

IONIQ T

FULL SIZE EV PICKUP



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HOW CAN A TRUCK BECOME A MOBILE BUSINESS HUB?



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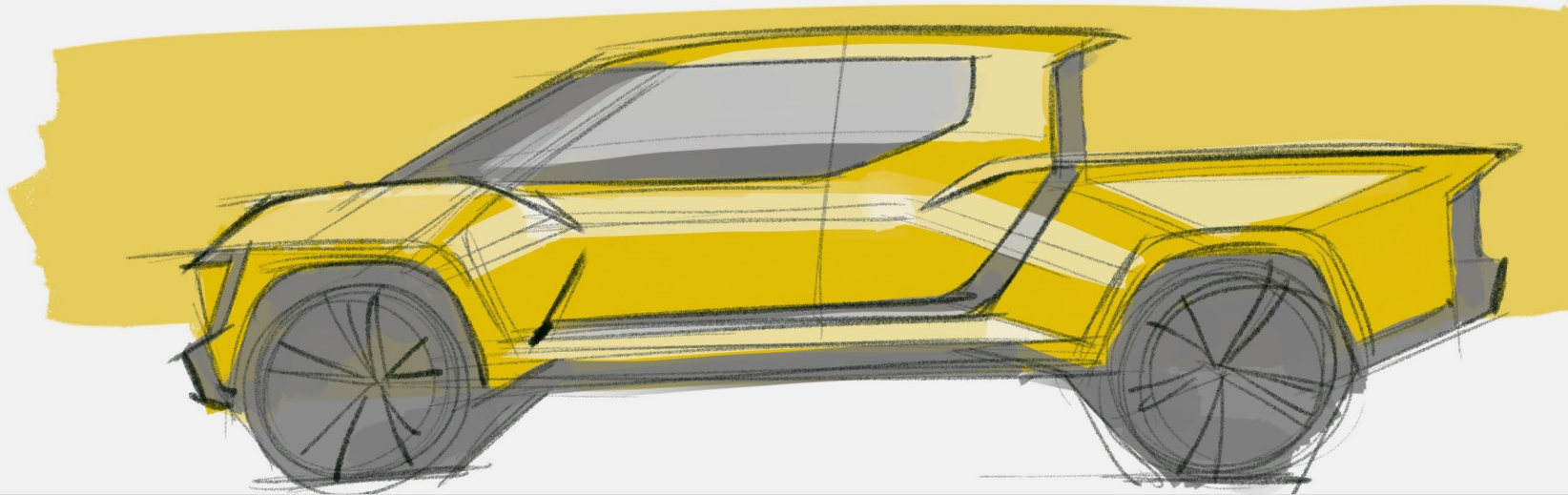
Target User: Ryan Ross, Age 48

Occupation: Owner, Sustainable Homebuilding Business.

Ryan is a successful designer and builder of energy efficient, sustainable homes using the latest technologies and materials. A longtime user of full size pickups, Ryan wants his next vehicle to be as sustainable and efficient as his business, and that means it's got to be an EV.

In addition to hauling materials and supplies to various job sites, Ryan's truck also needs to serve as a mobile office. And with frequent overnight trips across his expanding regional network, Ryan also needs a comfortable place to relax and sleep as needed.

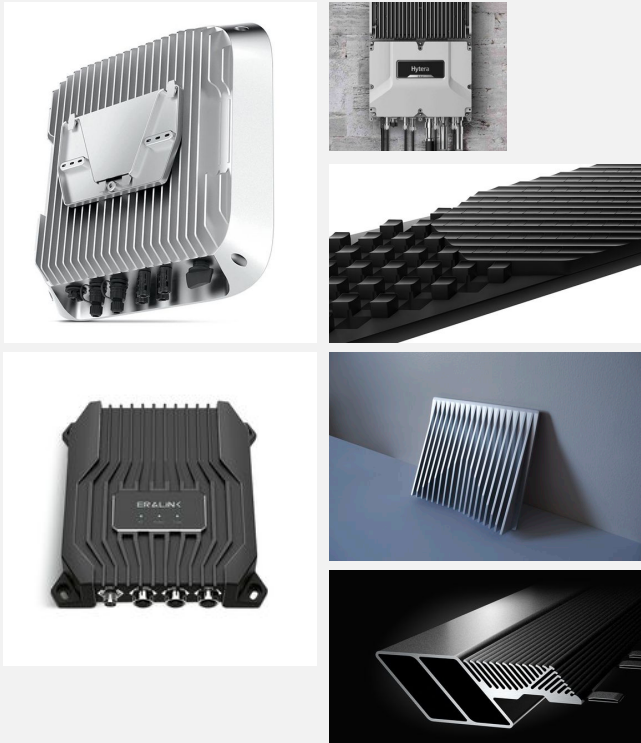
Ryan also uses vehicle frequently to drive clients and staff to the job site by day, and to entertain guests after hours.



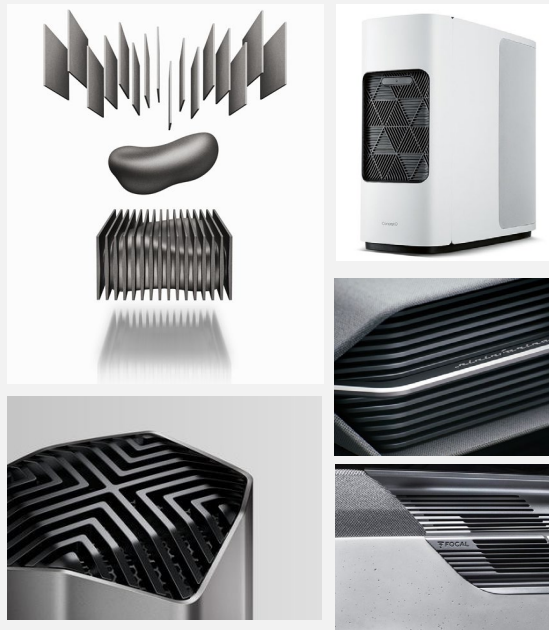
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DESIGN LANGUAGE STUDY

