TECHNICAL DRAWING with Engineering Graphics

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FIFTEENTH EDITION

TECHNICAL DRAWING WITH ENGINEERING GRAPHICS

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FIFTEENTH EDITION

TECHNICAL DRAWING WITH ENGINEERING GRAPHICS

ABOUT THIS BOOK

The fifteenth edition of Giesecke's *Technical Drawing with Engineering Graphics* is a comprehensive introduction and detailed reference for creating 3D models and 2D documentation drawings.

Continuing its reputation as a trusted reference, this edition expands on the role that the 3D CAD database plays in design and documentation. It provides excellent integration of its hallmark illustrations with text and contemporary examples, and consistent navigational features make it easy to find important information.

This edition illustrates the application of both 3D and 2D modeling and technical drawing skills to realworld work practice and integrates drawing and CAD skills in a variety of disciplines.

Updated Content

- Expanded coverage of 3D design and modeling techniques
- CAD coverage focusing on issues that arise in modeling and documenting designs
- Updated introduction illustrates design documentation with an industry case study
- New coverage of geometry useful for 3D modeling
- Updated for current ASME standards
- More examples of plastic and sheet metal parts
- Updated software examples
- Thoroughly checked for accuracy

Teaching/Learning Features

Visually oriented students and busy professionals will quickly locate content by navigating these consistent chapter features.

- **Splash Spread** An attention-getting chapter opener interests readers and provides context for chapter content.
- *References and Web Links* Applicable references to standards and links to handy websites are at the beginning of each chapter.
- Foundations Section An introductory section, set off by a topic heading tab at the top of the page for easy navigation,

covers the topic's usage and importance, visualization tips, and theory related to the drawing techniques.

- **Detail Section** This is the "brass tacks" part of the book, where detailed explanations of drawing and modeling techniques, variations, and examples are organized into quick-read sections, each numbered for quick reference in the detailed table of contents.
- **CAD at Work** This breakout page includes tips related to using the 2D or 3D CAD model to generate drawings.
- *Industry Case* 3D modeling practitioners share their best practices for modeling and documenting design.
- **Portfolio** Examples of finished drawings wrap up the chapter by showing real-world application of topics presented.
- *Key Words* Set in bold italics on first reference, key words are summarized at the end of the chapter.
- Chapter Summary
- Review Questions
- **Chapter Exercises** The excellent Giesecke problem sets feature updated exercises, including plastic and sheet metal parts, modeling exercises, assembly drawings from CAD models, and sketching problems.

The following features were designed to provide easy navigation and quick reference for students and professionals who look to Giesecke both as a helpfully-organized teaching text and a lasting reference.



"SPOTLIGHT" SECTIONS

These sections add background information for key topics.

214 CHAPTER 5 MODELING AND REFINEMENT SPOTLIGHT **Typical Features** Feature Example Many CAD systems have aids to creating features that are Fillet: A rounded interior blend between surfaces; used, for example, to strengthen adiation surfaces or to allow a part to be part of many engineering designs (see Figure 5.63) that can make creating your model even easier. ed from a mold tound: A rounded exterior blend betw urfaces; used to make edges and corne asier to handle, improve strength of ca ngs, and allow for removal from a molcounterbore: A cylindrical recess around tole. usually to receive a bolt head or nut Countersink: A cone-shaped recess around a hole, often used to receive a tapered screw nead Spotface: A shallow recess like a coun-terbore, used to provide a good bearing surface for a fastener Boss: A short raised protrusion above the surface of a part, often used to provide a strong flat bearing surface 5.63 Commonly Manufactured Features Lug: A flat or rounded tab protruding from a surface, usually to provide a method for attachment Flange: A flattened collar or rim around a cylindrical part to allow for attachment 15

Chamfer: An angled surface, used on a cylinder to make it easier to start into a ho or a plate to make it easier to handle

"FOUNDATIONS" SECTION

This introductory section covers the chapter topic's usage and importance, visualization tips, and theory related to the drawing and modeling techniques.

Color at the top of the page makes it easy to flip to the "Foundations" section.





CONSTRAINING A SKETCH

CHAPTER 5 MODELING AND DESIGN

Like a hand-drawn sketch, the sketch for a constraint-based model captures the basic geometry of the feature as it would appear in a 2D view.

"DETAIL" SECTION

This is the "brass tacks" of the book, where detailed techniques, variations, and examples are organized into quick-read sections, numbered for easy reference.



"STEP BY STEP" ACTIVITIES

4.31 Laying Out Angles

Complicated processes are shown as step-by-step activities with each illustration right next to the text that explains it.



"CAD AT WORK"

CAD at Work sections break out examples related to using the 2D or 3D CAD model to generate drawings.

Using CAD, you can make an accurate model of the device or structure. To do this, you create the object at the actual size that it exists in the real world, using whatever system of measurement that you would use when constructing it. act (actual size) you would use when constructing it. On paper its a different matter. You would have to have some really large sheets to print your building full size. AutoCAD software uses the concept of two "spaces," model space and paper space, to describe how to transform the full-size CAD model to proportionate full-size CAD model to proportionate views that fit your sheat of paper. Understanding scale as it relates to paper drawings or as it relates to creat-ing layouts from a CAD drawing is an important concept for technical drawing is because the ultimate goal is for draw-ings to be interpreted and used in the real world. Therefore, they must be easy to print and read. (A) In AutoCAD, paper space allows you to see how various views of the full-size model can be shown on a sheet of paper. Anno 1965 - 1 (B) The window at left shows a paper space representation of the full-size CAD model in the smaller window at right. Note that AutoCAD suess icons to help users differentiate the two "spaces." (Autodesk screen shots reprinted courtery of Autodesk, Inc.)

CAD at WORK

MODEL SPACE AND PAPER SPACE IN AUTOCAD

"INDUSTRY CASE"

Several industry practitioners share their approaches to modeling and documenting design.

THE GEOMETRY OF 3D MODELING: USE THE SYMMETRY

Strategix ID used magnets to create a clean, quiet, zero main-tenance brake for the exercise bike it designed for Park City Entertainment. When copper rings on the bike's iron flywheel spin past four rare-earth magnets, they create current in circu-lar flow (an eddy current) that sets up a magnetic field. This opposing magnetic field dissipates power and slows the wheel. Mowing the magnets store and of the copper rings varies the amount of resistance delivered. When Mary Abinia, Secient Mechanica Engineer, modeld the plastic magnet car-rier for the brake, he started with the magnets and their bahav-ter as the carier moved them notes and of the copper ring (see for as the carrier moved them onto and off the copper range (see Figure 4.84). "There is no one way to think about modeling a part, "Abhi side." The key is to design for the used of the part and the process that will be used to manufacture it." To make the magnet carrier symmetrical, Abhin started by modeling half of it. The magnet carrier was designed as a part in the larger

and the process that will be used to manufacture it." To make the magnet carrier symmetrical, Albini started by model that of it. The magnet carrier was designed as a part in the targi-try between dealers and the symmetrical symmetry by albing along an elliptical symmetrical symmetry by albing along an elliptical symmetry and symmetry by albing along an elliptical symmetry albing along which in the sketched and symmetry and the located on the correlation another symmetry and by albing along albing along albing along symmetry and inclusion-model plastic part, a majoritic symmetry and by albing along symmetry by the fluckness of the wall of the holder. Rises, the click and the organics the active symmetry an injection-model plastic part, a majoritic symmetry and by albing along symmetry system of the conduct of male symmetry and by albing along symmetry and injection-model plastic part, a majoritic system of the plastics. The symmetry system of the property symmetry albing system of new pracesses is albing albing



Guide tube rail

4.85 Extruding the Carrier. The magnet carrier was extruded up and down from the sketch, shown here as an outline in the middle of the extruded part. Notice that the sketch is tangent to the guide tube rail, and the sector is tangent to the guide tube rail, and the centers of the arcs in the sketch are located on the centerline of the conductor ring.

542 CHAPTER 11 DIMENSIONING w.V **NC 340 PROTE** Plan and Profile for Dam Site (Cour



"PORTFOLIO"

These pages offer examples of finished drawings showing real-world application of topics presented.

SOLID MODEL VISUALIZATION ART



ILLUSTRATIONS

Colored callouts differentiate explanatory text from annotations in technical drawings. Consistent use of color helps differentiate the meaning of projection lines, fold lines, and other drawing elements. A color key is provided for easy reference.



ltem	In instructional art	In a technical drawing
Callout arrow		*
Dimension line	← →	a thin (0.3mm) black line
Projection line		a lightly sketched line
Folding line		used in descriptive geometry
Picture plane on edge		*
Plane of projection		*
Cutting plane on edge		(see Chapter 6)
Cutting plane		*
Reference plane on edge		used in descriptive geometry
Reference plane		*
Viewing direction arrow	>	<u>▲</u>
Horizon + ground line		
Rotation arrow		30°

Color Key for Instructional Art

* Not a typical feature of technical drawings. (Shown in this book for instructional purposes.)

CHAPTER REVIEW

Each chapter ends with Key Words, a Chapter Summary, and **Review Questions.**

> Review and exercises are tabbed to make them easy to find. The color stripe corresponds to the alternating chapter color.

