RapidMade
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Introducing Industrial Design at RapidMade

The popularity of Industrial Design, also known as Product Design, has accelerated due, in part, to a new wave of designers and advances in technology, materials, processes, and capabilities which have dramatically improved the design options available to clients. Working closely with Engineers, Industrial Designers are trained on function, aesthetics, ergonomics, anthropometrics, and manufacturing processes to provide clients with the best "working" concepts from sketches, to renderings, to CAD models that create their final products.

These designers are trained to fulfill every sub category that goes into the product design process to help clientele at any stage from sketching, to material and process selection, branding, packaging and more. Below is an example of how a product is made from the very beginning to a finalized prototype.

Research and Concept

Analysis

- Research initial idea
- Daily problems
- Exsisting products
- Development
- Target user

Problem

- Problems with exsisting products
- Interviews with users
- User experiences
- co-design

Development

- Thumbnail sketches
- Feasability
- Function
- Anthropometrics
-Ergonomics

Design Development and Production

Concept Creation

- Finalized sketch options
- Manufacturing process
- Materials selection
- Tech Pack/Mechanical Drawings
- CAD

Prototyping

- Rough models from sketches
- Group brainstorm
- Final selection
- Edits

User Testing

- Target user insight
- Final selection
- Final prototype
- Agreed final CAD
- Final rendering

Quality & Safety

- Safety issues
- Quality control
- User safety
- Product stats

Sourcing

- Manufacturer
- Final process/material selection
- Quality assurance
- Manufacturing issues

Branding and Marketing Strategy

Brand Identity

- Defining the brand
- Brand/Logo guidelines
- Story and value
- Target user

Packaging

- Point of sale
- Marketing
- Display/Visuals
- Design
- Hosts

Marketing Strategy

- Visual Marketing
- Internet and social media
- Company
- Ads, flyers, banners, brochures
- Samples

Product Launch

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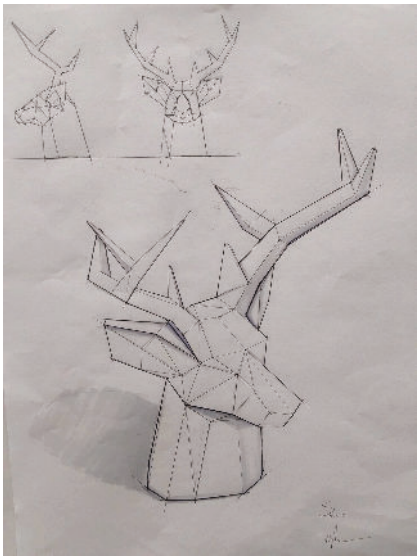
Within these categories and sub-categories, there are even more detailed services that go into each step. Sometimes it is a "rinse and repeat" cycle where, after the user experience and feedback, one needs to restart from the beginning with new sketches and a new development plan. Sometimes this can happen multiple times at different stages of the process; the best advice is to expect hiccups and plan accordingly. Also, clients can skip certain steps in the process if they are already fulfilled or not needed for the specific project's needs. A detailed analysis of the project at an introductory consultation can help better define the specific timeline and requirements. This project scope can be provided at clients' request and is offered at no cost by most design companies.

An Industrial Designer's background typically includes courses on sketching, rendering and mechanical drawing. This better insures they can provide quick preliminary sketches, final clean-hand renderings and mechanical drawings for manufacturing. They are also trained to convert these into digital files using Adobe Suite as well as a multitude of CAD software including SolidWorks, Rhino, Auto CAD, and Sketch Up. This allows them to quickly design a product, sketch, model, and prototype in an efficient manner that utilizes their research, materials, and manufacturing knowledge. From the created CAD files, they can 3D print or rough-hand model a prototype for aesthetic or quick-fit testing, often using in-hand materials to achieve an approximation of the final product. These are used for target-user testing, sales pitches and size, color, and fit confirmation.

RapidMade recently expanded its capabilities by including an Industrial Design into its Product Design Process. In doing so, this lets them help their clients from product conceptualization to launch much faster and more efficiently with better end results.

When clients first come to RapidMade, sometimes they have a complete design ready to be made, but often they only have an idea of what they want. Introducing their new Industrial Design capabilities is a critical step toward helping the customers make their vision a reality.



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Once a client completes a Quick Quote, RapidMade will arrange a meeting with its team of engineers and designers to discuss the concept. Their Industrial Designer then works with the client to create multiple rough 2D sketches for the conceptual form that evolves into a final realistic 2D rendering (that may be kept). When clients choose a final form, they can add additional aesthetics. These can be anything from color, to contour lines, or personal brands and logos to get the finalized look. RapidMade engineers then take this design that the client and Industrial Designer created and make a CAD model with the specific dimensions, which is used to 3D print a prototype. RapidMade works with their clients on any additional iterations and sources the final manufacturing for them.

Additionally, these designers agree to sign NDAs (non-disclosure agreement) to allow you to keep full custody of your projects idea, sketches, final project, and everything that went into creating your masterpiece, unless RapidMade is given permission to promote your company and project and RapidMade capabilities. We just want to help your ideas come to life.