

industrial design

- Systems Configuration
- Product Design
- Rendering & Animation
- Pre-production Analysis
- Solid Modeling

design research

- Human Factors
- Systems Simulation
- Field Testing
- Ethnography
- New Market

interface design

- Graphical UI Design
- Interface Software
- Machine Control Design
- Graphics Engineering
- Tech. Documentation

industrial & interface design

Product design has emerged as one of the primary tools necessary to create successful products. From the initial ideation to final product, MSL Design uses the latest in development technology while also utilizing more conventional model-making and prototyping methodologies. Concept generation begins with 3D modeling and rendering. Design development includes physical prototypes and full and part-scale models synthesized from concepts. Accompanied by all phases of the design process are specification documents used to liaison with engineering and manufacturing. MSL Design has experience with a wide variety of industrial design including consumer product, interface, and furniture.



design research

Design research is an emerging field whose purpose it is to identify and address issues affecting design problems, including user identity and interaction, ergonomics, environmental integration, culture, and system configuration. MSL Design takes advantage of its roots in academia to offer design research services using cutting-edge techniques including ethnography, user personas, scenarios, and ergonomic analysis. We also provide expertise in more conventional analysis methods, such as computer modeling and simulation, field data collection, and statistical data analysis. All too often design projects are undertaken without an adequate understanding of the complex issues surrounding the core design problem. At MSL Design we believe design projects of any scale can benefit enormously from a research component. We are pleased to offer these services as part of an integrated design package.

about msl

At MSL Design, we take a user-oriented approach to design of objects and systems that integrate seamlessly into the work and home environment. From high-quality furniture to high-tech machinery, MSL Design's combined 35 years of product design and development experience has consistently produced award-winning works that achieve outstanding longevity in the marketplace. Born out of academic collaboration and maintaining strong ties with a university environment, our core team brings a diverse array of deep experience in industrial design, interface design, manufacturing, modeling, rapid prototyping, design project management, and design research. Our extensive client list includes **Metro Furniture** (a Steelcase company), **Reveal Imaging**, **InVision** (now GE), **Design America** (a Knoll company), and **Brandrud**.

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