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As the name indicates, the process of creating a new product for sale to customers is known as product design. Thought this definition tends to oversimplify, product design is actually a broad concept which encompasses a systematic generation and development of ideas that eventually leads to the creation of new products. Design experts work on concepts and ideas, eventually turning them into tangible products and inventions. The product design expert works with art, science and technology to ...

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The power of branding | Design Council
3-20 Modular DesignModular Design Allows greater variety through ' mixing and matching ' Allows greater variety through ' mixing and matching ' of modulesof modules Develops a series of basic product componentsDevelops a series of basic product components (modules) for later assembly into multiple products(modules) for later assembly into multiple products Reduces complexity and costs associated with largeReduces complexity and costs associated with large number of product ...