

Course Coordinator

Prof Nishant Sharma, IDC, IIT Bombay

Nishant Sharma is an Associate Professor and coordinator of Master of Design- Mobility and Vehicle Design in Industrial Design Centre (IDC), IIT Bombay. He teaches Vehicle Form & Aesthetics, Mobility Design, Computer Aided Industrial Design, User centric way of designing products etc. His research interests are Nature & Form, Bionics, Human Powered Mobility and Participatory Design. Prof Nishant has extensively published in the domain of Participatory Design. In IIT Bombay, he has successfully done various sponsored & consultancy projects and delivered design solutions to Ministry of Human Resource Development (Mumbai Transformation Project), Volvo Sweden, Samsung Korea, MRVCL Mumbai, Thermolab, CEAT. Apart from IIT's Mobility and Vehicle Design Program, he also designed the curriculum for Transportation and Automobile Design program in National Institute of Design Ahmedabad. Before joining academics, he worked as automotive designer in Bajaj Auto Ltd, Aprilia Motors (HGD) and General Motors where he extensively worked in the areas of interior and exterior automotive styling & design.

Automotive Industry Expert

Mr. Sathiya Seelan G, Styling Head, Ashok Leyland

Sathiya Seelan is an eminent senior design practitioner in transportation design. He is an Alumnus of IIT-Delhi with career spreading over 20+ years in various domestic and global automotive companies. He has been part of prestigious projects such as TATA Motors Star Bus, TVS King, OPEL ANTARA, Ashok Leyland DOST, STILE, CAPTAIN etc. He is credited with establishing full-fledged design studio and design practices in Ashok Leyland. His works christened with prestigious awards from various government and non-government organizations like SIAM. The school bus- SUNSHINE and an LCV- GURU are his recent works from Ashok Leyland. He frequently visits schools and colleges offering talks & conducts workshops and promoting design awareness and appreciation. He is a prominent presenter at design conclaves organized by SIAM. Other than design he is a passionate painter specializing in digital as well as traditional medium, and a musician.

Invited Auto Industry Professionals for Lecture, Demo, Workshop

Design Professionals- Two Wheeler, Car (Exterior & Interior), Commercial Vehicles
Design Professionals for Demo- Sketching, Computer Aided Surfacing (CAS), Clay Modelling
Design Professionals for workshop- Colour, Material and Finish
Design Professionals for Experience and Interaction

CEP Short Term Course on

AUTOMOTIVE STYLING & DESIGN

March 20-25, 2017

Course Coordinator:

Prof Nishant Sharma, Industrial Design Centre, IIT Bombay

AUTOMOTIVE STYLING AND DESIGN

INTRODUCTION

Automotive Styling & Design is a unique short term course designed for wider variety of professionals who are directly and indirectly involved in development of the appearance of various types of automotive products like cars, motorcycles, trucks, buses etc. The course will provide comprehensive exposure to everything that goes into designing visual appearance or aesthetics of the vehicle. Through series of **lectures and design demos** from professors and Industry Experts, participants would be exposed to vehicle design trends, journey from sketch to vehicle, skills-resources-tools, sketching-rendering, Computer Aided Styling (CAS), Clay Modelling, Exterior-Interior, Instrument Panel, Colour-Material-Finish, Experience and Interaction Design.

COURSE OUTLINE

There will be three modules.

Module 1: Automotive Styling & Design

Automotive Design- Scope and Directions
New Vehicle Product Design and Development
Vehicle Design Trends, Historical Perspective
Vehicle Styling Process: From Sketch to Vehicle Studios, Resources, Skills and Tools
Vehicle Package

Detailed sessions by design experts on:

- Cars
- Two wheelers
- Commercial Vehicles

Concept vehicles, show cars, futuristic vehicles

Module 2: Exterior Design

Components of Exterior design, Body in White (BIW)
Materials and Processes- Traditional and New
Exterior Trends- Global and Indian
Users stories to Inspiration Boards
Exterior Sketching (doodle, sides, perspective)- **Demo**
Two wheeler Sketching (doodle, sides)- **Demo**
Exterior Computer Aided Surfacing (CAS)- **Demo**
Exterior Clay Modelling- **Demo**

Module 3: Interior Design

Components of Interior design
Interior Trends- Global and Indian
Seating buck and Ergonomics
Interior Sketching (doodle, perspective)- **Demo**
Interior Computer Aided Surfacing (CAS)- **Demo**
Interior Clay Modelling- **Demo**
Instrument Panel, Displays and Controls
Colour, Material, Finish- **Demo**
Experience and Interaction, Technology and Future

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
Students of Engineering, Architecture, Fine Art
Design aspirants (Minimum Graduates)
Auto Journalists

Organisations would particularly benefit from this comprehensive styling and design course by sending in a team of professionals who work in Auto Styling Studios or work closely with Styling Teams.

The participants who complete the course will get Certificates from the Continuing Education Programme of IIT Bombay.



VENUE AND ACCOMMODATION

Course will be held at Seminar Hall, Ground Floor, Vanvihar Guest House, IIT (Bombay).

ACCOMMODATION

Guest House facility in the campus is available for limited number of participants on payment basis as per the actuals and with advance request.

REGISTRATION

Registration will be done by filling the registration form attached herewith (or online) and by paying registration fees by demand draft or online payment.

The registration fees for six day course is as follows:

Category	Registration Fees
Professionals	Rs. 62100/- (Rs. 54000 + 15% Service Tax)
Academia	Rs. 55200/- (Rs. 48000 + 15% Service Tax)
Government Organisations	Rs. 55200/- (Rs. 48000 + 15% Service Tax)
Students	
Regular	Rs. 41400/- (Rs. 36000 + 15% Service Tax)
Early bird* (till 31 Jan 2017)	Rs. 31050/- (Rs. 27000 + 15% Service Tax)

*Early bird is only for students.

Course fee includes course material, lunch and coffee/tea.

Demand Draft:

Fees payable by demand draft drawn in favour of "The Registrar, IIT Bombay- CEP Account" payable at Mumbai.

Online Payment:

Bank details for online NEFT/ RTGS payments:

Name of the Payee	Registrar, IIT Bombay, CEP Account
Name of the Bank	State Bank of India
Branch	IIT Powai
Bank Address	Aadi Shankracharya Marg, IIT Campus, Powai, Mumbai- 400076
Phone	+91-22-25722894
Bank Account No.	00000010725729128
Account Type	Current
MICR Code	400002034
IFSC Code	SBIN0001109

Please note that no income tax is to be deducted at source from the course fee, as IIT Bombay is exempt from the same.

Completed registration forms should be sent to:

Prof Nishant Sharma
Coordinator- CEP Automotive Styling & Design
IDC, IIT Bombay, Powai,
Mumbai – 400076

For any queries, please contact:

Email: cep.autostyling@gmail.com
Mobile: 9769382188, Phone: 022 2576 7815

Last date of registration: March 15, 2017

For details click:

<http://www.idc.iitb.ac.in/events/automotive-2017.html>