PLATFORM: BATTERY ELECTRIC DNA: HEAT SINK



FORM INTEGRATION: WRAPPING FORMS & LAYERING

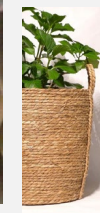
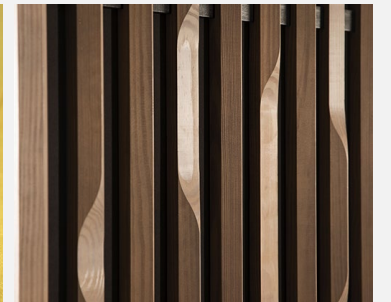
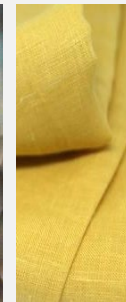
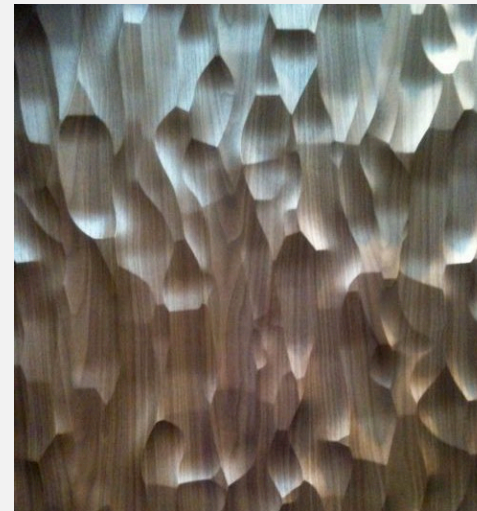
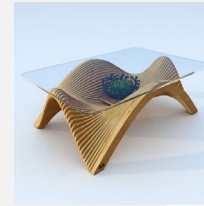


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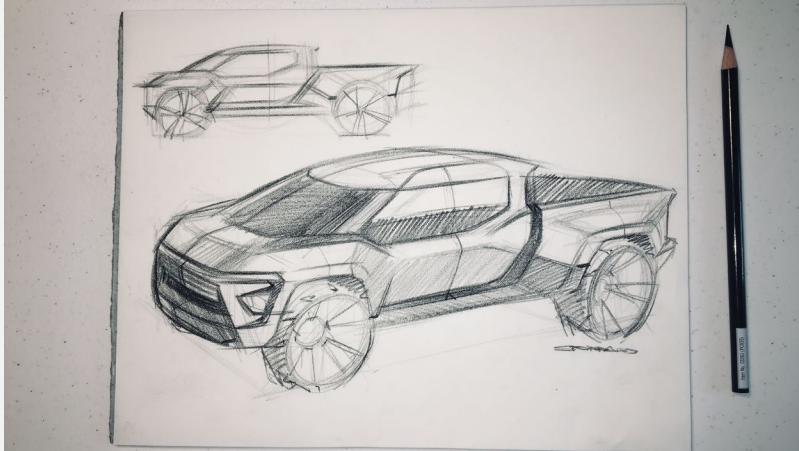
- E
- NATURAL MATERIALS
- ORGANIC YET STRONG SHAPES

