CARDESIGN.ACADEMY

Automotive Design 12 Week Intensive

# 12 WEEK CAR DESIGN INTENSIVE

- **Design Intensives offer the full experience of a college level design course, for groups of up to 10 students.**

  Courses are structured around a specific design challenge, however you are free to focus on specific areas of skill and expertise you wish to develop. Students will progress through a series of exercises, culminating in a cohesive project thesis and presentation suitable for inclusion in their portfolio.

- Our 12 week Intensive courses combine core essential sketching skills, with the latest emerging tools and techniques in AI, rapid 3D and visualization, and guide you toward integrating them into your workflow.

Image Credit: Andrej Suchov
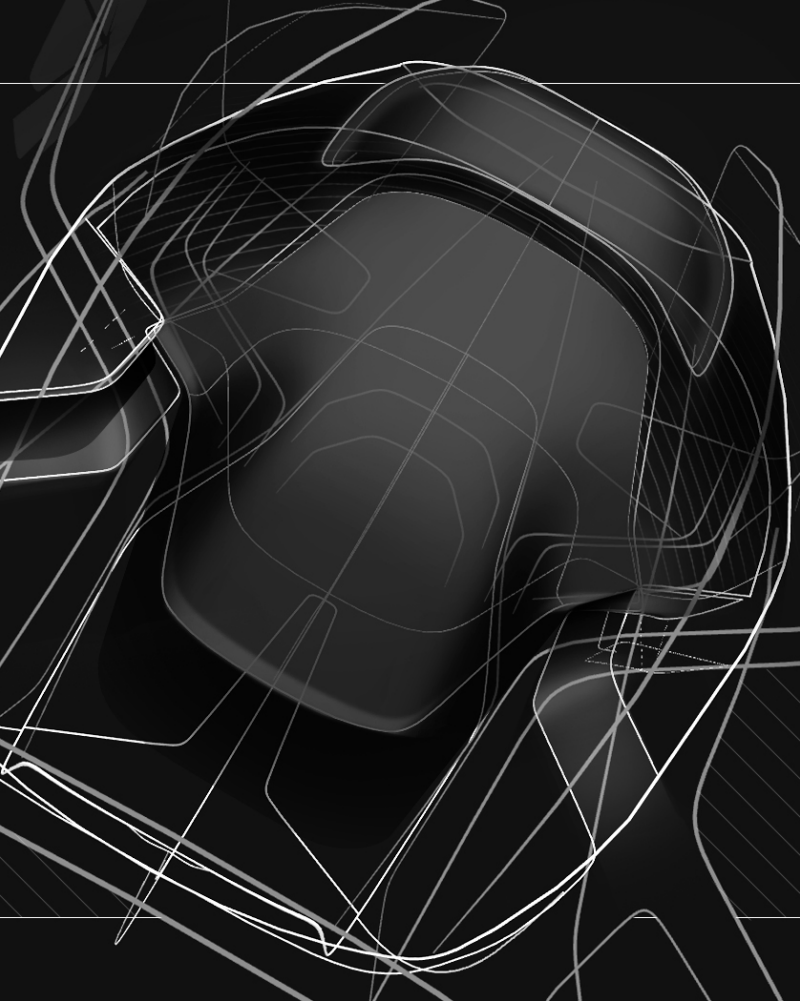
ALL COURSES INCLUDE:

- Live Interaction, One-On-One and in Small Groups.
- Personal mentorship, career coaching and portfolio development.
- Access to the best industry experts.
- Professional networking & community engagement
- Small groups of up to 10 students per cohort, working together.
- CDA & Gravity Sketch Certification

Image Credit: Jonah Gardner

Welcome to the 21st Century!

Over the next 12 weeks, you'll develop a compelling, portfolio level automotive design project, leveraging the latest advancements in AI, Real-time 3D and VR/AR to turbocharge your design process.

