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:

<table>
<thead>
<tr>
<th>Category</th>
<th>Registration Fees</th>
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<tbody>
<tr>
<td>Professionals</td>
<td>Rs. 21240/-</td>
</tr>
<tr>
<td>Academia</td>
<td>Rs. 18880/-</td>
</tr>
<tr>
<td>Government Organisations</td>
<td>Rs. 18880/-</td>
</tr>
<tr>
<td>Students</td>
<td>Rs. 10620/-</td>
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</tbody>
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The course fee includes lunch and coffee/tea.

For registration details visit:
https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=1001