CHAPTER EXERCISES

The Giesecke problem sets feature updated exercises including plastic and sheet metal parts, constraint-based modeling, sketching problems, and reverse engineering projects.

KEY WORDS Depth Edge First-Angle Projection Folding Lines Frontal Plane Glass Box Height Horizontal Plane Inclined Edge Inclined Surface Multiview Projection Necessary Views Normal Edge Normal Surface Oblique Edge Oblique Surface Orthographic Plane Plane of Projection Point Principal Views Profile Plane Projection Symbols Surfaces Third-Angle Projection Three Regular Views Width

262

CHAPTER SUMMARY

- Orthographic drawings are the result of projecting the image of a 2D object onto one of six standard planes of projection. The six standard views are often thought of as an unfolded glass box. The arrangement of the views in relation to one another is important. Views must line up with adjacent views, so that any point in one view projects to line up with that same point in the adjacent view. The standard arrangement of views shows the top, front, and right side of the object. Visualization is an important skill. You can build your visual abilities of through practice and through understand-ing terms describing objects. For example, surfaces can be normal, inclined, or oblique. Normal surfaces appear tue size in one principal view and as an edge in the other two

CHAPTER EXERCISES

Exercise 6.19 Create a constraint-based model of the four-spoke hand wheel shown such that it can be resized to match the dimensions in the table.



Exercises for two reverse engineering projects are keyed to the chapter they best accompany.



22 CHAPTER 1 THE WORLDWIDE GRAPHIC LANGUAGE FOR DESIGN

REVERSE ENGINEERING PROJECTS

Can Opener Project

In this ongoing project, you will reverse engineer an Amco Swing-A-Way 407WH Portable Can Opener. It is recommended you purchase a readily available and af-fordable product similar to this one so you can make measurements directly when required. This effective and low-cost can opener seems simple in its familiarity, but i is clear when you begin to take one apart that considerable effort went into designing a product that is inexpensive, reliable, and easy to operate for most people.

Exercises for Chapter 1

RE 1.1 How many ways? This is far from the only can opener on the market. Use the Web to research manual can opener designs. Find at least three can opener models that are different from the Amco Swing-A-Way. Make a list of the features of each of the three.

RE 1.2 Create a diagram for the can opener. How many distinct parts are used in its manufacture? Which parts can be grouped together and preassembled as a unit? Exercises for Chapter 2

RE 2.1 Make a table listing the dimensions of the can opener parts. Do not worry about measurements for now. Give names to the dimensions, such as lower handle length, lower handle height, and hole diameter. RE 2.2 Which dimensions in the list you created are critical to the function of the

ARE 2.2 which dimensions in the not you created and critical to the function of the can opener? Identify in your fist the dimensions that must match dimensions on other parts for the can opener to function. Which dimensions will not be very important to the can opener's function?

RE 2.3 To accurately reverse engineer the can opener, you will need to make measurements for the part features. Metrology is the science of making measure-ments. The digital caliper is one commonly used measurement tool. The accuracy of a measurement is dependent on several factors, including the following:

the skill of the operator





CLM-1006-St CLM-1010-St CLM-1310-St



- Choice of scale is important for representing objects clearly on the drawing sheet.
 Hidden lines are used to show the intersections of surfaces, surfaces that appear on edge, and the limits of curved surfaces that are hidden from the viewing direction.
 Centerfines are used to show the axis of symmetry for features and paths of motion, and to indicate the arrangement for circular patterns.
 Creating CAD drawings involves applying the same concepts as in paper drawing. The main difference is that drawing geometry is stored more accurately using a computer than in any hand drawing. CAD drawing geometry can be reused in many ways and plotted to any scale as necessary.

REVIEW QUESTIONS

- Sketch the symbol for third-angle projection.
 List the six principal views of projection.
 Sketch the top, front, and right-side views of an object of your design having normal, inclined, and oblique surfaces.
 In a drawing that shows the top, from, and right-side view, which two views show depth? Which view shows depth vertically on the sherd? Which view shows depth horizon-
- vertically on the shee?? Which view shows depth horizon-tally on the darwing shee?
 5. What is the definition of a normal surface? An inclined surface? A noblique surface?
 6. What are three similarities between using a CAD program to create 2D drawing geometry and sketching on a sheet of paper? What are three differences?
 7. What dimensions are the same between the top and front view: width, height, or depth? Between the front and right-side view? Between the top and right-side view?
 8. List two ways of transferring depth between the top and right-side views.
 9. If surface A contains corners 1, 2, 3, 4, and surface B con-tains 3, 4, 5, 6, what is the name of the line where surfaces A and B intersect?

277

CHAPTER 6 ORTHOGRAPHIC PROJECTION

PREFACE

For many decades, *Technical Drawing with Engineering Graphics* has been recognized as an authority on the theories and techniques of graphics communication. Generations of instructors and students have used and retained this book as a professional reference. The long-standing success of *Technical Drawing with Engineering Graphics* can be attributed to its clear and engaging explanation of principles, and to its drawings, which are unsurpassed in detail and accuracy.

Although not a departure from its original authoritative nature and hallmark features, the book is thoroughly revised and updated to the latest technologies and practices in the field. With the addition of topics related to the role of the 3D CAD database in design and documentation, this fifteenth edition of *Technical Drawing with Engineering Graphics* will prepare students to enter the marketplace of the twenty-first century and continue to serve as a lasting reference.

Shawna Lockhart, author of the fourteenth edition, first used Giesecke's *Technical Drawing* when teaching engineering graphics at Montana State University. Throughout her 15 years as an award-winning professor, she selected this text because, in her words, "It was the most thorough and well-presented text with the best graphic references and exercises on the market."

The quality of the illustrations and drawing examples was established by the original author, Frederick E. Giesecke, who created the majority of the illustrations in the first edition of *Technical Drawing*, published in 1933.

Giesecke, founder of the first formal architectural education program in Texas at what is today Texas A&M University, has been described as "a wunderkind of the first magnitude." He joined the A&M faculty at the age of 17, after graduating in 1886 with a B.S. in Mechanical Engineering, and by the age of 19, was appointed head of A&M's Department of Mechanical Drawing.

Having studied architectural drawing and design at Cornell University and the Massachusetts Institute of Technology, Giesecke also served as head of the Department of Architecture and the official college architect at Texas A&M, designing many campus buildings that are still standing today.

A long-time admirer of Giesecke's legacy, Lockhart was honored to carry on the commitment to clear, engaging, thorough, and well-organized presentation that began with the original author.

Lockhart is known as an early adopter and authority on CAD technologies. She is an instructor noted for outstanding dedication to students and for encouraging a broad spectrum of individuals, particularly women and minorities, to follow careers in engineering-related fields. Lockhart now works fulltime to ensure that the Giesecke graphics series continually applies to an evolving variety of technical disciplines.

THE FIFTEENTH EDITION

The fifteenth edition of *Technical Drawing with Engineering Graphics* continues its long history as an introduction to technical drawing and an easy-to-use reference for techniques and practices. Reviewers advised us on how to make *Technical Drawing with Engineering Graphics* a superb guide and resource for today's students. New content includes:

- Expanded coverage of 3D design and modeling techniques
- Updated introduction that illustrates the design documentation process with an industry case study
- Additional sketching content, including sketching assemblies and case study on sketching for ideation
- New coverage of geometry useful for 3D modeling
- All new chapter on modeling tools and techniques
- More examples of plastic and sheet metal parts
- Updated coverage of modeling for manufacture with all new sections on using the model for simulation and analysis
- Web chapters available for axonometric projection and perspective drawing

ONLINE RESOURCES

An Instructor's Manual (9780134308241) and Lecture Slides in PowerPoint format (9780134308258) are available on the companion site for this book at www.pearsonhighered.com/ program/Giesecke-Technical-Drawing-with-Engineering-Graphics-15th-Edition/PGM281463.html.

Web chapters on axonometric projection and perspective drawing may be downloaded from peachpit.com. To access and download the bonus chapters:

- 1. Visit peachpit.com/register.
- 2. Log in with your Peachpit account, or if you don't have one, create an account.
- 3. Register using this book's ISBN, 9780134306414, then click the Access Bonus Content link next to this book on your account's Registered Products page.