AI_3D_VR

The 21st Century Design Process is powered by 3 major components:

- AI-driven research and early stage 2D exploration

- Real-time, Digital 3D Design

- Advanced visualization and presentation in VR, AR, animation and web

_AI

Weeks 1-4

Objective: Leverage the latest AI powered design tools to generate a compelling vehicle thesis & overall aesthetic direction

- Design Thesis & Customer Persona Research with ChatGPT. Develop Customer Persona Portraits in MidJourney
- Vehicle Design Exploration in MidJourney, using prompts generated in ChatGPT
- Early Stage Sketch Development in Vizcom
- Sketch Selection & Refinement in Vizcom

_3D

Weeks 5-8

Objective: We will be using Gravity Sketch to develop your concepts in rapid, real-time 3D

- Introduction to 3D Sketching
- Develop Vehicle Architecture
- Introduction to Sub-D Modeling
- Design Refinement, Visualization & World-Building in Vizcom
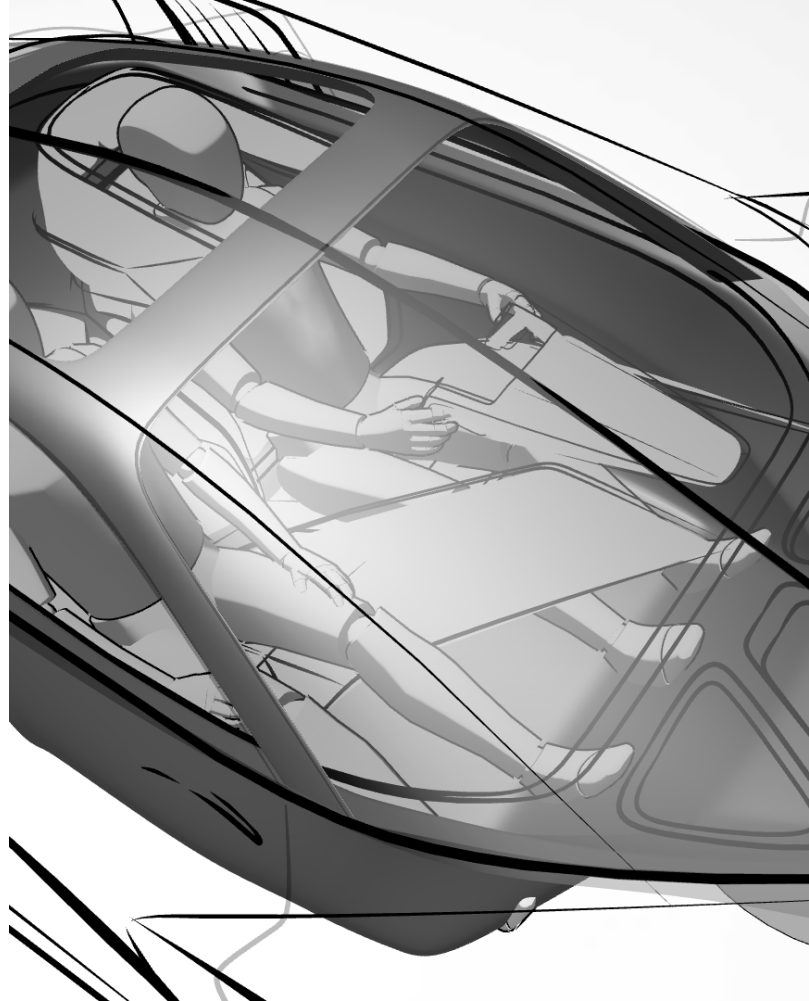
_VR

Weeks 9-12

Objective: Refine & Present your final design using VR, AR, and Photorealistic Animation

- Advanced Sub-D Modeling in Gravity Sketch
- 3D Design Development & Refinement
- Photorealistic Visualization, World-Building & Animation in TwinMotion
- Final Presentation & Portfolio Coaching