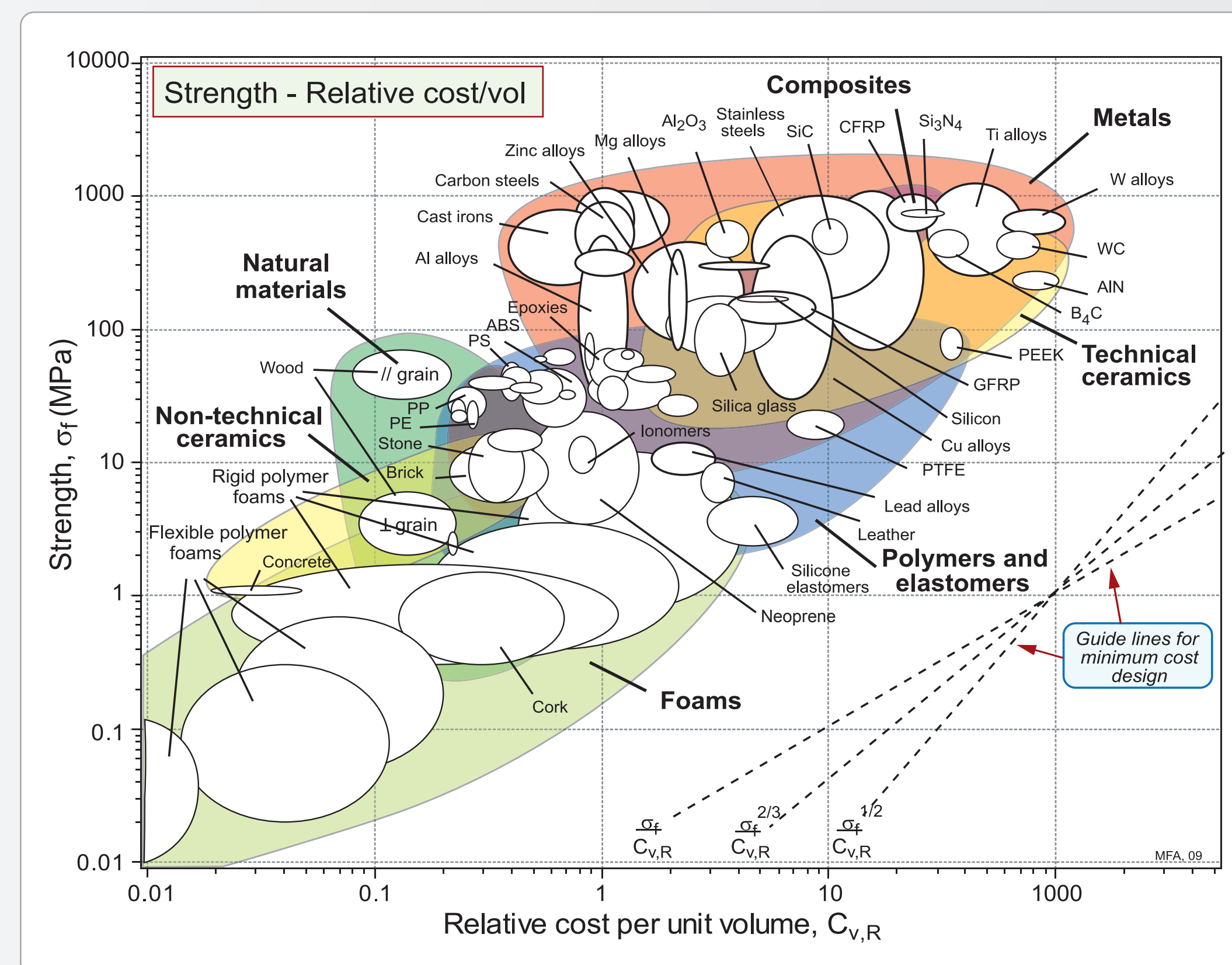
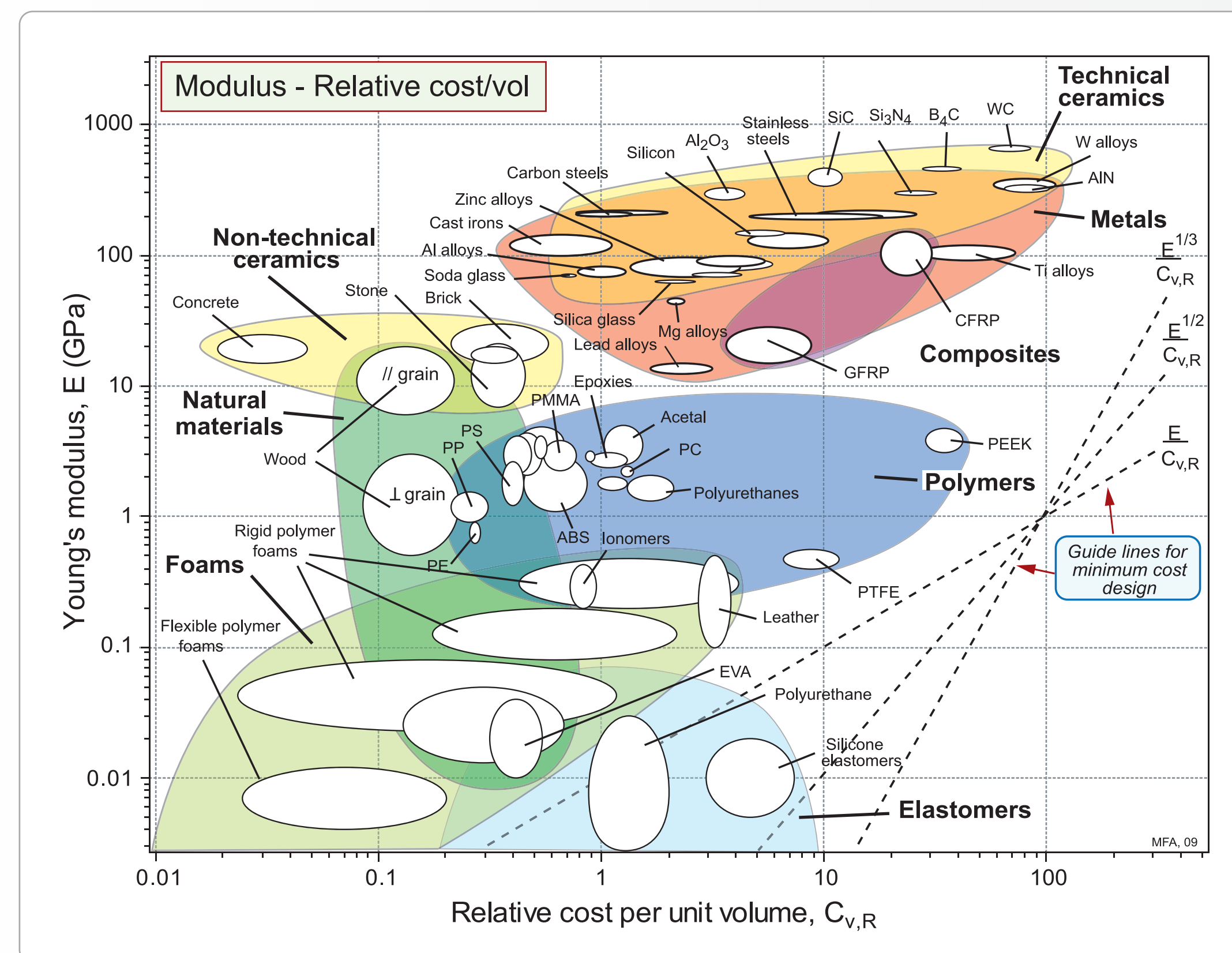
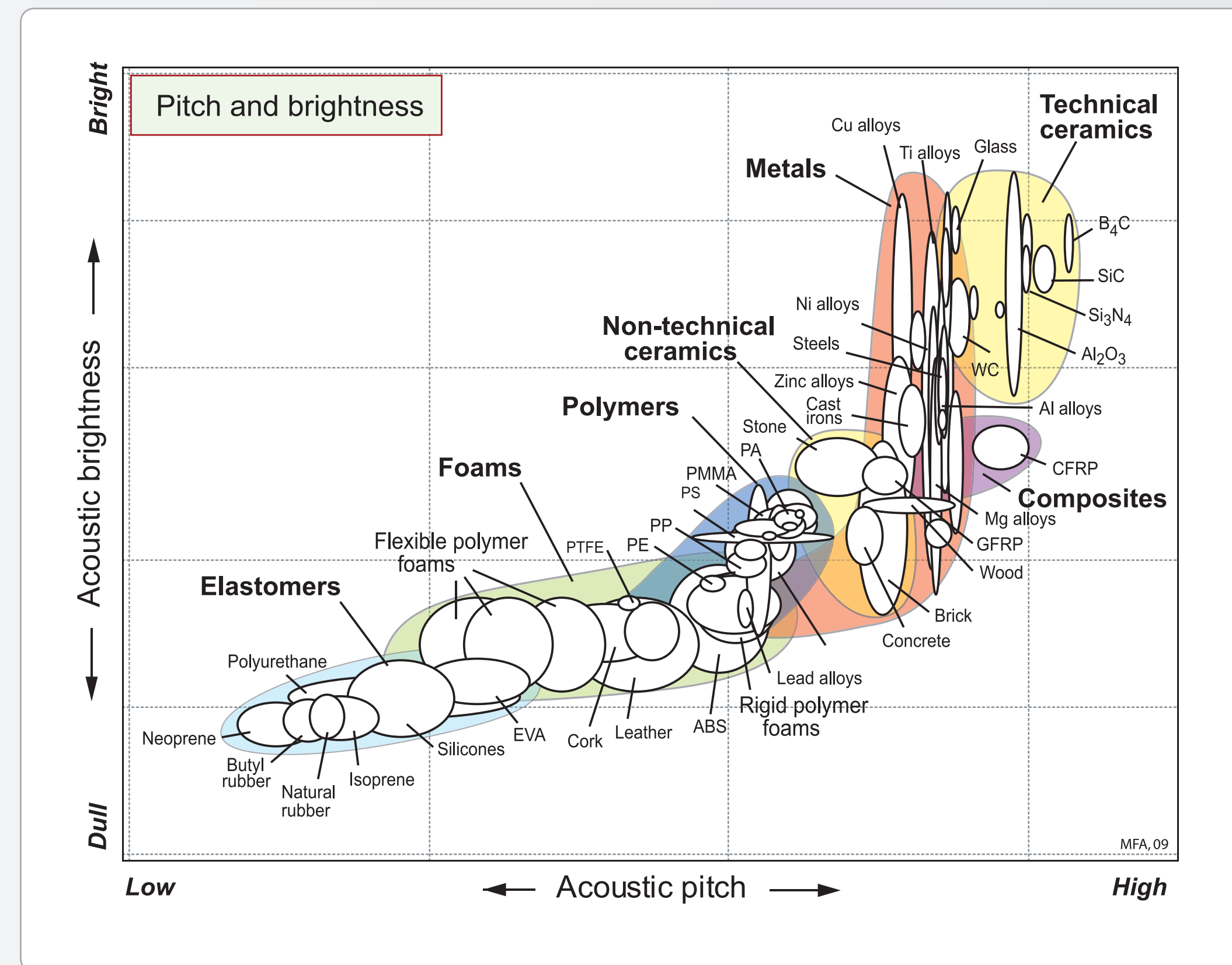
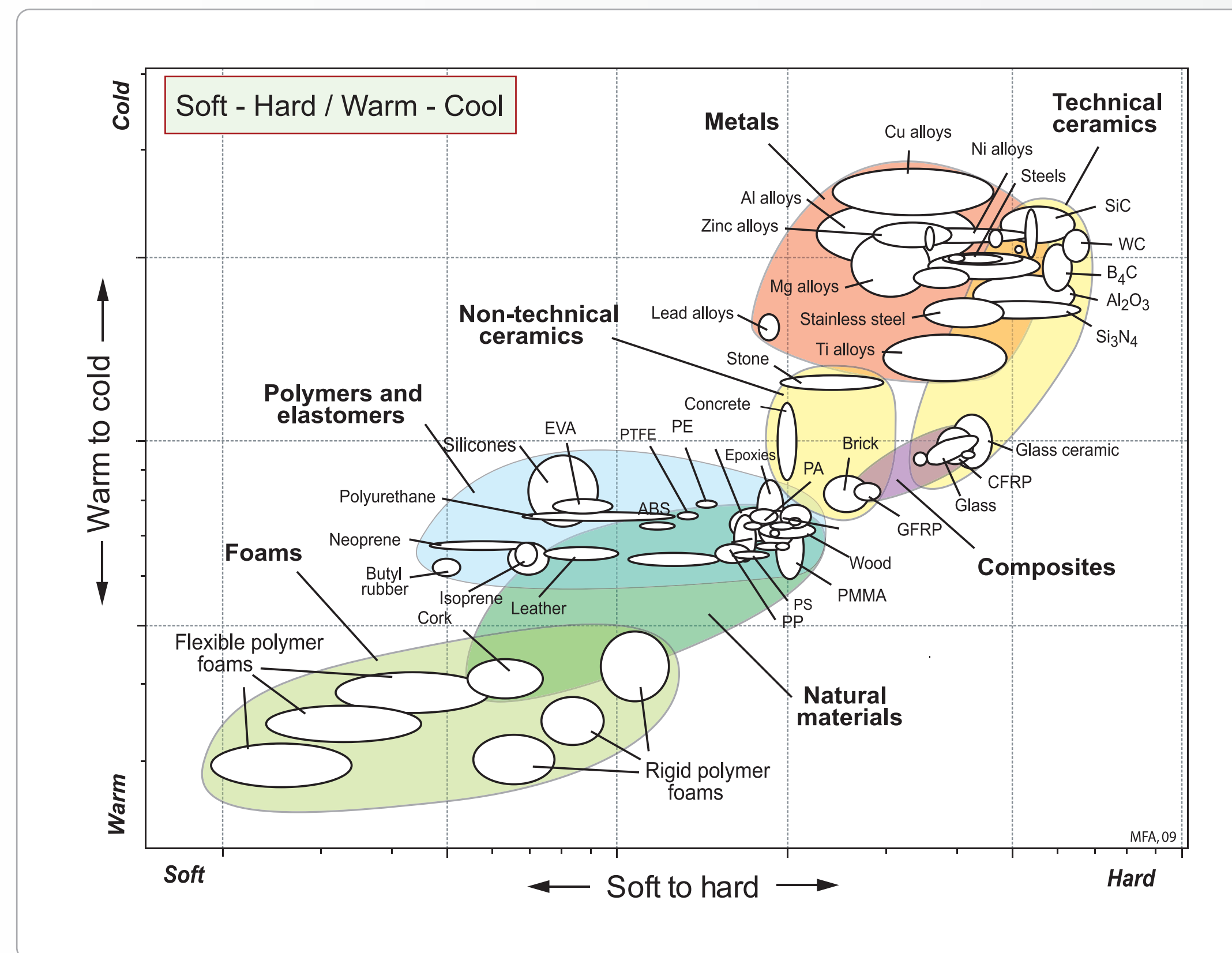


# Industrial Design



## Industrial design:

Charts that guide material choice for aspects of industrial design. The upper pair of charts display sensual properties: softness, warmth, and acoustic brightness and pitch. The lower pair of charts and their guide lines help choose materials that provide stiffness and strength at the lowest (material) cost. They are fully documented in the text "Materials and Design" 3rd Edition, by Ashby, M.F., and Johnson, K., Butterworth Heinemann, Oxford, UK (2014).

Materials property charts such as those shown can be created using the CES EduPack or CES Selector software from Granta Design.

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