# Industrial Design vs. Product Design

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## Summary

**The Phenomenon of the Study:** Recently with the beginning of the 3rd. millennium Product Design term, took his place as alternative of Industrial design term, especially in the educational field, either on the undergraduate or postgraduate levels of high level education. This statement creates a clear confusion. This research was to explore and establish a clear differentiation between the two concepts.

**Concepts of the study:**

- Industrial Design term
- Product Design term

**The problem of the Study:** It was clear that there is clear confusion between the two concepts, and its consequences on fields of research, education and practice of both specializations

**The Assumption of the Study:** There are clear differentiations can prevent the confusion between the two concepts

**The Objective of the Study:** Establishing new philosophic theory which can clarify the confusion phenomenon between the two concepts of the study, and support its validity & applicability; that through speculation, real and documentary evident.

**Methodology of the research:** Inductive Approach

**Plan of the Study:**

- **Phase One:** Deduction
  Review of literature, Data analysis, Information and knowledge Deducting.
- **Phase Two:** Induction
  Speculation, Vision formation, support the vision validity & applicability, and establishing & presenting the new philosophic theory which can clarify the confusion phenomenon between the two concepts.



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**Keywords:** Concept, Intension, Term, Extension, Definition.

**Results of the Study:**

Differentiation between the two concepts is essential to prevent the confusion between the terms and there and its consequences on fields of research, education and practice of both specializations

- Any Artifact either it outcome of design or non-design activity we can call "product"
- Each one of the two design professions dictates its education, research and practice activities
- Differentiation comparison and its consequences in general, education, research, and practice of both specializations realize the objective of the study (table: 1).

**Recommendations of the Study:**

- Extensive review for education programs on all levels of undergraduate, postgraduate and research aspects either in the governmental or privet education associations to prevent confusion between the two specializations of design programs.
- Extensive review for the profession title and job description of each specialization, to be compatible with the education programs outputs.
- Supporting the research results with wide publication and exchange of this research paper in one hand, and with the help of carrying on seminars, workshops, lectures, and national & international conferences etc...
- Reconstructing and reorganizing existing learning staff members to suite the outcomes of supporting activities mentioned above.
- Preparing new generation of staff members which could be oriented from the beginning with the new vision/



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## Table 1: Industrial Design vs. Product Design

| distinction Aspects | | Type of Design Specializations | |
|---|---|---|---|
| | | **Industrial Design** | **Product Design** |
| **GENERAL** | **Intension and Term** | Industrial Design | Product Design or<br>Product Development |
| | **Field of Interest** | New Product Planning or Design<br>New Service Planning or Design | Product Development<br>Product Redesign,<br>Product Reverse Engineering |
| | **Designer's Rights,** | Exclusive | Inclusive |
| **EDUCATION** | **Types of Design Association** | University | High School Degree (Art Academy, Institute, Technical College, High School) |
| | **priority** | Theory over Practice | practice over theory |
| | **Graduate degree** | University Degree bachelor | Diploma |
| | **post graduate degree** | Higher Diploma<br>Master Degree<br>Doctoral Degree | Higher Diploma |
| **PRACTICE** | **Responsibility at R&D Unit** | Basic Research,<br>Applied Research | Development,<br>Technical Services |
| | **Tasks and designer's role in Design Process** | Manage and steer the design process.<br>Working closely with the technical team<br>Responding with modifications in response to required changes, either as a result of development or from market research.<br>Strategic enquiry and orientation,<br>Idea generation and innovation,<br>Concept design,<br>Concept development, | Design development phase<br>Further phases and aspects |
| | **Typical outputs** | Visual design of objects that are not purely utilitarian.<br>A design patent<br>Creation of a shape<br>Configuration<br>Composition of pattern<br>Color<br>Combination of pattern and color in three dimensional form containing aesthetic value | Intent for eventual (expected) production,<br>Definition of each and every aspect of the product,<br>2D CAD, 3D surfaces,<br>3D solid modeling.<br>Finished model defines in every way what the final product will be like.<br>Development to design of parts,<br>Establish specification,<br>Extensive prototyping<br>Extensive testing,<br>Tooling and<br>Preparation for production. |



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