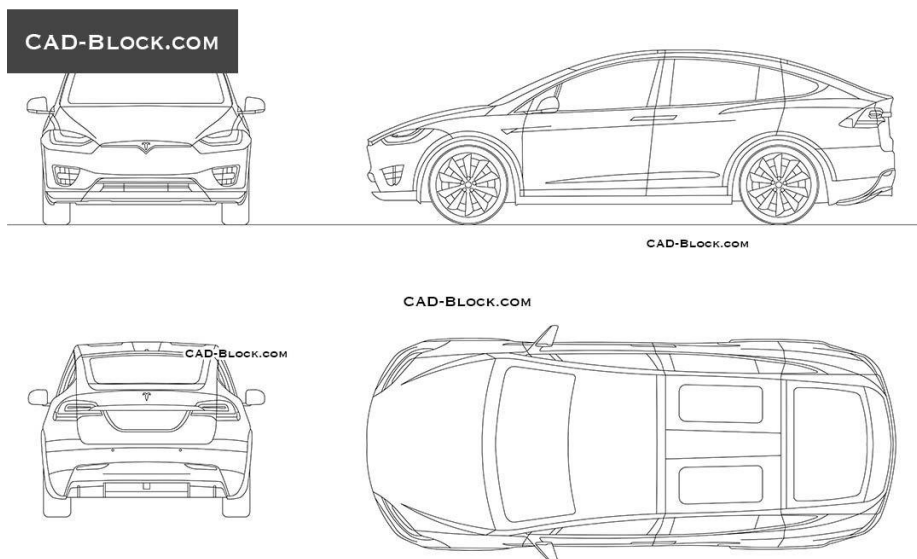


## Vehicle Design



You are going to take the \_\_\_\_\_ (Year) \_\_\_\_\_ (Make) \_\_\_\_\_ (Model) and redesign/ modify the vehicle in a way you see fit.

**HOWEVER**, you cannot modify your vehicle “**just because I want to**”; you need a **REASON** behind everything you do.

**THEREFORE, YOU NEED TO DO RESEARCH BEFORE YOU START YOUR DESIGN.**

You will compile your research into a **ROUGH POWERPOINT** or in a word document. You **DO NOT** need to worry what it looks like at this point as long as you are **SAVING ALL THE INFORMATION, PICTURES, WORDING, SOURCES, ETC** that you will need to do a final presentation. Basically at this point you are just copying and pasting stuff into a document of some sort. You will refine the design and presentation of the final PowerPoint later- NOT now though **JUST GET AS MUCH INFO AS YOU CAN!!** Do not be selective, you can always erase stuff later, but it’s hard to go and try to re-find something.

### \*\*\*\*Information/ Research you need to do\*\*\*\*

1. **The Design Objective:** What is the intent of your design? Come up with a way to write your design objectives in words. Include the following, as well as anything else you feel is important in your design objective.
  - a. What kind of image do you want your car to portray? What do you want the design of your vehicle to say? (*Modern, retro, prestigious, ecological, safe, bold, high-performance*)
  - b. What is the purpose of the vehicle? (*For utility, a family car, for fun, to “scream speed and eat asphalt”, etc.*)
  - c. What are some performance and capability expectations? (*Acceleration top speed, handling, off-road capability, towing, etc.*)





**2. Precedent Design Research:** You now know what you want your Design Objective to be. However, most likely you are not the first person to do that, so see what others have done in the past. (*Industrial Designers say it is VERY important to know some history of your product.*) Look at other cars that would be in the same category as yours. What do they have in their designs that help push across the

intent of your own design? Look at concept vehicles, production vehicles, past historic vehicles. Make sure you copy and save any pictures and text that you found interesting that may relate to your vehicle.

**3. Define Your Customer Base:** Who are you designing and producing this car for? State things that describe the type of person that your car is marketed for such as...

- age
- job
- lifestyle
- family type
- Male, Female, Both
- Income
- Hobbies



- Number of occupants
- Purchase cost & cost of ownership (economical, luxurious, exotic, practical)
- Etc.

**4. Inspirations:** You are redesigning a selected vehicle, and using that stated vehicle as a “base vehicle” which you will modify its design, but what are your inspirations for your modifications? Inspirations can come from anything, nature or man-made. Many designers have a strong inspiration which help guide their designs.

(Example: The Corvette Sting Ray from the String Ray Animal)



Get pictures of the things that inspired you and say why or how it did. Copy a quote that gave you an idea and put it in your presentation. **These Inspirations Give You Ideas!** Somehow document where you got your inspiration- (No you can not say “Because it Looks Cool”- Give a reason with some background! ☺ )