

CEP Short Term Course on

Introduction to

AUTOMOTIVE STYLING & DESIGN

July 13-14, 2018

Course Coordinator

Prof Nishant Sharma, IDC, IIT Bombay



COURSE

Introduction to Automotive Styling & Design is a unique exposure course designed for design professionals, academicians, and undergraduate students (currently enrolled in design, engineering, architecture, planning, fine art), who are interested in learning about development of the appearance of various types of automotive products like cars, motorcycles, trucks, buses etc. Through series of lectures and case studies from professors of IDC, IIT Bombay and Industry Experts, participants would be exposed to entire journey of vehicle design from sketch to modelling/prototyping. Participants will also gather hands-on experience in a vehicle sketching workshop.

COURSE OUTLINE

- Automotive Styling and Design- Scope and Directions
- New Vehicle-product Design and Development
- Vehicle Package and Vehicle Ergonomics
- Vehicle Form and Aesthetics
- Vehicle Styling Process: Vehicle Sketching, Computer Aided Surfacing, Clay Modelling, Prototyping
- Vehicle Styling case studies in Cars, Two wheelers, Commercial Vehicles
- Studios, Resources, Skills and Tools
- *Hands-on Vehicle Sketching Workshop*

WHO MAY BENEFIT

- Automotive/Transportation/Product Designers
- Design Engineers, Studio Engineers, CAS/Digital Sculptors, Automotive Accessories Designers
- Product Planning and Marketing, Auto Ancillaries, Auto Suppliers
- Government organisations
- Faculty members of Design institutes
- Students of Design/Engineering/Architecture/Fine Art
- Design aspirants (Minimum Graduates)
- Auto Journalists

REGISTRATION

The registration fees for two day course is:

Category	Registration Fees
Professionals	Rs. 21240/-
Academia	Rs. 18880/-
Government Organisations	Rs. 18880/-
Students	Rs. 10620/-

The course fee includes lunch and coffee/tea.

For registration details visit:

https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=1001



Office of Continuing Education & Quality Improvement Programmes

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