ARTH TO



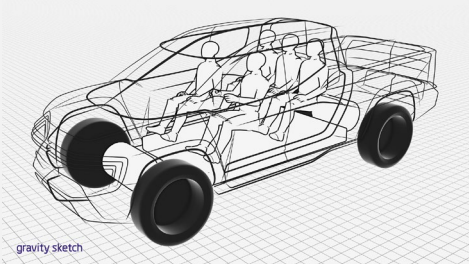
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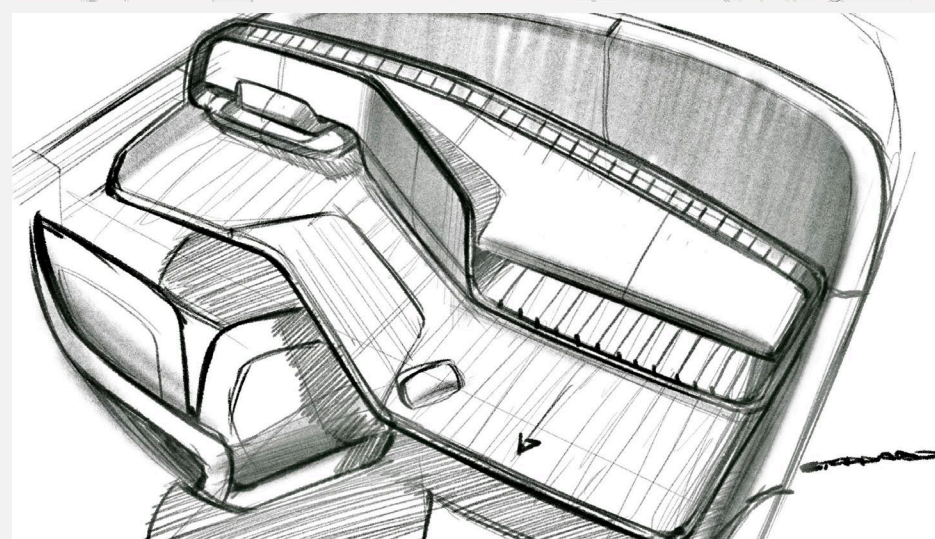
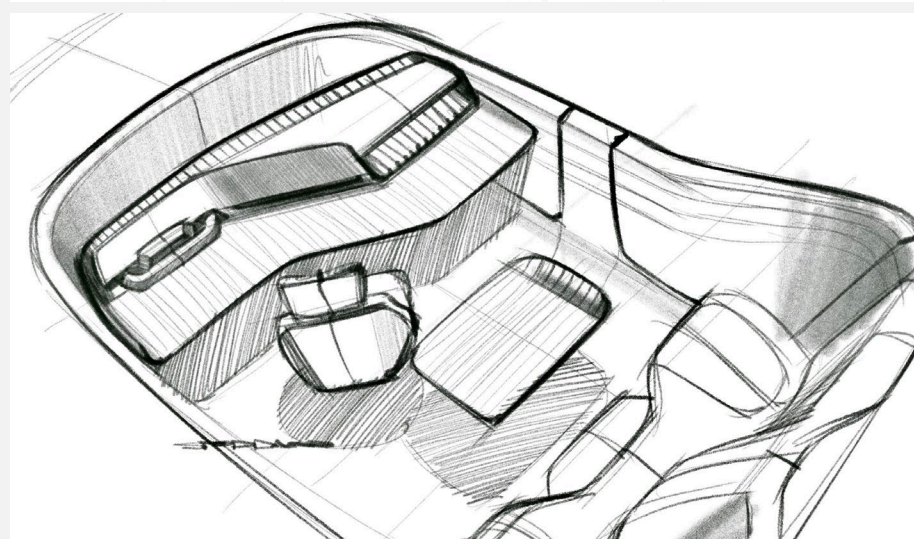
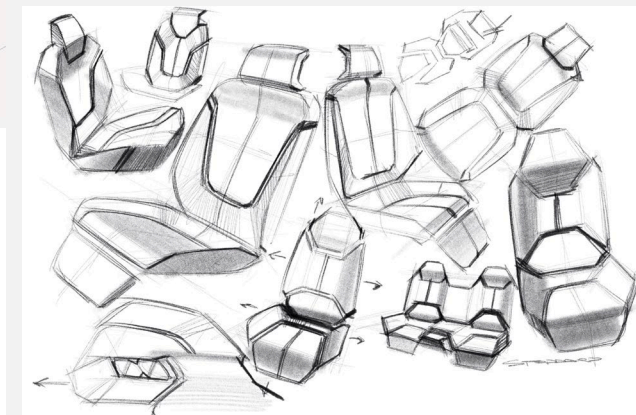
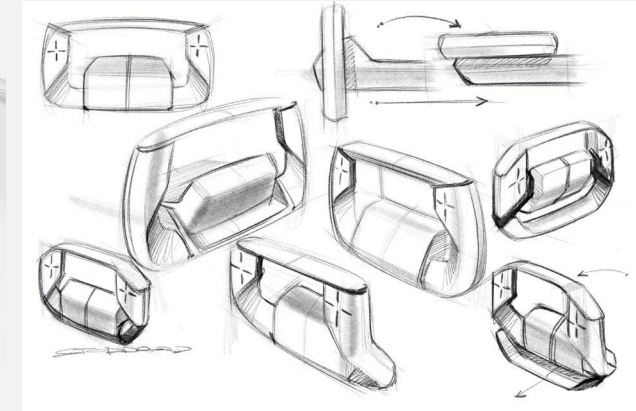
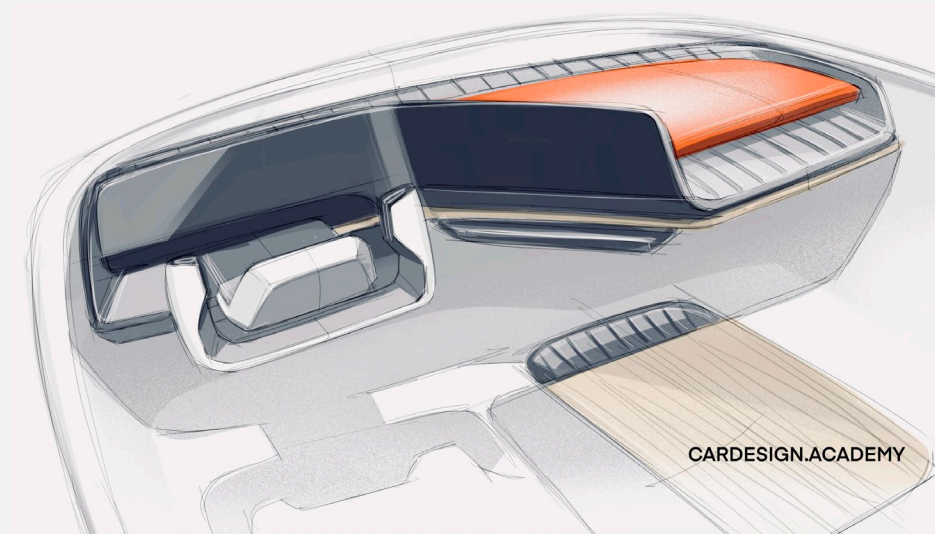
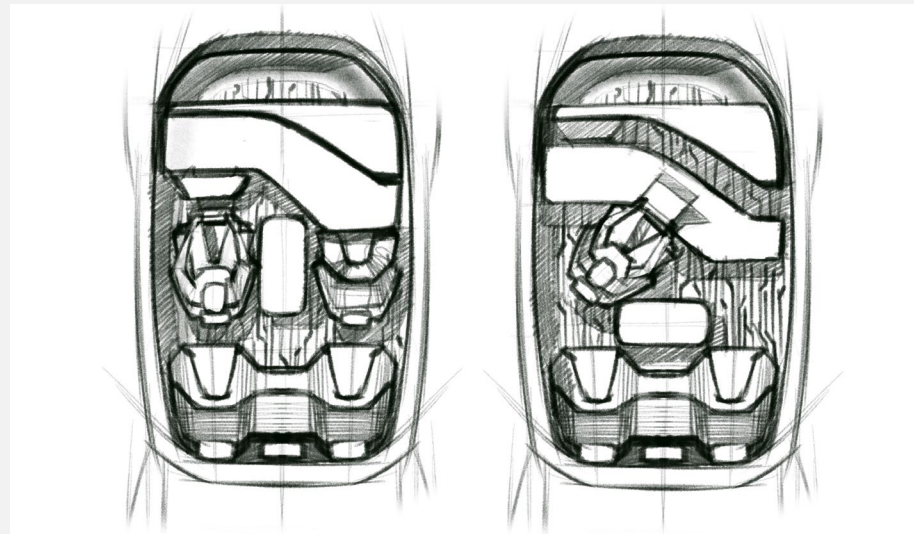
IONIQ T began as a series of sketch demos for the CARDESIGN.ACADEMY YouTube channel.

What began as a simple pencil sketch was followed by a digital exterior rendering. From there a full 3D interior and exterior model was developed through a series of tutorials in Gravity Sketch.



