

AUTOMOTIVE STYLING BOOT CAMP – ASBC

8 Days 70* hours Intensive Certified Internship

India's one and only studio style Design Internship
Exclusively on Automotive Sketching, Digital sculpting,
Styling with Live design Projects.

Main Areas of Study:

- Sketching basics
- Vehicle Sketching techniques
- Basics of Bike Sketching
- Advanced Vehicle Sketching
- Prototyping Techniques
- Vehicle Packaging
- Hard Prototyping – Thermocol Modeling
- Automotive Digital Rendering
- Automotive Surface Modeling

Internship Structure

Automotive Sketching & Hard prototyping

Design Basics:

- Automotive Design Industry in India and it's scope
- Idea to Concept Design Introduction
- How should a Designer think?
- Important Design Tools will help every designer
- Introduction to various Design Tools

Market Study & User persona research

- Identifying the target user
- Ethnographic study of user behaviours
- Identifying the market gap
- User Journey map
- User persona creation

Sketcher Level

- Automotive Sketch Basics
- Necessary Tools require for Sketching
- Mood board creation & necessity of it.
- Concept Sketch
- Effective use of different sketching tools
- Measurements
- Live Sketching Exercises
- Vehicle side view sketching skills
- Vehicle Proportions – SUV, MUV, Sedan, Hatchback, Sports Coupe, Luxury sedan etc...
- Vehicle projections
- Single point perspective
- Multi point perspective sketching
- Vehicle isometric sketching techniques.
- Basics of bike sketching

Hands – On Practice: All participants will do intensive practice of various sketching skills and techniques and develop ideation sketches to final vehicle model.

Prototyping Workshop

- Prototyping basics
- Various Tools Used
- Best methods & Practices – Automotive Industry
- Material Selection Criteria
- Thermocol Prototyping basics and techniques

Hands – On Lab: All participants will work on hard prototype exercises as well as make car model.

- Clay Modelling Standards & Best Practices

Vehicle Packaging

- Basics
- Standard Methods and measurements
- Packaging criteria for diff. Automobile segments
 - How to package an Automobile – Case Study

AUTOMOTIVE DIGITAL SCULPTING

Digital Sketcher Level

- Automotive Rendering Basics
- Introduction to tools
- Photoshop/Sketch Book Pro Rendering
- Use of sketch pad for rendering
- Live Exercises
- In class Assignments on various tools

Digital Sculpture Level

1. Design Basics

- Car Coordinates
- Basic Modelling Theory
- Construction Methodologies
- Design Standards
- Surface Analysis
- Introduction to Various concepts and software used in Industry

2. Intermediate Level

- User Interface of Designing Software
- Menu Customization
- Work Organization and file structure
- How to move in 3D Environment
- Making Menus
- Working With Layers
- Basic Modeling Commands, selection and transformation
- Primitives
- CV Sculpting
- Displaying CV's
- Curves
- Measuring Dimensions
- Other tools which can change the style of the design
- Basics of Surface Designing
- Design Exercises
- Bezier Theory
- Bezier Curves

3. Advanced Level

3D Advanced Modelling Theory

NURBS Theory

- NURBS
- NURBS Single span
- NURBS Multi Span
- NURBS & Bezier Geometry
- Design Exercises

Modelling Approaches

- Procedural Modelling
- Direct Modelling
- Detect the feature lines and Build slabs first
- Section Data (Curve & Raw Date) of physical data
- Design Exercises & Practices

A- Class Surface Modelling

- A-Class Surface
- Curvature continuity
- Understanding A-Class Surfaces
- The Physical Meaning
- By Definition
- Two Different aspects of A-Class
- Design Exercises & Practices

Surface's Structure

Working with Surface CVs

- Construction History
- Curve and Surface Structure
- Focus on Curve Quality
- Patch Layout
- Surface Trim & Intersect

Secondary Surfaces

- Surface Blends • Advance filleting
- Symmetric Filleting
- Surface Blends • Detail Surfaces

Explicit Control

- Special Surface Edit Tools
- Trim Convert
- Align Tool

Professional Skill Development Workshop

- Creating Designers Resume – Portfolio
- Importance of Portfolio
- How to prepare an Awesome Design Portfolio
- How to tackle design school interviews
- Tips on How to Crack Design School Entrance test like CEED.
- How to crack Design Job interviews

Design Project/Challenge – JURY DAY

Students will be allotted in a team and assigned a work station and a specific design Problem statement/Portfolio design on 1st / 2nd day of the program and mentored by our Experts/designers and facilitators. Last Day all requested to present their solutions to Industrial Jury The best design project will be awarded a prize and the team will receive excellence certification.

Portfolio/Project presentation

- Best Teams will be selected and awarded **"Winner of ASBC Summer 20"** with prizes.
- Best Students who perform well throughout the Program will get **"Best Intern Award" and certificate of Excellence.**
- Best Portfolio will be awarded Design Excellence Award.

Note: Expertshub has all rights to change the structure of the program based upon expert's availability and lab conditions without prior notification to anybody.

*no of hours mentioned are calculated by both class room training & the time student spend outside the class room for their project work.

All the students are requested to bring their own laptops with min 512 MB graphics card with Mouse and latest configuration (Preferably 64 bit OS).

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