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CONTENTS

CHAPTER ONE

THE WORLDWIDE LANGUAGE FORGRAPHIC DESIGN2

UNDERSTANDING THE ROLE OF TECHNICAL DRAWINGS 4 The Design Process 5

Concurrent Engineering 6 Computer-Aided Design and Product Development 6 Designing Quality into Products 7 The Digital Database 7

1.1 GRAPHICS TOOLS IN ACTION 8

Design Phase: Problem Identification 8 Design Phase: Ideation 9 Design Phase: Decision Process/Design Selection 9 Design Phase: Refinement 10 Design Phase: Analysis 11 Design Phase: Decision Process/Design Selection 12 Design Phase: Implementation 13 Design Phase: Documentation 14

- 1.2 RAPID PROTOTYPING 15
- 1.3 DRAFTING STANDARDS 16

1.4 CREATIVITY TECHNIQUES 16 Examine Manufactured Products 16 Study the Natural World 16 Watch the Web 16 Research Patent Drawings 17 Design Groups 17

- 1.5 PRODUCT DEFINITION 18
- 1.6 SHOWING THE DESIGN PROCESS IN A PORTFOLIO 18
- KEY WORDS 20
- CHAPTER SUMMARY 20
- **REVIEW QUESTIONS** 20
- CHAPTER EXERCISES 21

REVERSE ENGINEERING PROJECTS 22

Can Opener Project 22

Locking Pliers Project 28

CHAPTER TWO

LAYOUTS AND LETTERING 30

UNDERSTANDING PROJECTIONS 32

Types of Projections 32 Drawing Vocabulary 34

- 2.1 ALPHABET OF LINES 34
- 2.2 FREEHAND LINES 36
- 2.3 MEASUREMENT SYSTEMS 36 U.S. Customary Units 36 The Metric System 36
- 2.4 DRAWING SCALE 37
- 2.5 SPECIFYING THE SCALE ON A DRAWING 37
- 2.6 LETTERING 40
- 2.7 LETTERING STANDARDS 40
- 2.8 USING GUIDELINES FOR HAND LETTERING 40
- 2.9 VERTICAL AND INCLINED LETTERS AND NUMERALS 41
- 2.10 FRACTIONS 43
- 2.11 SPACING OF LETTERS AND WORDS 44
- 2.12 LETTERING FOR TITLES 45
- 2.13 DRAWING PENCILS 46
- 2.14 TEMPLATES 47
- 2.15 CAD TOOLS 47
- 2.16 SKETCHING AND DRAWING MEDIA 49
- 2.17 STANDARD SHEETS 49
- 2.18 STANDARD LAYOUT ELEMENTS 50 Margins and Borders 50 Zones 50 Typical Letter Sizes 50 Title Block 51
- 2.19 LAYOUTS 52

2.20 PLANNING YOUR DRAWING OR SKETCH 52 Show Details Clearly 52

KEY WORDS 57

- CHAPTER SUMMARY 57
- **REVIEW QUESTIONS** 57
- **CHAPTER EXERCISES** 58

Drawing Exercises 58 Lettering Exercises 60

CHAPTER THREE

VISUALIZATION AND SKETCHING 62

UNDERSTANDING SOLID OBJECTS 64 Types of Solids 64

UNDERSTANDING SKETCHING TECHNIQUES 66

Analyzing Complex Objects 66 Viewpoint 68 Shading 68 Edges and Vertices 69 Points and Lines 69 Angles 70 Drawings and Sketches 70 Freehand Sketching 71

- 3.1 TECHNIQUE OF LINES 72 Lineweights 72
- 3.2 SKETCHING STRAIGHT LINES 73 Blocking in a Freehand Drawing 73
- 3.3 SKETCHING CIRCLES, ARCS, AND ELLIPSES 75 Circles 75 Sketching Arcs 77 Sketching Ellipses 77
- 3.4 MAINTAINING PROPORTIONS 77
- 3.5 ONE-VIEW DRAWINGS 79
- 3.6 PICTORIAL SKETCHING 80
- 3.7 PROJECTION METHODS 82
- 3.8 AXONOMETRIC PROJECTION 82 Axonometric Projections and 3D Models 83
- 3.9 ISOMETRIC PROJECTION 84 Isometric Axes 84 Nonisometric Lines 84 Isometric Scales 84

- 3.10 ISOMETRIC DRAWINGS 85
- 3.11 MAKING AN ISOMETRIC DRAWING 86
- 3.12 OFFSET LOCATION MEASUREMENTS 88 Isometric Drawings of Inclined Surfaces 89
- 3.13 HIDDEN LINES AND CENTERLINES 89
- 3.14 ANGLES IN ISOMETRIC 90
- 3.15 IRREGULAR OBJECTS 91
- 3.16 CURVES IN ISOMETRIC 91
- 3.17 TRUE ELLIPSES IN ISOMETRIC 92
- 3.18 ORIENTING ELLIPSES IN ISOMETRIC DRAWINGS 93
- 3.19 DRAWING ISOMETRIC CYLINDERS 95
- 3.20 SCREW THREADS IN ISOMETRIC 95
- 3.21 ARCS IN ISOMETRIC 95
- 3.22 SPHERES IN ISOMETRIC 96
- 3.23 OBLIQUE SKETCHES 98 Appearance of Oblique Drawings 98 Choosing the Front Surface 98 Angle of Receding Lines 98
- **3.24 LENGTH OF RECEDING LINES 99** Cavalier Projection **99** Cabinet Projection **99**
- 3.25 CHOICE OF POSITION IN OBLIQUE DRAWINGS 100
- 3.26 ELLIPSES FOR OBLIQUE DRAWINGS 100
- 3.27 ANGLES IN OBLIQUE PROJECTION 101
- 3.28 SKETCHING ASSEMBLIES 103
- 3.29 SKETCHING PERSPECTIVES 104 The Three Types of Perspective 105 Bird's-Eye View Versus Worm's-Eye View 107
- 3.30 CURVES AND CIRCLES IN PERSPECTIVE 107
- 3.31 SHADING 108
- 3.32 COMPUTER GRAPHICS 108
- 3.33 DRAWING ON DRAWING 109
- KEY WORDS 116

CHAPTER SUMMARY 116

REVIEW QUESTIONS 116

SKETCHING EXERCISES 117

CHAPTER FOUR

GEOMETRY FOR MODELING AND DESIGN 124

COORDINATES FOR 3D CAD MODELING 126 Specifying Location 127

GEOMETRIC ENTITIES 130

Points 130 Lines 130 Planes 131 Circles 132 Arcs 133

- 4.1 MANUALLY BISECTING A LINE OR CIRCULAR ARC 134
- 4.2 DRAWING TANGENTS TO TWO CIRCLES 135
- 4.3 DRAWING AN ARC TANGENT TO A LINE OR ARC AND THROUGH A POINT 135
- 4.4 BISECTING AN ANGLE 137
- 4.5 DRAWING A LINE THROUGH A POINT AND PARALLEL TO A LINE 137
- 4.6 DRAWING A TRIANGLE WITH SIDES GIVEN 138
- 4.7 DRAWING A RIGHT TRIANGLE WITH HYPOTENUSE AND ONE SIDE GIVEN 138
- 4.8 LAYING OUT AN ANGLE 138
- 4.9 DRAWING AN EQUILATERAL TRIANGLE 139
- 4.10 POLYGONS 139
- 4.11 DRAWING A REGULAR PENTAGON 140
- 4.12 DRAWING A HEXAGON 140
- 4.13 ELLIPSES 141
- 4.14 SPLINE CURVES 142
- 4.15 GEOMETRIC RELATIONSHIPS 145
- 4.16 SOLID PRIMITIVES 146 Making Complex Shapes with Boolean Operations 147
- 4.17 RECOGNIZING SYMMETRY 149 Right- and Left-Hand Parts 149 Parting-Line Symmetry 150
- 4.18 EXTRUDED FORMS 151 Swept Shapes 151
- 4.19 REVOLVED FORMS 152
- 4.20 IRREGULAR SURFACES 152

- 4.21 USER COORDINATE SYSTEMS 153
- **4.22 TRANSFORMATIONS 154** Geometric Transformations 154 Viewing Transformations 155
- KEY WORDS 161 CHAPTER SUMMARY 161 SKILLS SUMMARY 161 REVIEW QUESTIONS 161 CHAPTER EXERCISES 162

CHAPTER FIVE

MODELING AND DESIGN 170

- REFINEMENT AND MODELING 172
- KINDS OF MODELS 173 Descriptive Models 173 Analytical Models 174
- 5.1 2D MODELS 176 Paper Drawings 176 2D CAD Models 176 2D Constraint-Based Modeling 178
- 5.2 3D MODELS 179 Physical Models 179 3D CAD Models 181
- 5.3 TYPES OF 3D MODELS 182 Wireframe Models 182 Surface Models 184 Solid Models 190
- 5.4 CONSTRAINT-BASED MODELING 191
- 5.5 CONSTRAINTS DEFINE THE GEOMETRY 193 Feature-Based Modeling 196
- 5.6 PLANNING PARTS FOR DESIGN FLEXIBILITY 197
- 5.7 SKETCH CONSTRAINTS 199 Overconstrained Sketches 203 Underconstrained Sketches 203 Applying Constraints 203 Setting the Base Point 204
- 5.8 THE BASE FEATURE 205 Adding Features to the Model 206 Parent-Child Relationships 207 Datum Planes and Surfaces 209
- 5.9 EDITING THE MODEL 212 Standard Features 213 Working with Built-in Features 213 Complex Shapes 216

- 5.10 CONSTRAINT-BASED MODELING MODES 216 Assemblies 217 Drawings from the Model 218
- 5.11 CHOOSING THE RIGHT MODELING METHOD 222
- KEY WORDS 228
- CHAPTER SUMMARY 228
- **REVIEW QUESTIONS** 228
- CHAPTER EXERCISES 229

CHAPTER SIX

ORTHOGRAPHIC PROJECTION 232

UNDERSTANDING PROJECTIONS 234

Views of Objects 234 The Six Standard Views 235 Principal Dimensions 235 Projection Method 236 The Glass Box 236 Spacing between Views 238 Transferring Depth Dimensions 238 Measuring from a Reference Surface 238 Necessary Views 239 Orientation of the Front View 240 First- and Third-Angle Projection 240 Third-Angle Projection 241 Alternative Arrangements for Third-Angle Projection 242 First-Angle Projection 242 Projection System Drawing Symbol 242 Hidden Lines 243 Centerlines 244

