up interior pages inside the cover page



### Step 5

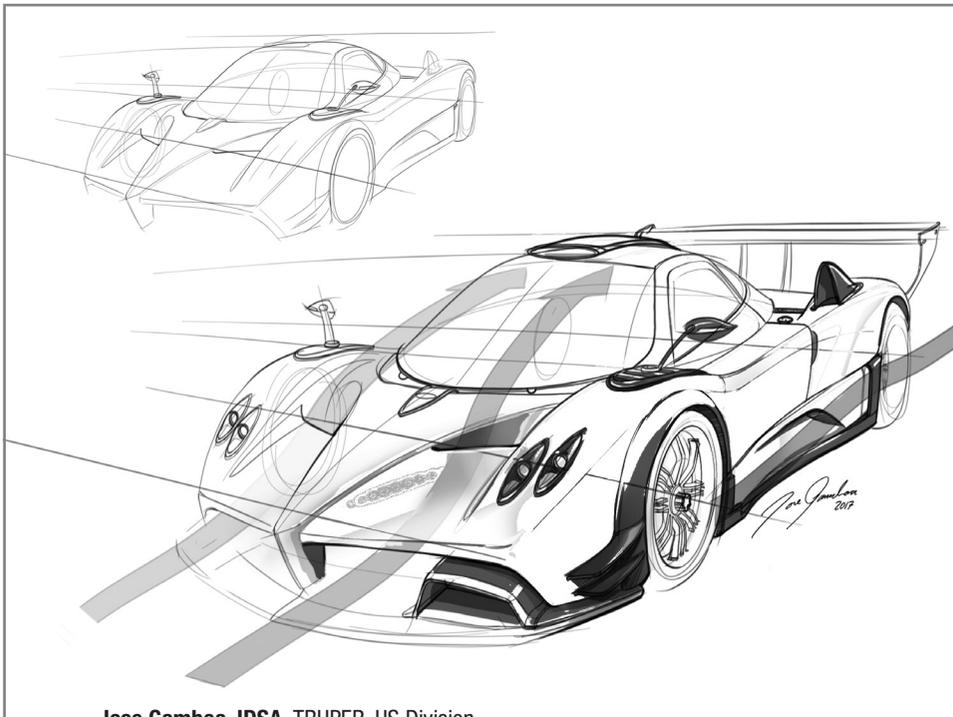
Open, add a staple and share!



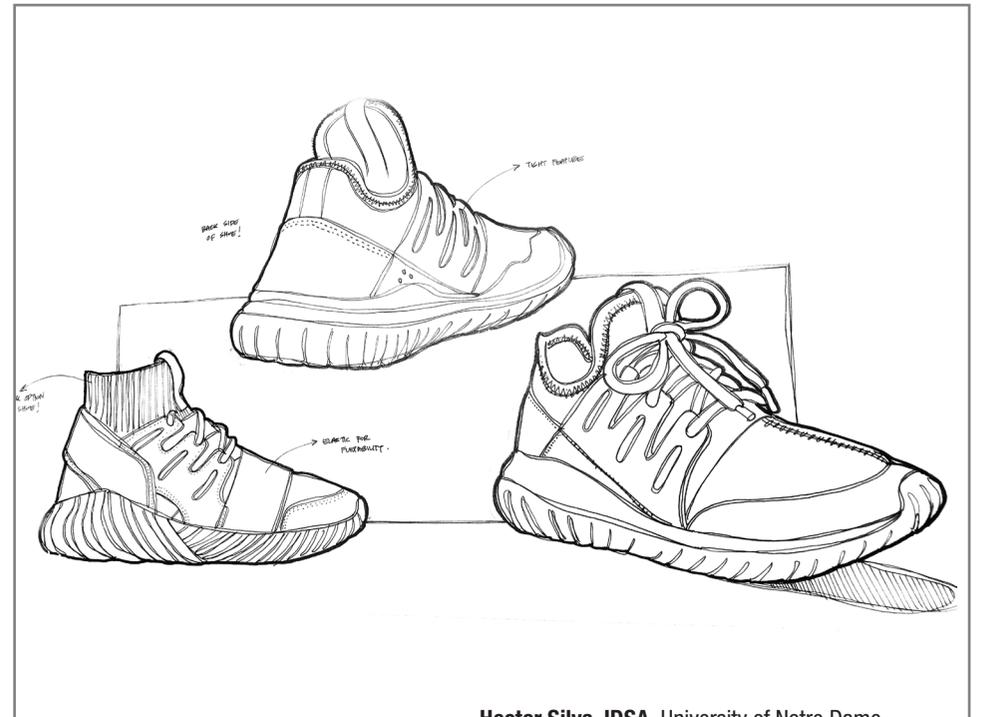
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3M Design



