



CARDESIGN.ACADEMY

# VIZCOM 10X

A Framework for AI in the Automotive Design Process

A woman with blonde hair, wearing large, round, metallic goggles and a high-collared, white, form-fitting dress with a high slit, stands next to a sleek, metallic, futuristic concept car. The car has a highly reflective, polished surface and large, multi-spoke wheels. The background shows a modern cityscape with tall buildings and a curved, elevated roadway. The lighting is warm, suggesting a sunset or sunrise.

## Welcome to the 21st Century!

In this 6 week intensive course you'll learn how to leverage the power of AI to turbocharge your design process. We'll leverage the best aspects of Vizcom, ChatGPT and MidJourney to generate a customer persona, vehicle thesis, aesthetic direction and final design output.

AI IS  
LEVELING  
THE  
PLAYING  
FIELD FOR  
SKETCH  
STYLE





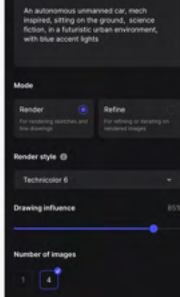
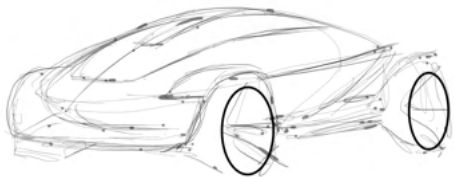
A man wearing a grey hoodie, sunglasses, and a watch is sitting on a futuristic, light blue car at night. The car has glowing orange and yellow lights. The background is dark with some blurred lights.

**THE ESSENTIAL  
QUESTION: WHAT ARE  
WE DESIGNING, AND  
WHO ARE WE DESIGNING  
IT FOR?**

# Weeks 1-2:

- Objective: Develop customer persona, aesthetic direction and vehicle thesis.
- Using ChatGPT, conduct customer persona research & generate verbal prompts.
- Using MidJourney, develop customer persona portraits and vehicle concepts.
- Use MidJourney to generate composite images of the vehicle and it's user



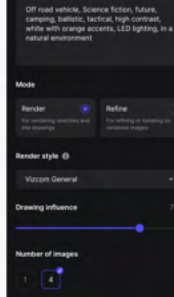
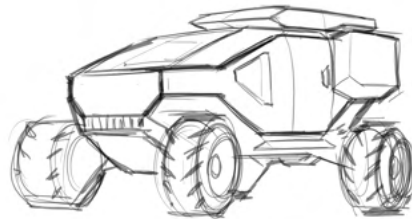


# Weeks 3-4

- Objective: Generate vehicle sketch proposals in Vizcom
- Explore various workflows in Vizcom:
  - Import Thumbnail Sketch to Sketch-Render
  - Import Single Sketch to Render
  - Sketching Directly in App
  - Rendering Refinement
- Explore the various settings to achieve different results
  - Render Styles: General, Volume, & Technicolor 6
  - Verbal Prompts
  - Drawing Influence

# Weeks 5-6

- Objective: Develop final renderings of your concept in multiple views
- Explore Refinement Settings to add detail & precision.
- How to curate the best proposals
- Import 3D models for accurate proportions & multiple views
- Using Vizcom to generate people & worlds for finished vehicles.