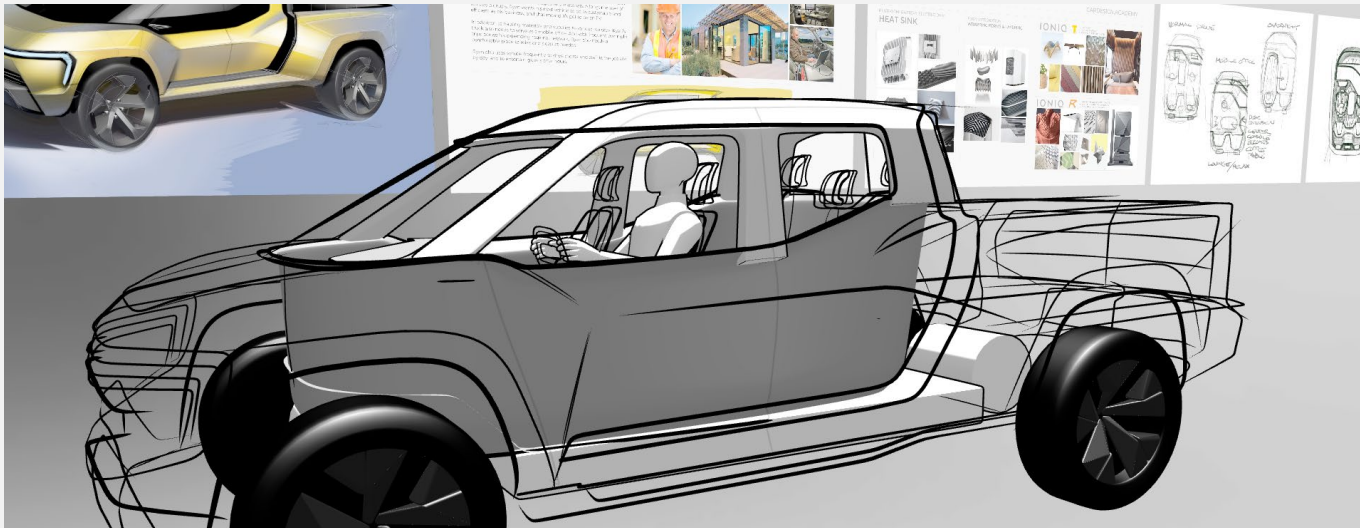
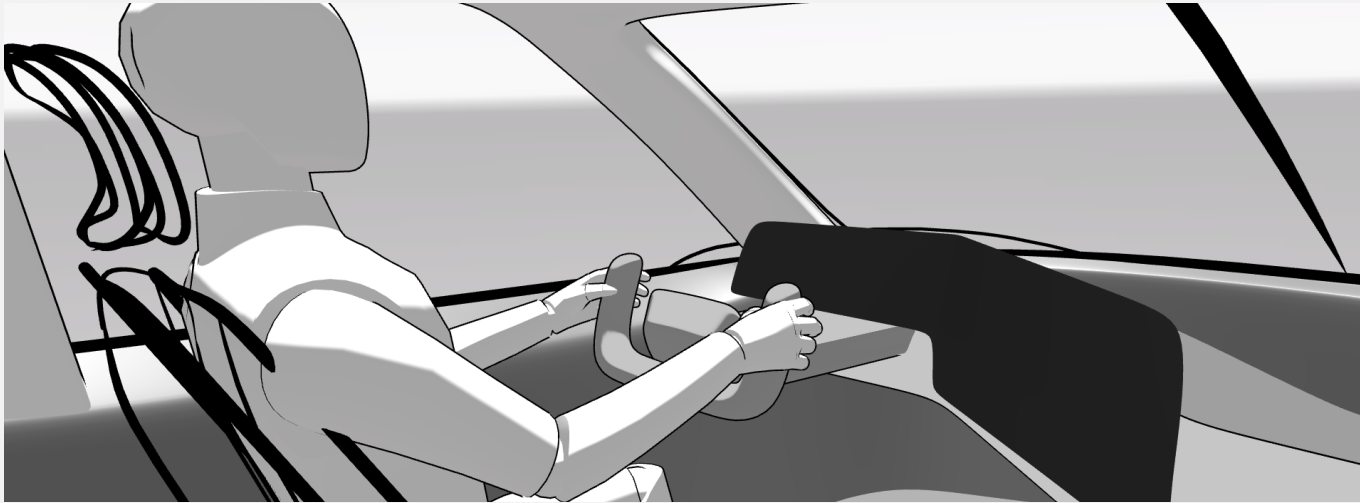
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EARLY SKETCH DEVELOPMENT



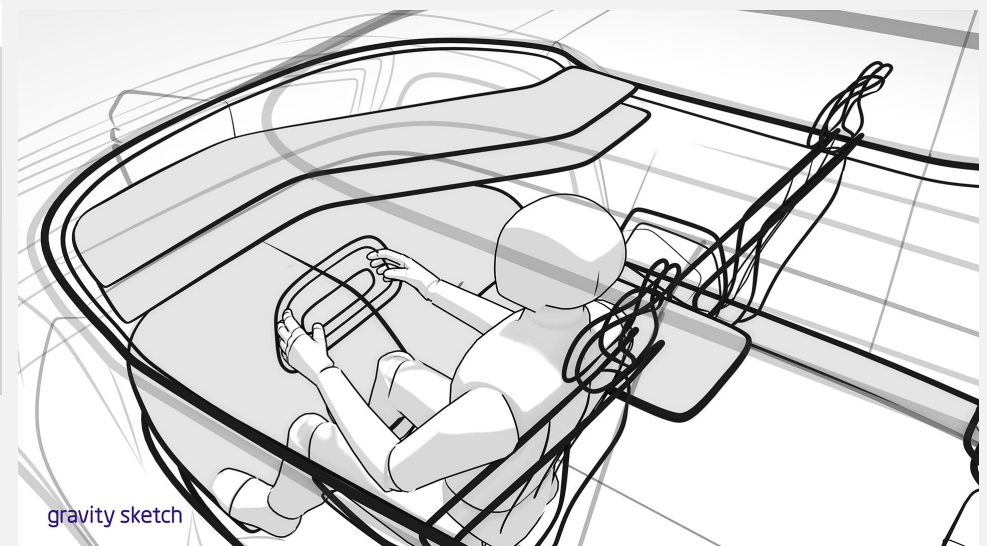
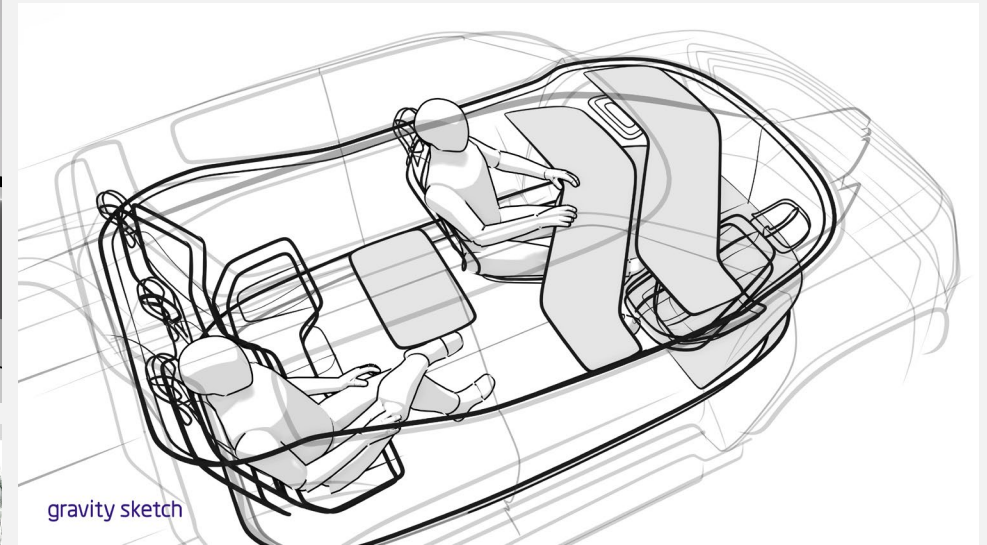
IONIQ T'S versatile interior can convert to a mobile office, for taking care of business on the job site. The steering wheel retracts and a desk pulls out, enabling the touchscreen to function as a desktop monitor.