- 6.1 HIDDEN LINE TECHNIQUE 244
- 6.2 PRECEDENCE OF LINES 244
- 6.3 CENTERLINES 246
- 6.4 LAYING OUT A DRAWING 246
- 6.5 DEVELOPING VIEWS FROM 3D MODELS 247 Placing the Views 248 Isometric Views 249
- 6.6 VISUALIZATION 250 Surfaces, Edges, and Corners 250
- 6.7 VIEWS OF SURFACES 250
- 6.8 NORMAL SURFACES 251
- 6.9 INCLINED SURFACES 251
- 6.10 OBLIQUE SURFACES 251
- 6.11 EDGES 252

- 6.12 NORMAL EDGES 252
- 6.13 INCLINED EDGES 252
- 6.14 OBLIQUE EDGES 252
- 6.15 PARALLEL EDGES 252
- 6.16 ANGLES 253
- 6.17 VERTICES 253
- 6.18 INTERPRETING POINTS 253
- 6.19 INTERPRETING LINES 253
- 6.20 SIMILAR SHAPES OF SURFACES 254
- 6.21 INTERPRETING VIEWS 254
- 6.22 MODELS 256 Rules for Visualizing from a Drawing: Putting It All Together 256
- 6.23 PROJECTING A THIRD VIEW 256

6.24 BECOMING A 3D VISUALIZER 258

KEY WORDS 262

CHAPTER SUMMARY 262

- **REVIEW QUESTIONS** 262
- CHAPTER EXERCISES 263

CHAPTER SEVEN

2D DRAWING REPRESENTATION 284

PRACTICES FOR 2D DOCUMENTATION DRAWINGS 286

Common Manufactured Features 286 Conventional Representations 287 Intersections and Tangencies 287 Removed Views 287

- 7.1 VISUALIZING AND DRAWING COMPLEX CYLINDRICAL SHAPES 288
- 7.2 CYLINDERS WHEN SLICED 289
- 7.3 CYLINDERS AND ELLIPSES 290
- 7.4 INTERSECTIONS AND TANGENCIES 290 Intersections of Cylinders 291
- 7.5 FILLETS AND ROUNDS 293
- 7.6 RUNOUTS 294
- 7.7 CONVENTIONAL EDGES 295
- 7.8 NECESSARY VIEWS 296
- 7.9 PARTIAL VIEWS 297 Showing Enlarged Details 298 Conventional Breaks 298

- 7.10 ALIGNMENT OF VIEWS 299
- 7.11 REMOVED VIEWS 300
- 7.12 RIGHT-HAND AND LEFT-HAND PARTS 301
- 7.13 REVOLUTION CONVENTIONS 302 Common Hole Features Shown in Orthographic Views 303 Common Features Shown in Orthographic Views 304

KEY WORDS 307

- CHAPTER SUMMARY 307
- **REVIEW QUESTIONS** 307
- CHAPTER EXERCISES 308

CHAPTER EIGHT

SECTION VIEWS 326

- UNDERSTANDING SECTIONS 328 Sections of Single Parts 328 Full Sections 328 The Cutting Plane 328 Lines behind the Cutting Plane 328
- 8.1 PLACEMENT OF SECTION VIEWS 331
- 8.2 LABELING CUTTING PLANES 332
- 8.3 LINE PRECEDENCE 332
- 8.4 RULES FOR LINES IN SECTION VIEWS 333
- 8.5 CUTTING-PLANE LINE STYLE 334 Visualizing Cutting-Plane Direction 334
- 8.6 SECTION-LINING TECHNIQUE 335 Section Lining Large Areas 336 Section-Lining Symbols 336 Section Lining in CAD 337
- 8.7 HALF SECTIONS 337
- 8.8 BROKEN OUT SECTIONS 338
- 8.9 REVOLVED SECTIONS 339
- 8.10 REMOVED SECTIONS 340
- 8.11 OFFSET SECTIONS 342
- 8.12 RIBS IN SECTION 343
- 8.13 ALIGNED SECTIONS 343
- 8.14 PARTIAL VIEWS 345
- 8.15 INTERSECTIONS IN SECTIONS 346
- 8.16 CONVENTIONAL BREAKS AND SECTIONS 346
- 8.17 ASSEMBLY SECTIONS 346

KEY WORDS 350

CHAPTER SUMMARY 350 REVIEW QUESTIONS 350 CHAPTER EXERCISES 351

CHAPTER NINE AUXILIARY VIEWS 362

UNDERSTANDING AUXILIARY VIEWS 364

- The Auxiliary Plane 364 Primary Auxiliary Views 365 Visualizing an Auxiliary View as a Revolved Drawing 366 Classification of Auxiliary Views 366 Successive Auxiliary Views 368 Secondary Auxiliary Views 368 Reference Planes 369
- 9.1 USING TRIANGLES TO SKETCH AUXILIARY VIEWS 371
- 9.2 USING GRID PAPER TO SKETCH AUXILIARY VIEWS 371
- 9.3 USING CAD TO CREATE AUXILIARY VIEWS 373
- 9.4 CIRCLES AND ELLIPSES IN AUXILIARY VIEWS 373
- 9.5 HIDDEN LINES IN AUXILIARY VIEWS 373
- 9.6 PARTIAL AUXILIARY VIEWS 375
- 9.7 HALF AUXILIARY VIEWS 375
- 9.8 REVERSE CONSTRUCTION 375
- 9.9 AUXILIARY SECTIONS 376
- 9.10 VIEWING-PLANE LINES AND ARROWS 377
- 9.11 USES OF AUXILIARY VIEWS 378
- 9.12 TRUE LENGTH OF A LINE 378
- 9.13 POINT VIEW OF A LINE 380 Showing the Point View of a Line 380
- 9.14 EDGE VIEW OF A PLANE 381 Showing the Edge View of a Plane 381
- 9.15 TRUE SIZE OF AN OBLIQUE SURFACE 382 Showing the True Size and Shape of an Oblique Surface 382
- 9.16 DIHEDRAL ANGLES 384

UNDERSTANDING DEVELOPMENTS AND INTERSECTIONS 385

Surface Terminology 385 Developable Surfaces 386 Principles of Intersections 386

- 9.17 DEVELOPMENTS 387
 Finding the Intersection of a Plane and a Prism and Developing the Prism 387
 Finding the Intersection of a Plane and a Cylinder and Developing the Cylinder 389
- 9.18 HEMS AND JOINTS FOR SHEET METAL AND OTHER MATERIALS 390
- 9.19 MORE EXAMPLES OF DEVELOPMENTS AND INTERSECTIONS 390

Developing a Plane and an Oblique Prism 390 Developing a Plane and an Oblique Cylinder 391 Developing a Plane and a Pyramid 391 Developing a Plane and a Cone 391 Developing a Hood and Flue 392

- 9.20 TRANSITION PIECES 393
- 9.21 TRIANGULATION 393
- 9.22 DEVELOPING A TRANSITION PIECE CONNECTING RECTANGULAR PIPES ON THE SAME AXIS 394
- 9.23 DEVELOPING A PLANE AND A SPHERE 394
- 9.24 REVOLUTION 395 Axis of Revolution 395 Creating a Revolved Drawing 395
- 9.25 PRIMARY AND SUCCESSIVE REVOLUTIONS 396
- 9.26 TRUE LENGTH OF A LINE: REVOLUTION METHOD 396
- KEY WORDS 398
- CHAPTER SUMMARY 398

REVIEW QUESTIONS 398

CHAPTER EXERCISES 399

Design Project 399 Auxiliary View Exercises 399 Revolution Exercises 407 Development Exercises 410

CHAPTER TEN

MODELING FOR MANUFACTURE AND ASSEMBLY 414

DESIGN FOR MANUFACTURE, ASSEMBLY, DISASSEMBLY, AND SERVICE 416

10.1 ASSEMBLY MODELS 418

Constraint-Based Assemblies 419 Choosing the Parent Part 420 Assembly Constraints 421 Managing Assembly Files 423

10.2 ASSEMBLIES AND DESIGN 424

Layout Drawings 425 Assembling to a Skeleton 425 Global Parameters 427 Seed Parts 428 Constraint-Based Drawing Elements 429

10.3 ASSEMBLIES AND SIMULATION 429

10.4 PARTS FOR ASSEMBLIES 430 Standard Parts 430

Fastener Libraries 431

10.5 USING YOUR MODEL TO CHECK FITS 432 Interference Checking 432 Accessibility Checking 433

10.6 MANUFACTURING PROCESSES 434

Designing Plastic Parts 434 Cast Parts 437 Modeling Machined Parts 437 Modeling Sheet Metal Parts 438 Other Methods of Production 440