Jose Gamboa, IDSA, TRUPER, US Division



Hector Silva, IDSA, University of Notre Dame

## What is Industrial Design?

Industrial Design is the professional practice of designing products used by millions of people around the world every day. Industrial designers not only focus on the appearance of a product, but also on how it functions, is manufactured and ultimately the value it provides for users.

## Use This Book!

Industrial designers draw a lot. Renderings are the main tool they use to visualize an idea and communicate their design to other people on the development team.

In this book, we have collected sketches from industrial designers which you can use as inspiration for your own designs. Add some color to create a powerful rendering or use the empty space to sketch your own ideas.

Most of all, have fun!

Cover art by **Jeff Smith, IDSA**, Autodesk

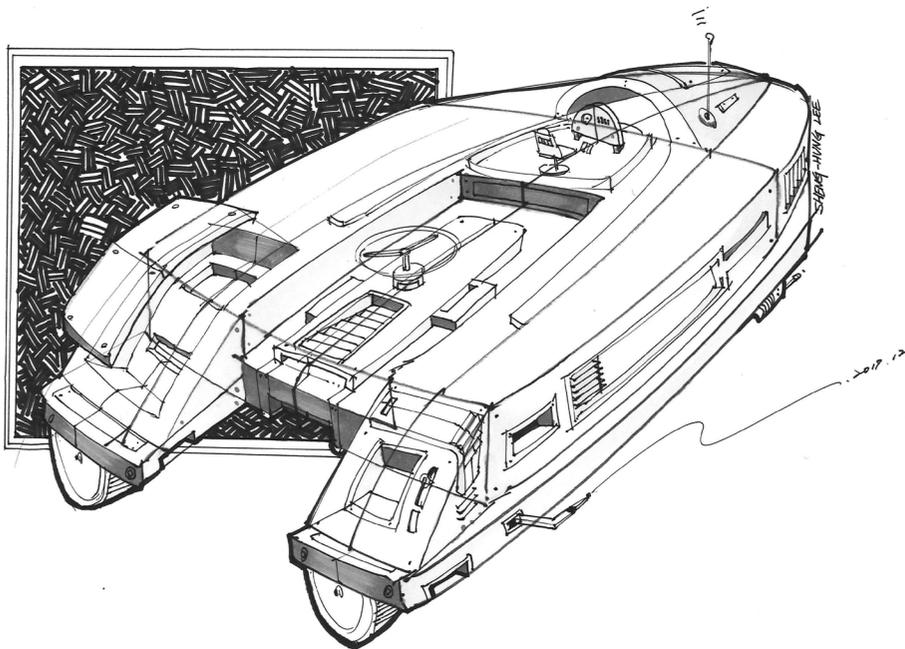
## • Who are We?

**IDSA**

The Industrial Designers Society of America (IDSA) has thousands of members in dozens of student and professional chapters. We're a nonprofit membership association that promotes industrial design education; hosts regional conferences at top universities and design schools so students, faculty and ID experts can collaborate, and holds an annual Education Symposium where the latest topics in design learning are shared.

We also encourage our members to highlight ID and its career possibilities to middle and high school students; support design scholarships, Student Merit Awards and educator recognition; and shine a global spotlight on innovations by college students and others through the International Design Excellence Awards® (IDEA). IDSA also leads National Industrial Design Day on March 5 every year to get the word out about ID!

Are you excited to learn more?  
Visit us at **IDSA.org**.



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Illustration by You, Future Industrial Designer