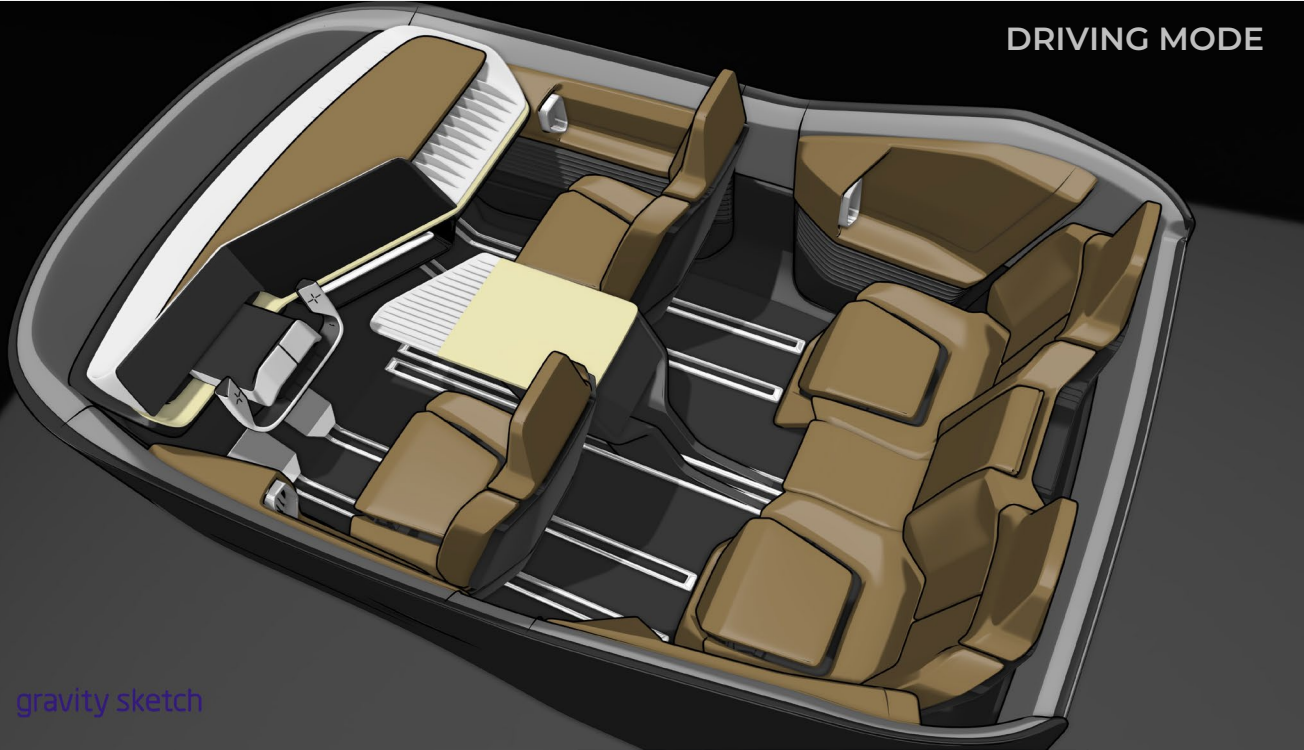


Gravity Sketch enables rapid 3D design development in human scale, using virtual reality. Designers can quickly define a sense of space and rapid-prototype numerous concepts to deliver numerous human-centered design proposals.