- 10.7 DOS AND DON'TS OF PRACTICAL DESIGN 441 Casting Design 441 Practical Considerations 441
- **10.8 MANUFACTURING MATERIALS 443** Material Assignment in Models 444
- 10.9 APPEARANCE, SERVICE LIFE, AND RECYCLING 445
- 10.10 DIMENSIONAL ACCURACY AND SURFACE FINISH 445
- 10.11 NET-SHAPE MANUFACTURING 446
- 10.12 COMPUTER-INTEGRATED MANUFACTURING 447
- 10.13 SHARED MANUFACTURING 448
- 10.14 MANUFACTURING METHODS AND THE DRAWING 448
- 10.15 MODELING FOR TESTING AND REFINEMENT 451
- **10.16 DETERMINING MASS PROPERTIES** 451 Understanding Mass Property Calculations 454
- 10.17 EXPORTING DATA FROM THE DATABASE 456 File Formats 456 Common Formats for Export 457 Vector versus Raster Data 459
- **10.18 DOWNSTREAM APPLICATIONS 460** Spreadsheets 460 Equation Solvers 460 Finite Element Analysis 463

Simulation Software 468 Human Factors 470 Integrated Modeling and Design Software 472

10.19 PROTOTYPING YOUR DESIGN 474 Rapid Prototyping 474 Translating the Model 474 Rapid Prototyping Systems 476 Rapid Tooling 480

KEY WORDS 486

- CHAPTER SUMMARY 487
- **REVIEW QUESTIONS** 488

CHAPTER EXERCISES 490

Mass Properties Exercises 500

CHAPTER ELEVEN

DIMENSIONING 502

- UNDERSTANDING DIMENSIONING 504 Three Aspects of Good Dimensioning 505 Tolerance 505 Geometric Breakdown 506
- 11.1 LINES USED IN DIMENSIONING 506
- 11.2 USING DIMENSION AND EXTENSION LINES 508
- 11.3 ARROWHEADS 508
- 11.4 LEADERS 509
- 11.5 DRAWING SCALE AND DIMENSIONING 509
- 11.6 DIRECTION OF DIMENSION VALUES AND NOTES 510
- 11.7 DIMENSION UNITS 510
- 11.8 MILLIMETER VALUES 510
- 11.9 DECIMAL-INCH VALUES 511
- 11.10 RULES FOR DIMENSION VALUES 512
- 11.11 RULES FOR ROUNDING DECIMAL DIMENSION VALUES 512
- 11.12 DUAL DIMENSIONING 512
- 11.13 COMBINATION UNITS 513
- 11.14 DIMENSIONING SYMBOLS 513
- 11.15 PLACING AND SHOWING DIMENSIONS LEGIBLY 514 Rules for Placing Dimensions Properly 514
- 11.16 SUPERFLUOUS DIMENSIONS 516
- 11.17 DIMENSIONING ANGLES 517
- 11.18 DIMENSIONING ARCS 517

- 11.19 FILLETS AND ROUNDS 517
- 11.20 SIZE DIMENSIONING: PRISMS 518
- 11.21 SIZE DIMENSIONING: CYLINDERS 518
- 11.22 SIZE DIMENSIONING: HOLES 519
- 11.23 APPLYING STANDARD DIMENSIONING SYMBOLS 520
- 11.24 DIMENSIONING COUNTERBORES AND SPOTFACES WITH FILLETS 521
- 11.25 DIMENSIONING TRIANGULAR PRISMS, PYRAMIDS, AND CONES 522
- 11.26 DIMENSIONING CURVES 522
- 11.27 DIMENSIONING CURVED SURFACES 523
- 11.28 DIMENSIONING ROUNDED-END SHAPES 523
- 11.29 DIMENSIONING THREADS 524
- 11.30 DIMENSIONING TAPERS 524
- 11.31 DIMENSIONING CHAMFERS 524
- 11.32 SHAFT CENTERS 525
- 11.33 DIMENSIONING KEYWAYS 525
- 11.34 DIMENSIONING KNURLS 525
- 11.35 FINISH MARKS 526
- **11.36 SURFACE ROUGHNESS 526** Applications of Surface Roughness Symbols 527
- 11.37 LOCATION DIMENSIONS 530
- 11.38 MATING DIMENSIONS 532
- 11.39 COORDINATE DIMENSIONING 533
- 11.40 TABULAR DIMENSIONS 534
- 11.41 DIMENSIONING FOR NUMERICALLY-CONTROLLED MACHINING 534
- 11.42 MACHINE, PATTERN, AND FORGING DIMENSIONS 535
- 11.43 SHEET METAL BENDS 536
- 11.44 NOTES 536
- 11.45 STANDARDS 538
- 11.46 DOS AND DON'TS OF DIMENSIONING 538

KEY WORDS 543

CHAPTER SUMMARY 543

- **REVIEW QUESTIONS** 543
- **CHAPTER EXERCISES** 544

CHAPTER TWELVE

TOLERANCING 546

UNDERSTANDING TOLERANCE 548

Tolerance 548 Quality Control 548 Definitions for Size Designation 548 Variations in Form 549 Tolerance Envelope 549 Implied Right Angles 550 Fits between Mating Parts 551 Selective Assembly 553 Hole System 554 Shaft System 554

- 12.1 SPECIFYING TOLERANCES 556
- 12.2 GENERAL TOLERANCE NOTES 556
- 12.3 LIMIT TOLERANCES 557 Single-Limit Dimensioning 557
- 12.4 PLUS-OR-MINUS TOLERANCES 558
- 12.5 TOLERANCE STACKING 559 Chained or Continuous Dimensioning 559 Baseline Dimensioning 559
- 12.6 USING AMERICAN NATIONAL STANDARD LIMITS AND FIT TABLES 560
- 12.7 TOLERANCES AND MACHINING PROCESSES 561
- 12.8 METRIC SYSTEM OF TOLERANCES AND FITS 562
- 12.9 PREFERRED SIZES 564
- 12.10 PREFERRED FITS 564
- 12.11 GEOMETRIC DIMENSIONING AND TOLERANCING 565
- 12.12 SYMBOLS FOR TOLERANCES OF POSITION AND FORM 566
- 12.13 DATUM FEATURES 568 Datum Features Versus Datum Feature Simulator 569 Datum Reference Frame 569 Datum Targets 570
- 12.14 POSITIONAL TOLERANCES 572
- 12.15 MAXIMUM MATERIAL CONDITION 574
- 12.16 TOLERANCES OF ANGLES 575
- 12.17 FORM TOLERANCES FOR SINGLE FEATURES 576
- 12.18 ORIENTATIONS FOR RELATED FEATURES 578
- 12.19 USING GEOMETRIC DIMENSIONING AND TOLERANCING 580

- 12.20 TOLERANCES AND DIGITAL PRODUCT DEFINITION 581
- 12.21 COMPUTER GRAPHICS 582

KEY WORDS 587

CHAPTER SUMMARY 587

- **REVIEW QUESTIONS** 588
- CHAPTER EXERCISES 588 Design Project 588 Tolerancing Projects 588

CHAPTER THIRTEEN

THREADS, FASTENERS, AND SPRINGS 592

UNDERSTANDING THREADS AND FASTENERS 594

Screw Thread Terms 595 Screw Thread Forms 596 Thread Pitch 597 Thread Series 598 Right-Hand and Left-Hand Threads 598 Single and Multiple Threads 599 American National Thread Fits 599 Metric and Unified Thread Fits 600 Three Methods for Drawing Thread 600

- 13.1THREAD NOTES604Acme Thread Notes605
- 13.2 EXTERNAL THREAD SYMBOLS 606
- 13.3 INTERNAL THREAD SYMBOLS 606
- 13.4 DETAILED REPRESENTATION: METRIC, UNIFIED, AND AMERICAN NATIONAL THREADS 608 Detailed Internal Square Thread 608 Detailed External Square Thread 608
- 13.5 THREADS IN ASSEMBLY 610
- 13.6 MODELING THREAD 610
- 13.7 AMERICAN NATIONAL STANDARD PIPE THREADS 610
- 13.8 USE OF PHANTOM LINES 612
- 13.9 TAPPED HOLES 612
- 13.10 BOLTS, STUDS, AND SCREWS 613
- 13.11 STANDARD BOLTS AND NUTS 614
- 13.12 DRAWING STANDARD BOLTS 615
- 13.13 SPECIFICATIONS FOR BOLTS AND NUTS 615
- 13.14 LOCKNUTS AND LOCKING DEVICES 617
- 13.15 STANDARD CAP SCREWS 618

- 13.16 STANDARD MACHINE SCREWS 619
- 13.17 STANDARD SET SCREWS 620
- 13.18 AMERICAN NATIONAL STANDARD WOOD SCREWS 621
- 13.19 MISCELLANEOUS FASTENERS 621
- 13.20 KEYS 622
- 13.21 MACHINE PINS 622
- **13.22 RIVETS 623** Riveted Joints 623 Rivet Symbols 624 Small Rivets 624 Blind Rivets 624
- 13.23 SPRINGS 625 Helical Springs 625
- 13.24 DRAWING HELICAL SPRINGS 626
- 13.25 MODELING SPRINGS 627
- KEY WORDS 631
- CHAPTER SUMMARY 631
- **REVIEW QUESTIONS 631**
- CHAPTER EXERCISES 631 Design Project 631 Thread and Fastener Projects 631

