Benefiting from the infographic in the stage of presenting ideas in the industrial product design program

Assist. Prof. Dr. Riham Elgindy
Assistant Professor, Department of Advertising - Faculty of Applied Arts - Benha University
r.elgindy@fapa.bu.edu.eg
Dr. Mahmoud Ahmed Gouda Algazar
Lecturer at the Department of Industrial Design - Faculty of Applied Arts - Benha University
mahmoud.algazar@fapa.bu.edu.eg

Abstract
Design methods were numerous and varied, including all the implementation methods, and design methods were not known before the beginning of the fifties, as the design process was known as those processes that are carried out by architects, engineers, or industrial designers in order to produce engineering drawings or necessary for the production of engineering drawings. The research aims to take advantage of the infographic as a simplified and appropriate method in presenting the outputs and ideas in the industrial product design program, due to the difficulties faced by the student and practitioner of industrial design in the process of coordinating, summarizing and presenting the results of each stage of the design program in order to extract and analyze the results to reach the appropriate decision to move To the next stage or to return again to the previous stage to complete its activities.

From that, the importance of research in developing the skills of the students of the industrial design program by using infographics in presenting the outputs of the design program was due to the lack of the current methods of presentation for students of the Industrial Design Department while presenting the results of the stages and outputs of the design program to appropriate methods and methodologies.

The research dealt with a presentation of the definition, concept and genesis of infographics with the aim of familiarizing the designer with what this new technology is, and then an explanation and illustrative examples of some types of infographics and the features of using each type according to the information required to be presented and produced.

The research also dealt with an explanation of the stages of the industrial product design program, the results of each stage, and the importance of display and output methods for those results and their impact on the speed and accuracy of decision-making during the transition between the stages and activities of the program.

Then the research dealt with the impact of applying infographics in the stages of the product design program through a case study of designing and implementing a "shelter unit for scouting trips" to highlight the advantages of the application results. Examples of programs and sites that help the designer in making infographic drawings after providing them with the data and information required to be displayed were presented.

In the end, the main findings and recommendations of the research were presented

Keywords:
Industrial design program , infographic, digital advertising,design , industrial product.