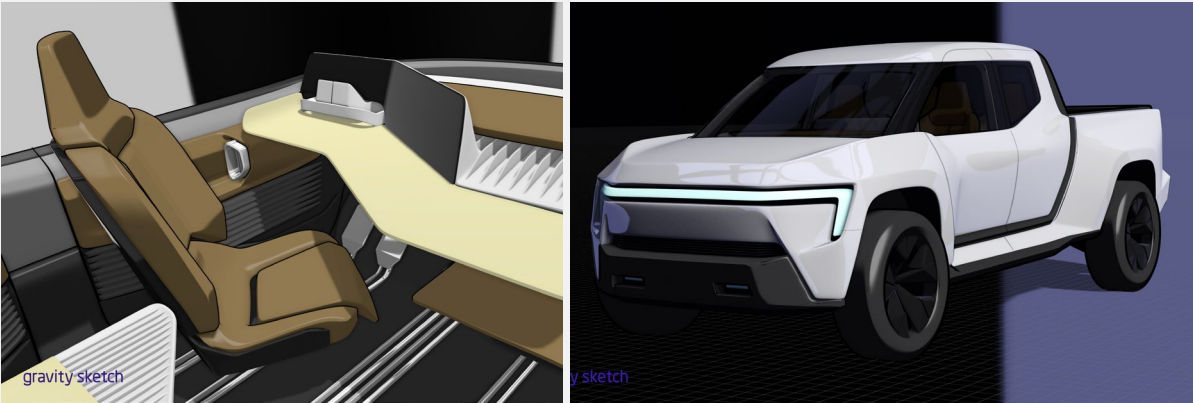
EARLY GRAVITY SKETCH DEVELOPMENT



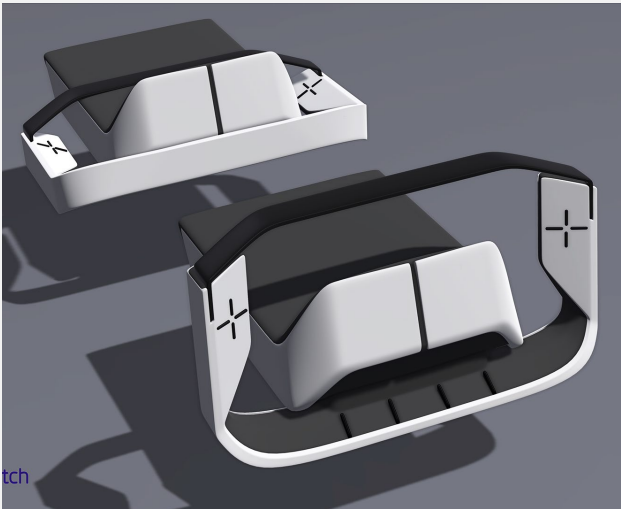
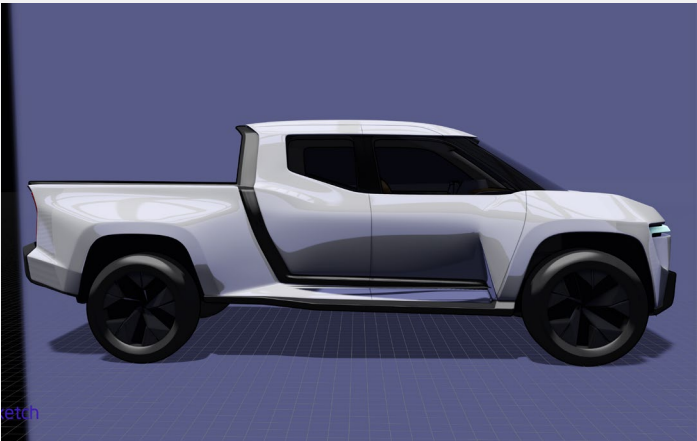