CHAPTER FOURTEEN

WORKING DRAWINGS 636

WORKING DRAWINGS OR CONSTRUCTION DRAWINGS 638

Assembly Drawings 639 Detail Drawings or Piece Part Drawings 640

- 14.1 SUBASSEMBLIES 642
- 14.2IDENTIFICATION642Multidetail Drawings643
- 14.3 PARTS LISTS 644
- 14.4 ASSEMBLY SECTIONS 645
- 14.5 WORKING DRAWING ASSEMBLY 646
- 14.6 INSTALLATION ASSEMBLIES 647
- 14.7 CHECK ASSEMBLIES 647
- 14.8 WORKING DRAWING FORMATS 648 Number of Details per Sheet 648 Digital Drawing Transmittal 648 Title and Record Strips 649
- 14.9 DRAWING NUMBERS 650
- 14.10 ZONING 650
- 14.11 CHECKING DRAWINGS 650

- 14.12 DRAWING REVISIONS 650
- 14.13 SIMPLIFYING DRAWINGS 651
- 14.14 PATENT DRAWINGS 652
- KEY WORDS 657
- CHAPTER SUMMARY 657

REVIEW QUESTIONS 657

CHAPTER EXERCISES 658 Design Project 658 Working Drawing Exercises 659

CHAPTER FIFTEEN

DRAWING CONTROL AND DATA MANAGEMENT 710

- DOCUMENTATION AND THE DESIGN DATABASE 712
- 15.1 REQUIREMENTS FOR ENGINEERING DOCUMENTATION 713
- **15.2 DRAWING CONTROL METHODS 713** Drawing Approval and Release 713 Change Orders 714 Revision Block 714 A Drawing as a Snapshot in Time 715
- **15.3 GOOD PRACTICES FOR ELECTRONIC DRAWING STORAGE 715** Storing Electronic Files **715** Organized Directory Structures **715** File Naming Conventions **716**
- 15.4 DRAWING STANDARDS 717
- 15.5 PERMISSION AND OWNERSHIP 718
- 15.6 BACKING UP DRAWING FILES 718
- 15.7 STORAGE MEDIA 718
- 15.8 USING THE 3D DESIGN DATABASE IN CONCURRENT ENGINEERING 719
- **15.9 QUALITY MANAGEMENT 719** ISO 9000/9001 719
- **15.10 PRODUCT DATA MANAGEMENT 721** Organized by Product 721 A Relational Database 722
- **15.11MANAGING WORK FLOW724**Archiving Work History724Individual Productivity724
- 15.12 DATA MANAGEMENT AND THE WEB 725 CAD Files on the Web 725

KEY WORDS 728

CHAPTER SUMMARY 728

REVIEW QUESTIONS 728			
CHAPTER EXERCISES 728			
СНАІ	PTER SIXTEEN		
GEARS AND CAMS 730			
UNDERSTANDING GEARS 732			
	Using Gears to Transmit Power 732		
	Spur Gear Definitions and Formulas 732		
16.1	CONSTRUCTING A BASE CIRCLE 734		
16.2	THE INVOLUTE TOOTH SHAPE 734		
16.3	APPROXIMATE INVOLUTE USING CIRCULAR ARCS 734		
16.4	SPACING GEAR TEETH 735		
16.5	RACK TEETH 736		
16.6	WORKING DRAWINGS OF SPUR GEARS 736		
16.7	SPUR GEAR DESIGN 737		
16.8	WORM GEARS 738		
16.9	WORKING DRAWINGS OF WORM GEARS 739		
16.10	BEVEL GEARS 740		
16.11	BEVEL GEAR DEFINITIONS AND FORMULAS 740		
16.12	WORKING DRAWINGS OF BEVEL GEARS 741		
16.13	CAMS 743		
16.14	DISPLACEMENT DIAGRAMS 744		
16.15	CAM PROFILES 744		
16.16	OFFSET AND PIVOTED CAM FOLLOWERS 746		
16.17	CYLINDRICAL CAMS 747		
16.18	OTHER DRIVE DEVICES 747		
KEY W	/ORDS 750		
CHAP	FER SUMMARY 750		
REVIEW QUESTIONS 750			
CHAPTER EXERCISES 751			
CHAPTER SEVENTEEN			
ELEC	I KUNIC DIAGRAMS 756		

UNDERSTANDING ELECTRONIC DIAGRAMS 758

Standard Symbols 758 CAD Symbol Libraries 758 Types of Electronic Diagrams 760

- 17.1 DRAWING SIZE, FORMAT, AND TITLE 762
- 17.2 LINE CONVENTIONS AND LETTERING 762
- 17.3 STANDARD SYMBOLS FOR ELECTRONIC DIAGRAMS 762
- 17.4 ABBREVIATIONS 763
- 17.5 GROUPING PARTS 763
- 17.6 ARRANGEMENT OF ELECTRICAL/ ELECTRONIC SYMBOLS 764
- 17.7 CONNECTIONS AND CROSSOVERS 766
- 17.8 INTERRUPTED PATHS 766
- 17.9 TERMINALS 767
- 17.10 COLOR CODING 768
- 17.11 DIVISION OF PARTS 769
- 17.12 ELECTRON TUBE PIN IDENTIFICATION 769
- 17.13 REFERENCE DESIGNATIONS 770
- 17.14 NUMERICAL VALUES 770
- 17.15 FUNCTIONAL IDENTIFICATION AND OTHER INFORMATION 771
- 17.16 INTEGRATED CIRCUITS 771
- 17.17 PRINTED CIRCUITS 772
- 17.18 COMPUTER GRAPHICS 773
- KEY WORDS 775
- CHAPTER SUMMARY 775
- **REVIEW QUESTIONS** 775
- CHAPTER EXERCISES 776

CHAPTER EIGHTEEN

STRUCTURAL DRAWING 780

STRUCTURAL DRAWINGS 782

18.1 WOOD CONSTRUCTION 783

Nominal Sizes for Wood Products 783 Symbols for Finished Surfaces on Wood Products 783 Wood Joints 784 Connector Designs 784 Metal Ring Connectors 784 Straps and Plates 785

- **18.2 STRUCTURAL STEEL 786** Piece Marks 786 Erection Plans 786
- 18.3 STRUCTURAL STEEL SHAPES 788
- 18.4 SPECIFICATIONS 788
- 18.5 WELDED AND BOLTED CONNECTIONS 789

- 18.6 RIVETED CONNECTIONS 789
- 18.7 FRAME BEAM CONNECTIONS 790
- 18.8 WELDING 791
- 18.9 HIGH-STRENGTH BOLTING FOR STRUCTURAL JOINTS 792
- 18.10 ACCURACY OF DIMENSIONS 794
- 18.11 CONCRETE CONSTRUCTION 794
- 18.12 REINFORCED CONCRETE DRAWINGS 795
- 18.13 STRUCTURAL CLAY PRODUCTS 797
- 18.14 STONE CONSTRUCTION 798
- KEY WORDS 802
- CHAPTER SUMMARY 802
- **REVIEW QUESTIONS 802**
- CHAPTER EXERCISES 803

CHAPTER NINETEEN

LANDFORM DRAWINGS 808

- UNDERSTANDING LANDFORM DRAWINGS 810 Definitions 810 GETTING INFORMATION FOR MAPS 812
- 19.1 SYMBOLS 815
- 19.2 BEARINGS 815
- 19.3 ELEVATION 815
- **19.4 CONTOURS 816** Interpolating Elevation Data 817 3D Terrain Models 819
- 19.5 CITY MAPS 819 Subdivision Plats 820 Uses for Subdivision Plats 821 Landscape Drawings 821
- 19.6 STRUCTURE LOCATION PLANS 822
- 19.7 HIGHWAY PLANS 823
- KEY WORDS 826
- CHAPTER SUMMARY 826
- **REVIEW QUESTIONS** 826
- CHAPTER EXERCISES 827

CHAPTER TWENTY

PIPING DRAWINGS 828

UNDERSTANDING PIPING DRAWINGS 830

Standard Symbols830Types of Drawings830Dimensioning Piping Drawings833

- 20.1 STEEL AND WROUGHT IRON PIPE 834
- 20.2 CAST IRON PIPE 834
- 20.3 SEAMLESS BRASS AND COPPER PIPE 835
- 20.4 COPPER TUBING 835
- 20.5 PLASTIC AND SPECIALTY PIPES 836
- 20.6 PIPE FITTINGS 837
- 20.7 PIPE JOINTS 838 Flanged Joints 838 Welded Joints 838
- 20.8 VALVES 839 Globe Valves 839 Check Valves 839 Gate Valves 839 Solenoid-Actuated Valves 840
- 20.9 AMERICAN NATIONAL STANDARD CODE FOR PRESSURE PIPING 840
- KEY WORDS 843

CHAPTER SUMMARY 843

- REVIEW QUESTIONS 843
- CHAPTER EXERCISES 844

CHAPTER TWENTY-ONE

WELDING REPRESENTATION 846

UNDERSTANDING WELDMENT DRAWINGS 848 Welding Processes 848 Standard Symbols 848

- UNDERSTANDING A WELDING SYMBOL 849
- 21.1 TYPES OF WELDED JOINTS 850
- 21.2 TYPES OF WELDS 850
- 21.3 WELDING SYMBOLS 851
- 21.4 FILLET WELDS 853
- 21.5 GROOVE WELDS 855
- 21.6 BACK OR BACKING WELDS 856
- 21.7 SURFACE WELDS 856
- 21.8 PLUG AND SLOT WELDS 856
- 21.9 SPOT WELDS 857
- 21.10 SEAM WELDS 857
- 21.11 PROJECTION WELDS 858
- 21.12 FLASH AND UPSET WELDS 858
- 21.13 WELDING APPLICATIONS 859
- 21.14 WELDING TEMPLATES 860

