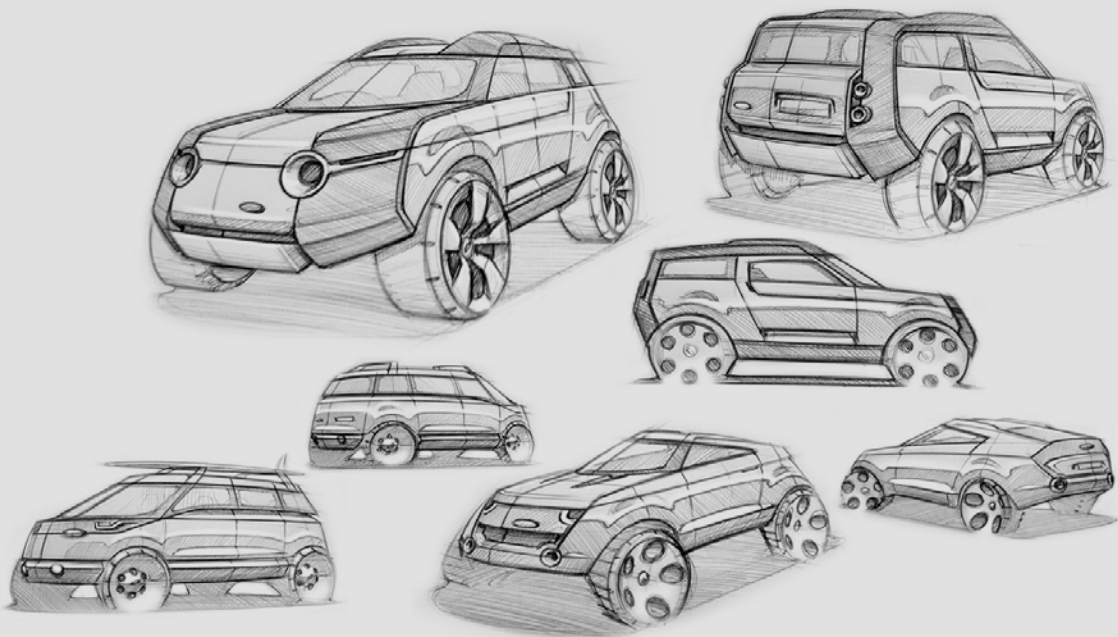


SCHOOL of DESIGN and APPLIED ARTS

AUTOMOTIVE DESIGN METHODS 2 [M4X01361]

TEACHING, LEARNING & ASSESSMENT: SEMESTER 2 | 2015-16

MODULE HANDBOOK



SEMESTER 2

WEEK	TUESDAY	CONTENT
1	26.01	Introduction to context of module and outcomes
2	02.02	Lecture presentation - car segments
3	09.02	Briefing Assignment 1
4	16.02	Lecture presentation – Orthographic views
5	23.02	Lecture presentation – Orthographic views
6	01.03	Lecture presentation - ship curves
7	08.03	Project Submission
8	15.03	Briefing Assignment 2
9	22.03	Project Feedback
10	29.03	NA
11	05.04	NA
12	12.04	NA
13	19.04	Project Submission
14	26.04	Lecture presentation - Tonal Shading
15	03.05	Project Feedback
16	10.05	Lecture presentation – Markers Rendering
17	17.05	Individual Tutorials



ASSIGNMENT SPECIFICATION

Student name:	<i>Assignments will not be accepted without a name here</i>	Student P number:	<i>Assignments will not be accepted without P number</i>
Programme:	BA/MDes Automotive Design	Faculty/School:	FAD/SD&AA
Module:	Automotive Design Methods 2	Module Level (4, 5, 6, 7):	4
Module code:	M4X01361	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Sergio Fontanarosa	Internal Verifier:	Paul Morrow
Assignment Title:	Design the Challenge	Assignment No (x of x):	1 of 2

Hand Out Date:	09/02/2016	Submission Date:	08/03/2016	Feedback Date:	22/03/16
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Referencing:	Written coursework submissions: In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication). Harvard or APA referencing systems is accepted. Practical coursework submissions: You must give credit to designers or artists whose work you have used to inspire your own. Where specific designs or images have been used in your development work you must indicate the name of the ‘author’ and details of the source of the work (e.g. book, journal, website etc.).				
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.				
Student’s Signature:	<i>Assignments will not be accepted without a signature here and date ></i>		Date of submission:		
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. If both electronic and hard copy submissions are required then both versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Note: the Turnitin version is the primary submission and acts as a proof of receipt for the student. A paper receipt must be completed for hard copy submissions, including portfolios and other design work.				YES	
				NO	✓

Penalties for late submission: Up to four weeks late, maximum mark of 40% for first attempt. Work cannot be accepted after 4 weeks and will be recorded as a non-submission, 0%.

- The Assignment Specification Form **MUST** be at the front of all assignment submission. Assignments will not be accepted without this form, as it is a requirement that you sign the disclosure regarding referencing conventions.
- DO NOT** include this form in your Turnitin submission or it will match many similarities with other students' submissions.