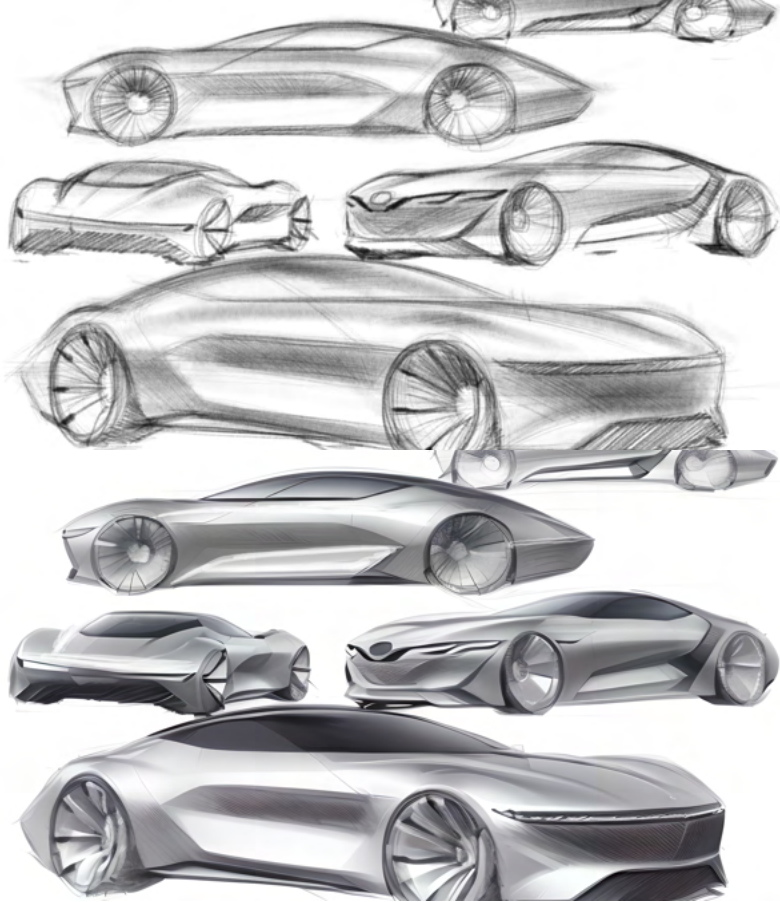




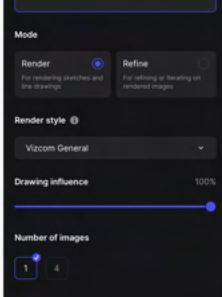
# TUTORIAL GALLERY





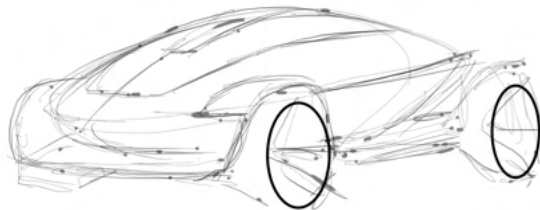


Workflow:  
Upload  
Thumbnail  
Sketch



# Workflow: Single Sketch to Render

# Workflow: Sketch in App



fiction, in a futuristic urban environment,  
with blue accent lights

Mode

Render

For rendering sketches and  
the drawings

Refine

For refining or iterating on  
rendered images

Render style

Technicolor 6

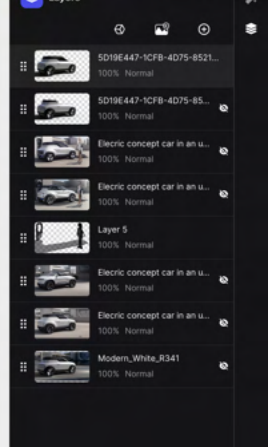
Drawing influence

85%

Number of images



# Workflow: 3D Import, Refinement & World- Building







# MIDJOURNEY

## Pros:

- Verbal Text to Image
- Idea Generation
- Visual Storytelling & Futuring
- Easy to Use, Convenient, Mobile Friendly
- Highly photorealistic

## Cons:

- Results are random, difficult to control
- Impossible to depict the same design from multiple views
- Question of Authorship
- Image edits must be done elsewhere

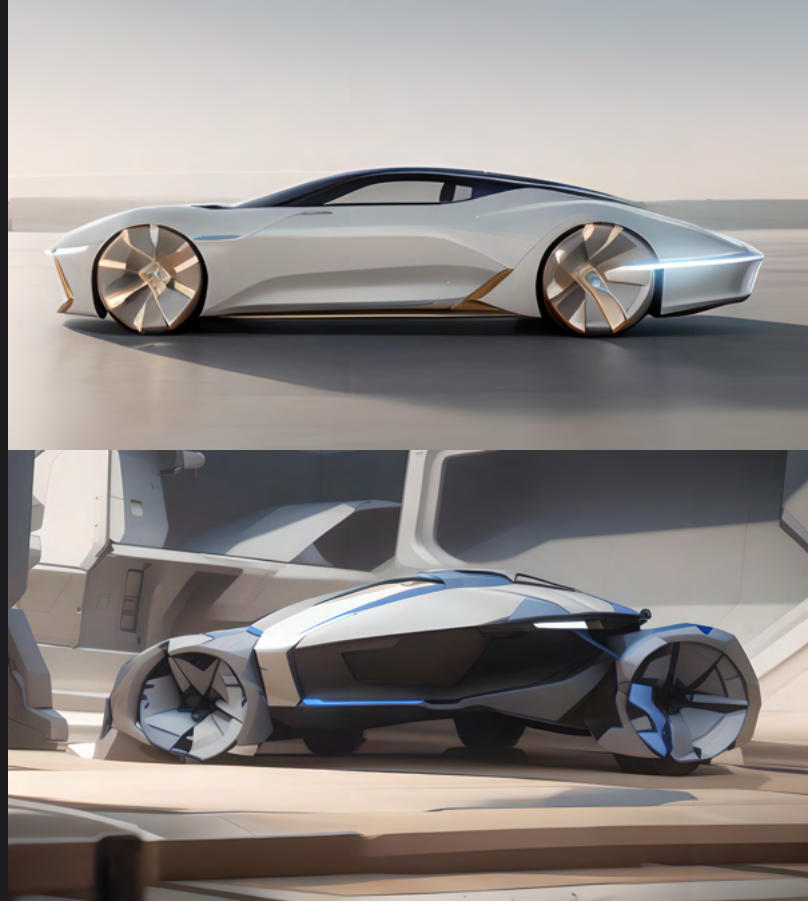
# VIZCOM

## Pros:

- Sketch to Image...Vizcom interprets lines into forms.
- Additional adjustment through verbal prompt & drawing influence.
- Advanced Image Editing
- Designer retains greater control & authorship over the outcome

## Cons:

- Current AI image bank built on recent production vehicles...Futuring is more difficult.
- Familiar grilles, lamps, DLOs and body forms can often creep into the sketch, diluting the purity of the designer's intent.



# Comparing Images Based on the Same Prompts

- MidJourney
- Vizcom, Verbal Prompt Only
- Vizcom, With Image Prompt



# Comparing Images Based on the Same Prompts

- MidJourney
- Vizcom, Verbal Prompt Only
- Vizcom, With Image Prompt





# Footwear Studies