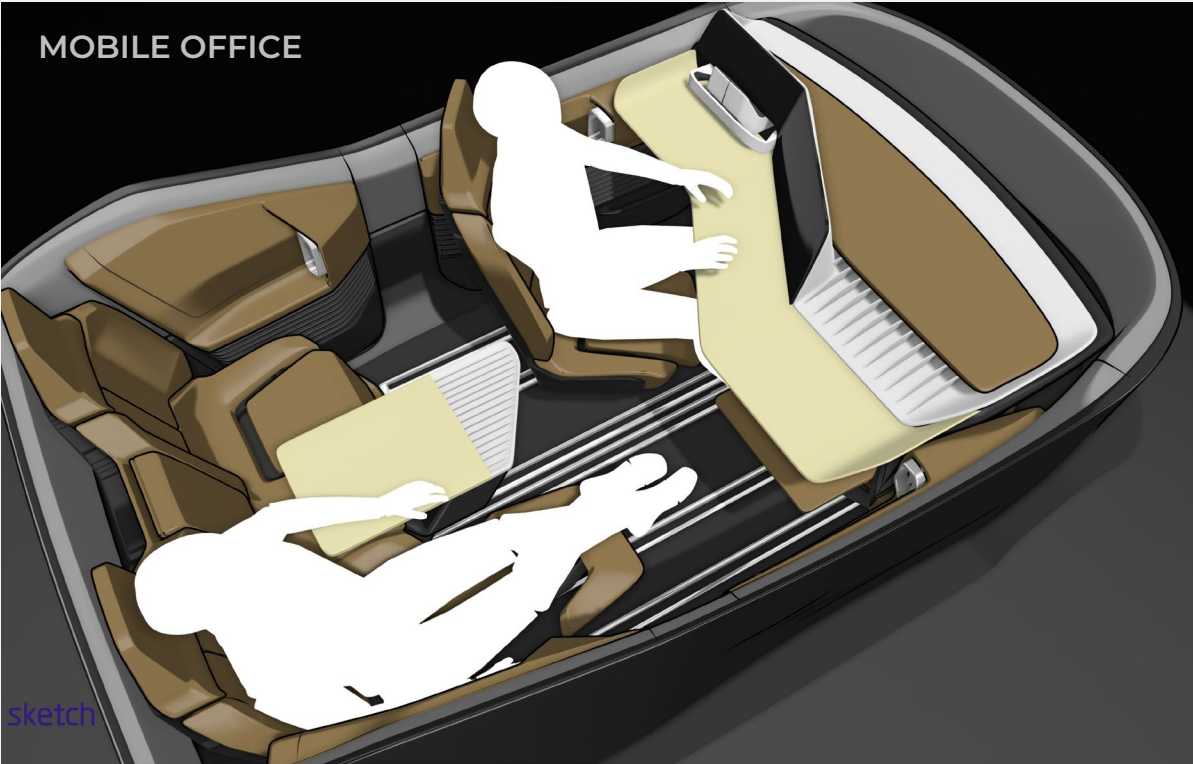
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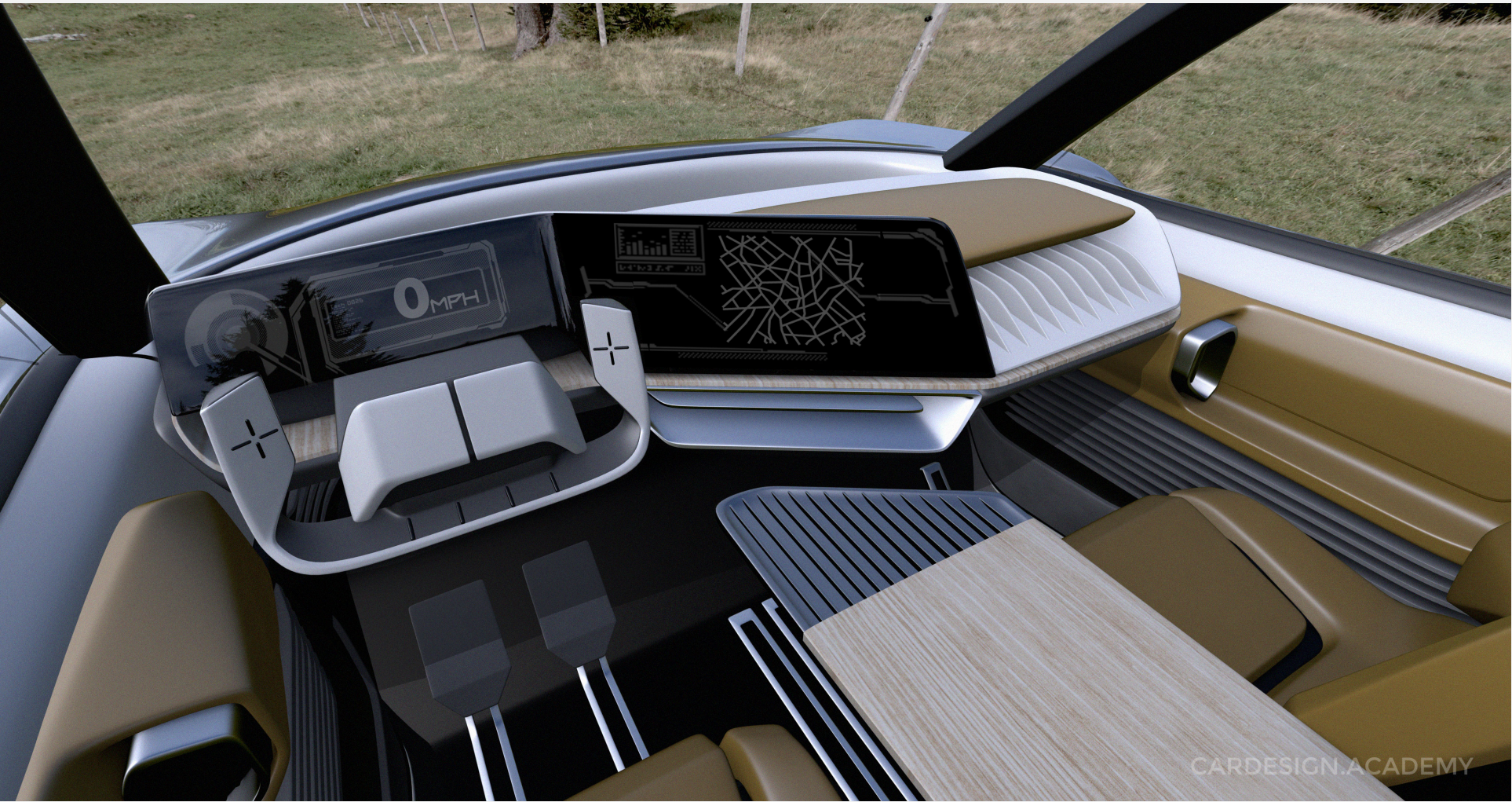
FINAL GRAVITY SKETCH MODEL