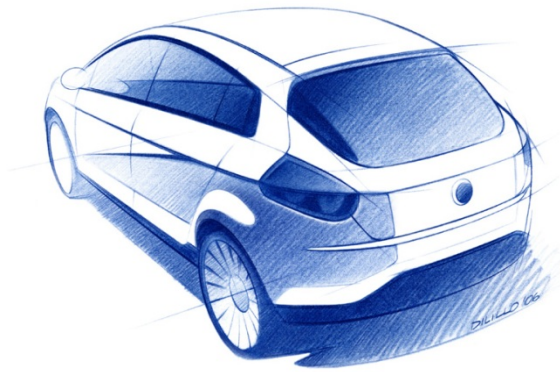
ASSIGNMENT DESCRIPTION

Learning Outcomes

Module Learning Outcomes being Assessed:

1. Execute design projects respecting the relation between brand and product and to develop a design through inspirational research.
2. Demonstrate appropriate skills and knowledge to successfully execute and present a solution to a given design brief.

Task



You have picked a car brand and a car segment from the envelopes provided. After the initial research, you must know everything about the segment and the vehicle's brand. Also, produce a basic engineering package and some coloured pencil sketches of your final design.

You must produce:
n. 3 A2 sheets:

In the first A2 sheet you will show a brief research about the manufacturer history, family feeling and design inspiration.

In the second sheet you will show a shaded coloured pencil sketch side view and three quarter front and rear perspective. (See example in the image above for rendering guidance only).

In the third sheet you will show engineering package drawing with dimensions (1:20 scale) including 98% manikin and a map with your market competitors.

Also an A3 folder showing your sketches and design development and one A3 sheet showing vehicle's interior view.

Be clean & tidy – think of your portfolio.

Guidance for Students in the Completion of Tasks

You must be able to make a graphic template of dimensions based on the same measurements that you found in other cars within the same segment/class and then start to produce several sketches.

Use the graphic template as an underlay to make sure that the proportions of your vehicle are correct.

- A2 BOARD 1: BRIEF MANUFACTURER STORY, DESIGN INSPIRATION, FAMILY FEELINGS PICTURES
- A2 BOARD 2: SIDE, FRONT $\frac{3}{4}$, REAR $\frac{3}{4}$ COLOURED PENCIL SHADED VIEWS
- A2 BOARD 3: 1:20 SCALE PACKAGE, MARKET COMPETITORS
- A3 SKETCHBOOK
- A3 INTERIORS

Assessment & Feedback

Your A2 BOARD 1 and A2 BOARD 3 will be used to assess **Learning Outcome 1 and 2** using the following Common Assessment and Marking Criteria:

1. Research & Analysis

5. Presentation & Communication

Your A3 sketchbook, interiors and A2 BOARD 2 will be used to assess **Learning Outcome 1 and 2** using the following Common Assessment and Marking Criteria:

2. Development

3. Technical Skill

4. Subject Knowledge

5. Presentation & Communication

7. Professional Practice

You will be provided with written feedback and the opportunity to discuss your performance in a studio tutorial.



ASSIGNMENT SPECIFICATION

Student name:	Assignments will not be accepted without a name here	Student P number:	Assignments will not be accepted without P number
Programme:	BA/MDes Automotive Design	Faculty/School:	FAD/SD&AA
Module:	Automotive Design Methods 2	Module Level (4, 5, 6, 7):	4
Module code:	M4X01361	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Sergio Fontanarosa	Internal Verifier:	Paul Morrow
Assignment Title:	The Speed Form	Assignment No (x of x):	2 of 2

Hand Out Date:	15/03/2016	Submission Date:	19/04/2016	Feedback Date:	03/05/16
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Referencing:	Written coursework submissions: In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication). Harvard or APA referencing systems is accepted. Practical coursework submissions: You must give credit to designers or artists whose work you have used to inspire your own. Where specific designs or images have been used in your development work you must indicate the name of the ‘author’ and details of the source of the work (e.g. book, journal, website etc.).			
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.			
Student’s Signature:	Assignments will not be accepted without a signature here and date >		Date of submission:	
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. If both electronic and hard copy submissions are required then both versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Note: the Turnitin version is the primary submission and acts as a proof of receipt for the student. A paper receipt must be completed for hard copy submissions, including portfolios and other design work.			YES	
			NO	✓