21.15 COMPUTER GRAPHICS 860

KEY WORDS 864

- CHAPTER SUMMARY 864
- **REVIEW QUESTIONS** 864
- CHAPTER EXERCISES 865
- Roof Truss Exercises 869

CHAPTER TWENTY-TWO

AXONOMETRIC PROJECTION ONLINE ONLY

- UNDERSTANDING AXONOMETRIC PROJECTION Projection Methods Reviewed Types of Axonometric Projection
- 22.1 DIMETRIC PROJECTION
- 22.2 APPROXIMATE DIMETRIC DRAWINGS
- 22.3 TRIMETRIC PROJECTION
- 22.4 TRIMETRIC SCALES
- 22.5 TRIMETRIC ELLIPSES
- 22.6 AXONOMETRIC PROJECTION USING INTERSECTIONS
- 22.7 COMPUTER GRAPHICS
- 22.8 OBLIQUE PROJECTIONS Directions of Projectors
- 22.9 ELLIPSES FOR OBLIQUE DRAWINGS Alternative Four-Center Ellipses Four-Center Ellipse for Cavalier Drawings
- 22.10 OFFSET MEASUREMENTS
- 22.11 OBLIQUE DIMENSIONING
- 22.12 COMPUTER GRAPHICS

KEY WORDS

CHAPTER SUMMARY

REVIEW QUESTIONS

CHAPTER EXERCISES

CHAPTER TWENTY-THREE **PERSPECTIVE DRAWINGS** ONLINE ONLY

- UNDERSTANDING PERSPECTIVES
- 23.1 PERSPECTIVE FROM A MULTIVIEW PROJECTION
- 23.2 NONROTATED SIDE VIEW METHOD FOR PERSPECTIVE

- 23.3 DRAWING AN ANGULAR PERSPECTIVE
- 23.4 POSITION OF THE STATION POINT
- 23.5 LOCATION OF THE PICTURE PLANE
- 23.6 BIRD'S-EYE VIEW OR WORM'S-EYE VIEW
- 23.7 THE THREE TYPES OF PERSPECTIVES
- 23.8 ONE-POINT PERSPECTIVE
- 23.9 ONE-POINT PERSPECTIVE OF A CYLINDRICAL SHAPE
- 23.10 TWO-POINT PERSPECTIVE
- 23.11 THREE-POINT PERSPECTIVE
- 23.12 MEASUREMENTS IN PERSPECTIVE
- 23.13 DIRECT MEASUREMENTS ALONG INCLINED LINES
- 23.14 VANISHING POINTS OF INCLINED LINES
- 23.15 INCLINED LINES IN PERSPECTIVE, JOINING ENDPOINT METHOD
- 23.16 CURVES AND CIRCLES IN PERSPECTIVE
- 23.17 THE PERSPECTIVE PLAN METHOD
- 23.18 PERSPECTIVE DIAGRAM
- 23.19 SHADING
- 23.20 COMPUTER GRAPHICS

KEY WORDS

CHAPTER SUMMARY

REVIEW QUESTIONS

CHAPTER EXERCISES

GLOSSARY G-1 APPENDICES A-1 INDEX I-1 CREDITS C-1 FIFTEENTH EDITION

TECHNICAL DRAWING WITH ENGINEERING GRAPHICS

CHAPTER ONE

THE WORLDWIDE Graphic Language For Design

OBJECTIVES

After studying the material in this chapter, you should be able to:

- 1. Describe the role of graphics in the design process.
- 2. Identify stages in the design process.
- 3. Contrast concurrent versus traditional design processes.
- 4. List five professions that use technical drawings.
- 5. Describe four creativity techniques.
- 6. Explain why standards are important.
- 7. Identify three purposes for technical drawings.

Refer to the following standard:

[•] ANSI/ASME Y14.100 Engineering Drawing Practices



Conceptual Sketches. Exploring many design options through quick sketches is one method that Lunar, recently named one of the top 10 award-winning American product design firms by BusinessWeek magazine, uses to create beautiful products and successful brands. (Images courtesy of LUNAR.)

OVERVIEW -

Regardless of the language they speak, people all over the world use technical drawings to communicate their ideas. Graphic representation is a basic, natural form of communication that isn't tied to a particular time or place. It is, in a sense, a universal language.

Accomplishing ideas, from the simplest to the most elaborate, requires teamwork. A new product, machine, structure, or system may exist in the mind of the engineer or designer, but before it can become a reality, the idea must be communicated to many different people. The ability to communicate design concepts quickly and accurately through technical drawings is key to meeting project budgets and time constraints. Effective graphic communication is also an advantage in the global marketplace, where team members may not always share a common language.

Like carpenters who learn to use the tools of their trade, engineers, architects, drafters, designers, manufacturers, and technicians learn the tools of technical drawing. They learn specific methods to represent ideas, designs, and specifications in a consistent way that others can understand. Being an effective graphic communicator ensures that the product, system, or structure that you envision is produced as you specified.



1.1 Computation Sketch Detail (Courtesy of Jeffrey J. Zerr.)



1.2 Excerpt from an Assembly Drawing (Courtesy of Woods Power-Grip Co., Inc.)

1.3 A Part Drawing (Courtesy of Dynojet Research, Inc.)

UNDERSTANDING THE ROLE OF TECHNICAL DRAWINGS

Drawings and specifications control the many details of product manufacture, assembly, and maintenance. Both ease in freehand sketching and the ability to use computers to produce CAD models and technical drawings are valued skills in the global marketplace. Conveying information graphically requires knowledge of the standards that allow drawings to concisely communicate designs around the world.

Technical drawings can take many forms: idea or concept sketches (such as the sketches on the previous page), computation sketches, design sketches, layout drawings, part drawings, working or construction drawings, electrical drawings, installation drawings, and assembly drawings are all examples. Sketches, 2D CAD drawings, and 3D CAD models are all forms of technical drawing. Some of these types of technical drawings are shown in Figures 1.1 through 1.3. Each of these types of drawings and others have a place in the process of designing and building a product, system, or structure. In general, technical drawings serve one of three purposes:

- Visualization
- Communication
- Documentation

A wide variety of professions use technical drawings to communicate and document designs. Some examples are civil engineering, mechanical engineering, electrical engineering, architecture, bio-resource engineering, landscape design, landscape architecture, industrial design, construction engineering, construction technology, pattern making, project management, fabrication, and manufacturing. There are many others.

Whether you are designing a bridge, installing underground power lines in a subdivision, or designing a plastic housing for a new toaster, understanding and using technical drawing is a key skill you will need.

1.4 These drills all perform similar functions, but a consumer's choice of one over another may depend on the product's styling and aesthetics as well as function. (©Shutterstock/Vereshchagin Dmitry.)

The Design Process

The organized and orderly approach to solving problems is known as the *design process*. The engineering design process addresses society's needs, desires, and problems by applying scientific principles, experience, and creativity.

Different types of technical drawings have a specific function in the engineering design process. For example, freehand sketches capture and document the ideation process. Later in the process, CAD models and drawings capture the design and specify the details necessary for manufacture.

The design process for any product requires a clear understanding of the functions and the performance expected of that product. The steel beam construction shown in Figure 1.5 is very different from the styling and functional requirements of the products shown in Figure 1.4, but the stages in the design process are similar for both.

It has been estimated that 70% to 80% of the cost of product development and manufacture is determined during the initial design stages. Although many industrial groups may identify them in their own way, one procedure for designing a new or improved product follows the stages shown in Figure 1.6:

- 1. *Problem identification*: First, a clear statement of the need for and objectives for the design must be written.
- 2. *Ideation*: Technical sketches are often used to convey concepts to multidisciplinary teams.
- Refinement/analysis: Designs may be rethought, based on engineering analysis. CAD models and sketches are useful during the analysis and compromise stage. Accurate 2D or 3D CAD models and drawings are created to refine the design.
- Implementation/documentation: Production and/or working drawings providing the details of manufacture and assembly are finalized and approved.

Ideally, the design moves through these stages, but as new information becomes available, it may be necessary to return to

1.5 A project engineer in a hard hat examines a blueprint. (Courtesy of Dennis MacDonald/Photo Edit, Inc.)

1.6 The Stages of the Design Process

(a) Sequential Process

(b) Concurrent Process

1.7 A Model of the Concurrent Design Process

a previous stage and repeat the process. For example, based on engineering analysis, the familiar phrase "back to the drawing board" might come into play at the refinement/analysis stage.

Concurrent Engineering

Traditionally, design and manufacturing activities have taken place in sequential order rather than concurrently (simultaneously). Designers would spend considerable effort and time analyzing components and preparing detailed part drawings, and then forward them to other departments. For example, the materials department would use the drawing to identify the particular alloys and source vendors to use. The manufacturing department would then identify the processes needed for efficient production. This stepby-step approach seems logical, but in practice it has been found to be wasteful.

