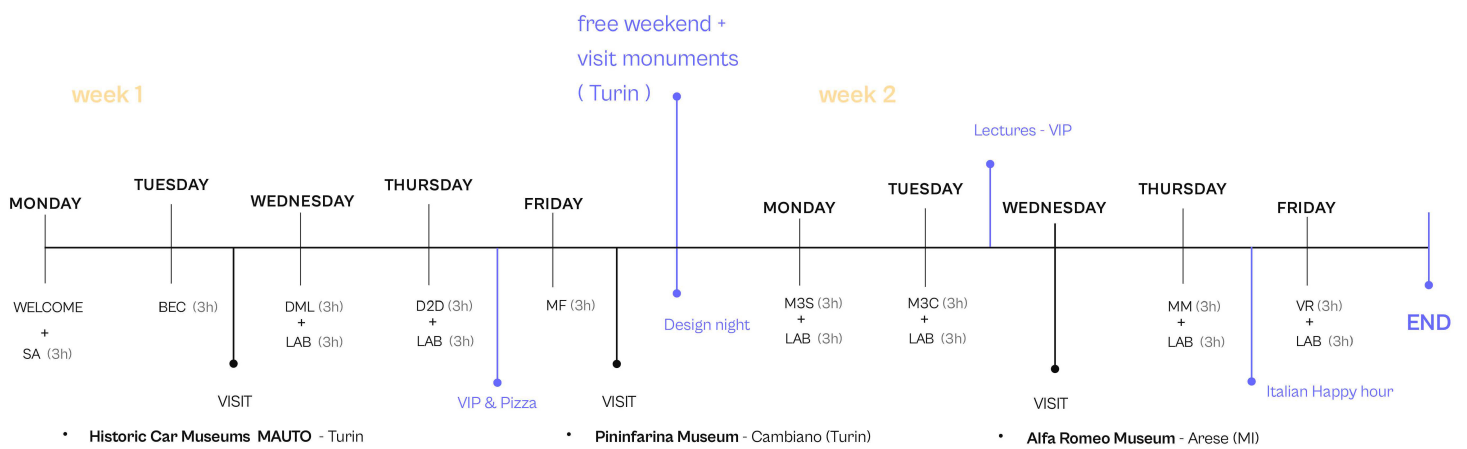


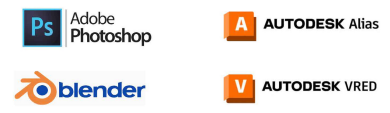


CAR DESIGN EXPERIENCE

Course timeline and visits



- BEC = brief and concept ideation
- DML = hand sketching
- D2D = digital 2D sketching
- M3S = 3D style modelling
- M3C = 3D CAS modelling
- MM = Physical Modelling
- VR = Visualization and Render
- MF = Macro Feasibility
- LAB = Laboratory
- VA = Company visit
- VM = Museum visit
- SA = Car design story





course subjects

BRIEF ANALYSIS AND CONCEPT IDEATION (BEC) the subject will study the initial project brief and plan an appropriate concept. Through understanding the characteristics listed in the brief, its analysis, context and historical period, an ideal concept will be found to interpret an identified and chosen theme through its justification with respect to the scenario and demands of the client, the first interpreter of the brief.

HAND SKETCHING (DML): the course aims to introduce drawing; basic techniques, use of pencil stroke and pantone, perspective and professional representation will be taught.

2D DIGITAL SKETCHING (D2D): Advanced 2D sketching using digital techniques through Photoshop software and commonly used tools (workstations and graphics tablets). The student will be trained in the correct design approach, starting with the use of the material at their disposal and the result needed to work in the professional world.

3D DESIGN MODELLING (M3S): The course is aimed at teaching 3D modeling software as an expression of primary styling work and as a bridge between the work of the designer and that of the surface modeler in the various quality classes. This subject carried out with the help of Blender software should be seen for the Designer as a chance to express a simple stylistic idea in real shapes, helping him to “see” the right proportions and providing the next phase of CAS modeling with a good base.

3D CAS MODELLING (M3C): the subject is aimed at teaching the principles of qualitative virtual modeling in support of style and engineering. Through an initial superficial learning of Autodesk Alias Design software, professional-grade 3D modeling methodologies and techniques will be approached . The in-depth study of this subject allows you to project yourself toward a career as a virtual modeler, in a possible future placement as a CAS modeler in companies in the industry.

MACRO FEASIBILITY (MF) : The course is aimed at understanding a technical language of setting through an overview of the main standards to be followed and design hard points to be respected during the creation of a production car (visibility of ramp angles, crossbars, etc...) A 360° view on the most common issues that the candidate will have to face in the design creation process, serving or in symbiosis with the technical requirements.

PHYSICAL MODELLING (MM): introduction to physical modeling through the study of scale models and observation of professionals at work on one. Viewing the working techniques and tools used will bring awareness to the student who will be able to realize the proportions and patterns of the object in the views, which can often only be viewed in the virtual environment and do not always transmit the right feelings. Depending on the availability of appropriate consultants and facilities, manual modeling projects will also be possible in the module hours (LAB)

VISUALIZATION AND RENDER (VR): the course aims to provide an initial introduction to virtual presentation, both dynamic and static. The module will be oriented toward teaching the techniques and software most commonly used by companies to make presentations to clients (Autodesk Vred in our case), teaching as much as possible what it means to do a proper job of preparing and visualizing an object to a client through dynamic visualization, such as Virtual Reality VR or static rendering. Quick mentions of photography techniques, optics, and the use of lighting and materials will also be made.

CAR DESIGN HISTORY (SA): preparatory course to understanding the process and work context in which the student will be placed. Through knowledge of the historical models but also the industrial processes that have brought our design and associated craftsmanship to excellence in this field.

LABORATORIES (LAB): The hours represented as labs could be student exercises or in-depth study with outside consultants.

COMPANIES TOURS (VA): The hours represented as company visits will consist of tours of companies in the automotive industry dedicated to processing or building automobiles. Industry tools and methods used daily by workers in the Italian and Turin area will be shown in detail.

MUSEUM TOURS (VM): Hours represented as museum tours will consist of guided tours at automotive museums dedicated to understanding the history and territory in which the automobile was born and evolved, through design centers and automakers from the early 1900s to the present.



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