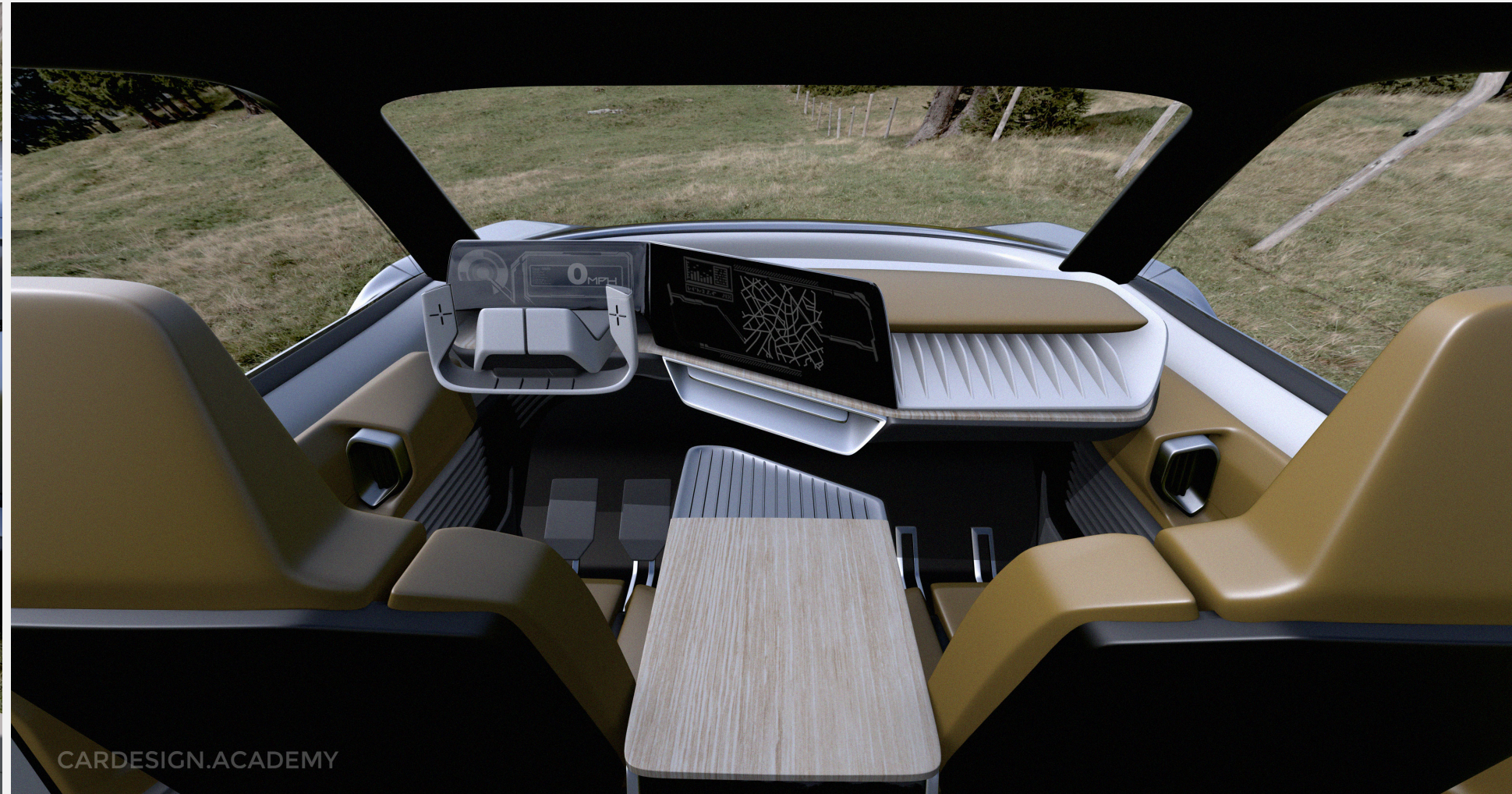
MOBILE OFFICE



SELECTED WORKS OF ERIC STODDARD



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CARDESIGN.ACADEMY





CARDESIGN.ACADEMY

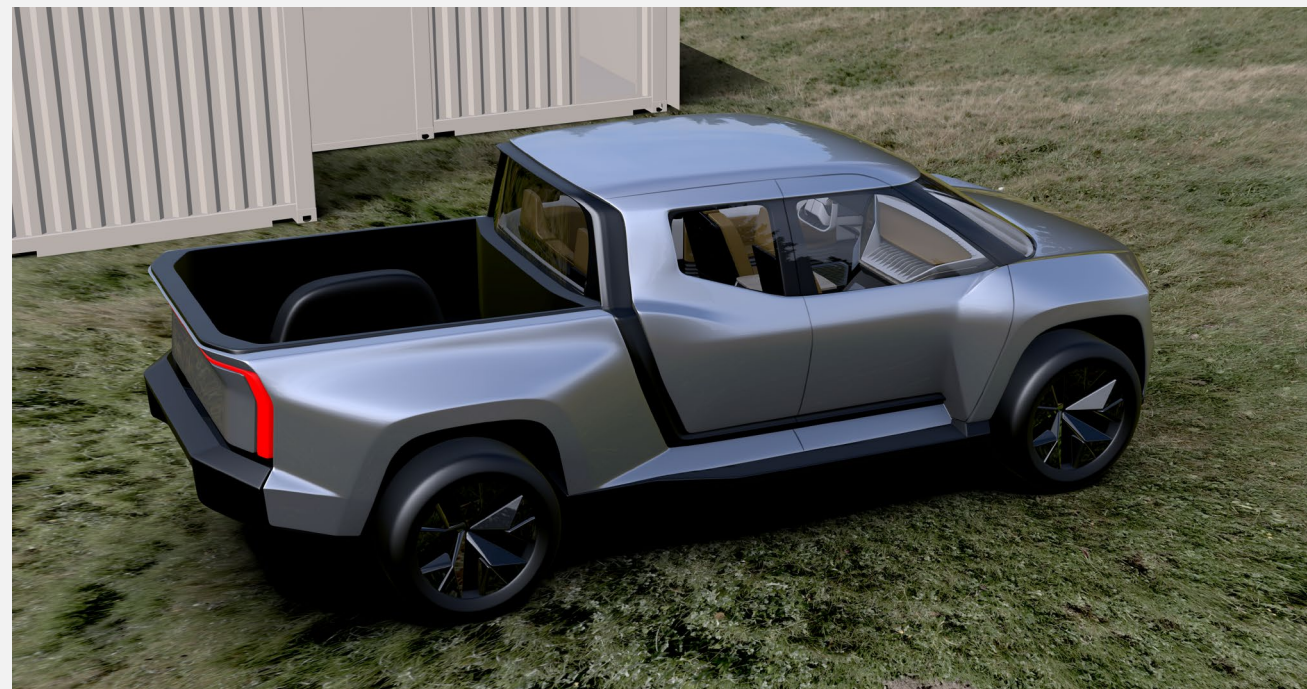
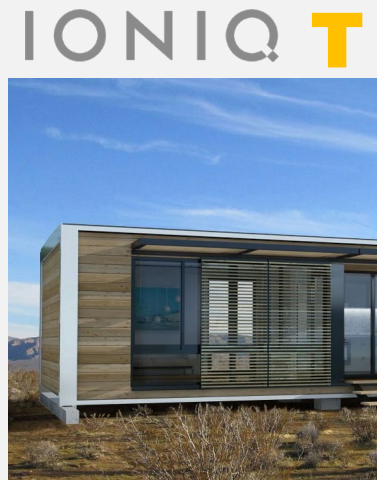
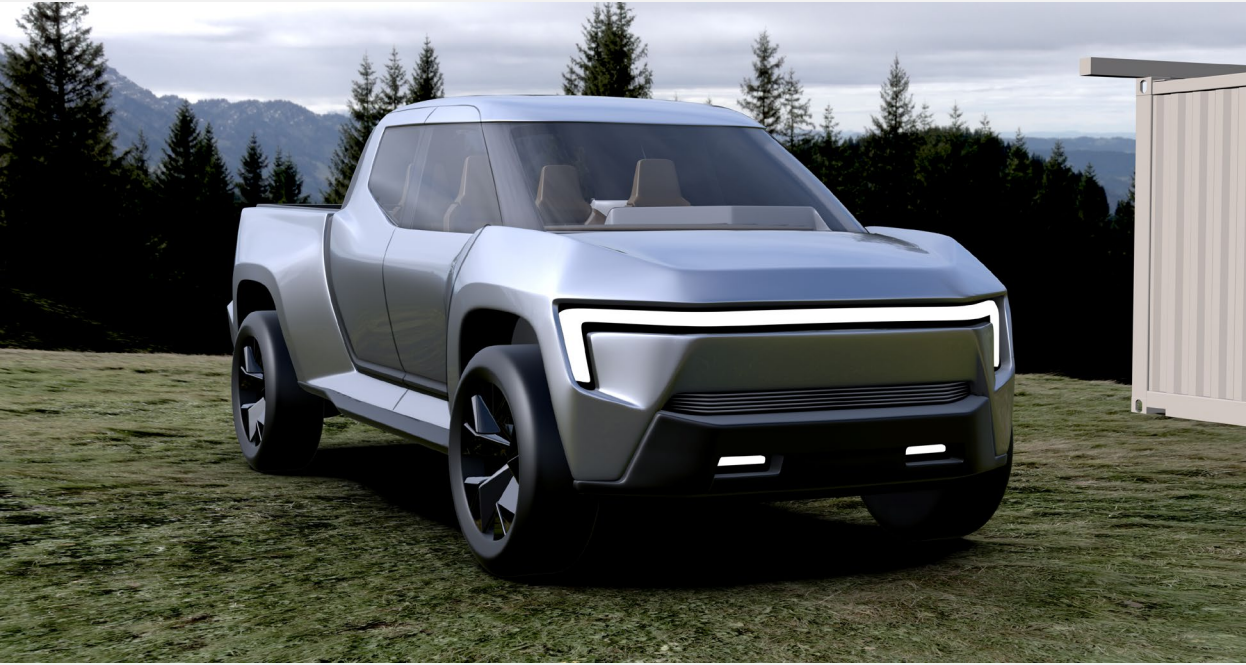




A place to do business on the job site, and a place to relax after a long day.



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WATCH THE FULL VIDEO TUTORIAL SERIES!

https://youtube.com/playlist?list=PLlvHR_RriDLhf_r7Fy6joAv0I-kYKabcu