For example, if a manufacturing engineer wanted to taper the flange on a part to make it easier to cast in metal, or to choose a different alloy, the design analysis stage would have to be repeated to ensure that the product would still function effectively. These iterations, illustrated in Figure 1.7a, may be necessary, but they waste resources, and more importantly, time. Time is important because early product introduction makes possible a greater market percentage (and hence greater profits) and a longer life before the product becomes obsolete (clearly a concern with products such as consumer electronics).

Concurrent engineering is a systematic approach that integrates the design and manufacture of products with the goal of optimizing all elements involved in the life cycle of the product. Figure 1.7b illustrates the concurrent design process.

Life cycle design means that all aspects of a product (such as design, development, production, distribution, use, and its ultimate disposal and recycling) are considered simultaneously. Figure 1.8 depicts the life cycle of a product from conception to disposal.

The basic goals of concurrent engineering are to minimize product design and engineering changes and to reduce the time and cost involved in taking a product from concept through production and ultimately to the marketplace. In concurrent engineering, all disciplines are involved in the early design stages, so that natural iterations result in less wasted effort and lost time.

Communication between and within disciplines is especially important in a concurrent design process. Effective interaction among engineering, marketing, and service functions, as well as among engineering subdisciplines, is recognized as crucial to this type of process. Cross-disciplinary communication also helps provide a fertile environment for innovative approaches that can lead to savings in material and production costs.

Computer-Aided Design and Product Development

For both large and small companies, product design often involves preparing analytical and physical models of the product that can be used to study factors such as forces, stresses, deflections, and optimal part shape. The necessity for these

1.8 The Life Cycle of a Product

types of models depends on how complex the product is. Today, the process of constructing and studying analytical models is simplified by using *computer-aided design* (CAD), *computer-aided engineering* (CAE), and *computer-aided manufacturing* (CAM) techniques. These systems allow rapid design analysis for simple objects as well as complex structures.

CAD allows for a range of activities, from modeling 2D and 3D geometry to creating drawings that document the design for manufacturing and legal considerations.

CAM provides computerized control for manufacturing processes. Examples include using a computer interface to control a lathe, or generating the path for milling machine tools directly from the CAD model. In more sophisticated systems, CAM can be used in materials handling, assembly, and inspection.

CAE allows users to simulate and analyze structures that will be subject to various temperatures, static loads, or fluctuating loads. Kinematic analysis studies moving parts. Some of these functions are integrated with CAD software, and other packages import data from a CAD system. Using these tools, engineers can simulate, analyze, and test designs efficiently, accurately, and quickly.

Designing Quality into Products

Companies use a number of systematic ways to try to design "quality" into their products as well as to measure performance and make decisions based on data. Designers may feel that their creative approach to problem solving is stifled when these systems are poorly implemented in the workplace; but when these systems are well implemented, organizations can show quality improvement.

DFSS *Design for Six Sigma* is an approach that uses engineering and statistical tools to design products in a way that predicts and minimizes customer and manufacturing problems.

Six Sigma is a process originated at Motorola to improve quality by reducing or eliminating defects.

DMAIC *Define, Measure, Analyze, Improve, and Control* are steps defined in a continuous improvement process that attempts to define and ensure critical to function (CTF) characteristics.

QFD *Quality Function Deployment* is a tool for decision making that helps companies focus on a customer-driven approach and set of product characteristics.

The Digital Database

Computer use continues to change the way products are produced. All the information to manage, design, analyze, simulate, package, market, and manufacture a product can be shared with a diverse (and perhaps geographically distant) group of users through a single complex digital database.

Product data management (PDM) systems or *enterprise data management* (EDM) systems electronically store the various types of data associated with designing and manufacturing

7

A Structural Designer Working with CAD. (Courtesy of Kryczka/iStockphoto.com.)

Windchill Customer Windchill Windchill TCP/IP Network Public Corporate Internet Intranet Customer Purchasing Department User Private Extranet Supplier Search Engineering Engine **Department User**

1.9 Product Data Management. *PTC's Windchill is* an enterprise-wide product data management system designed to be extended to serve data over the internal network (or intranet). Data from the database are provided to external users via a secure, password-protected site (to share nonpublic information with suppliers and other partners in remote locations). (Courtesy of Parametric Technology Corporation.)

a product. An effective PDM system allows all the product data to be quickly stored, retrieved, displayed, printed, managed, and transferred to anywhere in the organization. This allows for designs to be optimized or directly modified at any time. Costs, product revisions, and *engineering change orders* (ECOs) can be analyzed, tracked, and implemented quickly. Managing enterprise data requires commitment and planning, but companies who implement PDM effectively can capture product data once and utilize it many ways to achieve a competitive advantage (Figure 1.9).

Windchill Extended Enterprise

1.1 GRAPHICS TOOLS IN ACTION

Designers and engineers use graphics for visualization, communication, and documentation throughout the design process. A case study from Santa Cruz Bicycles will illustrate the tools used in the redesign of its V10 model, a downhill racing mountain bike, shown in Figure 1.10.

Design Phase: Problem Identification

The impetus for the V10, as for most racing bikes, was higher performance. In 2000, Santa Cruz Bicycles (SCB) purchased three patents for suspension systems that had never been developed. Most bikes have suspension on the front wheel; these patents showed how rear suspension could be manipulated to improve performance and control.

The bicycle's suspension has two roles: absorbing bumps and translating the pulsing motion coming from the human pedaler into forward movement. The balance between how far the wheel can move up and down and maximal forward motion determines bike performance.

The first V10 was ridden in 2002. Its rear suspension allowed the wheel to travel vertically 10 inches. At that time, 8–8.5 inches of travel was common among competitors.

When SCB set out to update the V10 design, better performance was a key criterion. The design team included the product manager (who interfaced with marketing), two design engineers, and racers who rode the V10. The team members had plenty of information for defining the problem: they were familiar

1.10 The V10 is a generation of downhill racing bikes first sold in 2002 and continually improved based on race team results and rider feedback. The 3D model of the new design is shown here. (Courtesy of Santa Cruz Bicycles.)

with the design drawings, performance specifications, and manufacturing costs of the V10 already being produced. Racing teams provided feedback about how the current design handled and where they envisioned improvement. Racers and engineers viewed race videos to see how the bike performed on courses with more or less rugged terrain. Marketing provided information about competitors' bikes and how the V10 measured up against them.

At the problem identification stage, the team worked to enlarge the criteria for judging the solution. The team identified three primary goals for the redesign:

- Get maximum forward movement from a suspension that also absorbs bumps.
- Improve the handling to give the rider better control.
- Minimize the weight to make a lighter bike.

SPOTLIGHT

Santa Cruz Bicycles

The team at Santa Cruz Bicycles believes that to build a good bike, you have to first really love riding bikes. They all ride daily—from the owner to the engineers to the salespeople. This creates a very strong relationship between the design team and their customers—each model is constantly being refined and improved based on feedback from riders who want to—and do—win races with a Santa Cruz bike. Their engineers are proficient 3D modelers who use

the many features of Pro/ENGINEER to visualize, analyze, and test designs before they are built. More important, the 3D model supports the continual improvement that is built into the Santa Cruz culture. They can quickly modify parts, see how the new part affects the movement of the bike, assess the stresses on the new part, and send it to be prototyped for the ultimate test: riding on unpredictable terrain.

Design Phase: Ideation

The design team focused first on the geometry of how the parts of the bike are arranged. Unlike the frame of a conventional bicycle, the V10's frame is in two parts. The back wheel connects to a triangular "swingarm" that attaches to the front frame with a pivot (see Figure 1.11). The length of the parts, the angles between them, and their movement determine how the bike handles. In the ideation phase, the team captured and evaluated different combinations of handlebar placements, seat, crank, pivots to the wheels and shock absorbers, and more. How much the shock absorbers allow the wheel to travel vertically, the pivot locations, and link sizes all affect how the bike will perform.

At the ideation stage, being able to draw a readable freehand sketch is vital to "selling" your idea to your design team colleagues. This stage is called *universal possibilities* because the group seeks to consider every possible solution and not limit the design by preconceived notions of what will be best.

For each subsystem of the bike, the team generated and evaluated many concepts. For example, they brainstormed all the ways a pivot assembly might be made. They also employed a kind of "contest" to spur creativity and generate options. One engineer would be given 1.5 days to come up with a combination of parts and materials to make a subsystem, such as a link mechanism. Then, the design tasks would be shuffled and a different engineer would have 1.5 days to define an alternative approach to the link mechanism. Using a whiteboard, the team would then list the pros and cons of each subsystem design.

Design Phase: Decision Process/Design Selection

The design selection process varies by company and by the design challenge. It may be informal and conducted by a single individual, or it may be a highly formal process in which different teams compete for development dollars for new products. In all cases, design selection narrows the field of options for the final design.

SCB's team needed to evaluate how the parts would *move*. They created 3D skeleton models in CAD. A skeleton model is a simplified representation of the centerlines and other shapes that capture the design geometry. These skeleton models are useful for kinematic analysis (Figure 1.12).

1.12 Skeleton models were used for kinematic analysis of different combinations of the swingarm geometry. The model shows how much the swingarm can pivot. (Courtesy of Santa Cruz Bicycles.)