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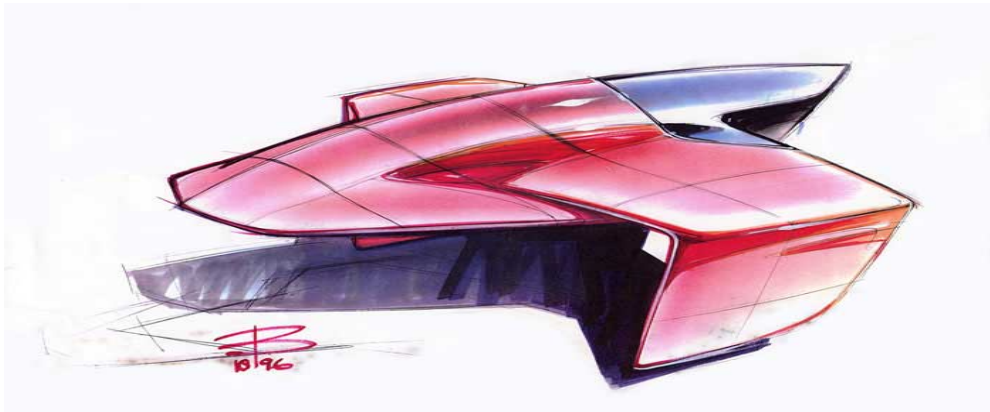
ASSIGNMENT DESCRIPTION

Learning Outcomes

Module Learning Outcomes being Assessed:

1. Execute design projects respecting the relation between brand and product and to develop a design through inspirational research.
2. Demonstrate appropriate skills and knowledge to successfully execute and present a solution to a given design brief.

Task



Imagine something that is speed inspired; it could be anything from the Human world or the animal kingdom.

Create a series of visual research sheets that capture the essence and emotion of speed and motion.

These sheets will be your inspiration for the final design.

The vehicle that you will produce will be attractive sleek and aerodynamic.

You have got total freedom for the final design choice, it could be a rocket a spaceship or a train; it does not matter, the only restriction is that it has to be related to a brand, automotive or product, the choice is yours.

Guidance for Students in the Completion of Tasks

Academic Submission Deliverables:

- An A2 board showing presentation pencil renderings of the side, front 3/4 & rear 3/4 exterior views of your chosen Speed Form.
- An A2 board showing the inspiration of your final design
- An A3 Folder / sketchbook.
- A small foam sketch model to get a better understanding of the shape (not bigger than an A4 sheet)

Assessment & Feedback

*Your A3 sketchbook, foam model and A2 Boards will be used to assess **Learning Outcome 2** using the following Common Assessment and Marking Criteria:*

- 1. Research & Analysis**
- 2. Development**
- 3. Technical Skill**
- 4. Subject Knowledge**
- 5. Presentation & Communication**
- 7. Professional Practice**

You will be provided with written feedback and the opportunity to discuss your performance in a studio tutorial.

MODULE CODE:	M4X01361
TITLE:	Automotive Design Methods 2
DATED:	24/10/2014
LEVEL:	4
CREDITS:	20
JACS CODE:	W240

AIM(S)

- To establish the fundamental practical design and research skills required in conceiving and implementing design projects in the field of vehicle design.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Execute design projects respecting the relation between brand and product and to develop a design through inspirational research.
2. Demonstrate appropriate skills and knowledge to successfully execute and present a solution to a given design brief.

INDICATIVE CONTENT

- The Automotive design process,
Executing a design project.

Research and analysis -Identifying Automotive Brand Ethos and DNA. Getting inspiration.

Generating design ideas.

Tonal and Colour Theory.

Awareness of packaging restrictions.

Synthesising and evaluating initial ideas.

Developing final proposal.

Realisation.

LEARNING AND TEACHING STRATEGY

Key to the delivery of this module is the ethos of integrated design expressed through the inter-relationships forged between the various aspects of the syllabus. Students are exposed to a series of theory and practice based workshops. The TLA Strategy is based upon students being exposed to new theory and practical techniques in the first semester; being supported in their exploration of that material and assessed in the second.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	90	45
Independent learning	110	55
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 50%

Portfolio of practical design research exercises.

Exemplar

Explore the effective representation and development of three-dimensional freehand sketching, 3D sketch modelling & formal drawing techniques appropriate for automotive design practice.

Assessment Component 2 – 50%

Design project.

Exemplar

Research a given automotive brand and apply the aesthetic qualities to a new market niche, producing sketch work and presentation visuals.

Assessment Summary

Activity type	Percentage
Written	0
Coursework	100
Practical	0
TOTAL	100%

BIBLIOGRAPHY

Essential:

Belker, H.	2006	Car Design & Presentation (DVD)	The Gnomon Workshop
Edsall, L.	2008	Masters of Car Design	White Star
Lewin, T.	2003	How to Design Cars Like a Pro	Motorbooks

Background:

Belker, H.	2004	Introduction to Car Design and Drawing (DVD)	The Gnomon Workshop
Eissen, K, Steur, R.	2011	Sketching: The Basics.	Bis Publishers
Robertson, S.	2004	How to Draw Cars (DVD)	The Gnomon Workshop

Journals

Car Styling
Auto & Design
Interior motives
Intersection
Design Week

Websites

<http://www.idsketching.com>
<http://idcreatures.com>
<http://www.core77.com>
<http://www.carsdesignnews.com>
<http://www.carbodydesign.com>

