



EUROPEAN MASTER
in
TRANSPORTATION DESIGN

Auto, Motorbike & Scooter



PHILOSOPHY AND OBJECTIVES

The department of "automobile body architecture" of IAAD Turin, first in Italy, is founded in Turin in 1978. Today the programmatic fulcrum develops around car and motor scooter design, according to an Italian mood of doing and conceiving style that is famous worldwide. The aim is that of putting together the world of Industry and that of research and experimentation through the study of patronized projects by the industry itself.

The capability of making a shape correspond to a style is what companies require from transportation designers.

The master proposes to give the instruments to develop a correct relationship between mobility and territory, considering the stylistic aspect fundamental. In that sense the project correspondence in respect to the scenario results determining for the creation of a complete and aware professional figure.

In order to develop a project it is important to know how to handle the theoretic aspects, potential and expression means addressing them to the creation of innovative concepts.

We will go well beyond the concept of "I see and copy" but rather "I see and reinvent", where other than examine the surrounding environment, the presupposition to knowledge, autonomy and individuality development will be created as fundamental aspects of creativity.

The project process begins by a wide research; it moves through the exploration of the possible scenarios and arrives to the content synthesis through the realization of sketching, virtual and real scale representations. The programme faces concept, style, and technological and ergonomic aspects, with the purpose of proposing advanced project principles coherent with the needs of the production market.

PARTNER ENTERPRISES

CRF - Centro Ricerche Fiat • FIAT - Centro Stile Fiat • LANCIA - Centro Stile Lancia • ALFA ROMEO - Centro Stile Alfa Romeo • Ducati • Piaggio • Pininfarina • Bertone • I.DE.A. Institute • Fioravanti • Carcerano • Profilo Design • Quartostile • Marabese Design • Environment Park • Autostudi • Torino Design • Di Camillo Design

MASTER LENGTH

- From March 5th, 2007 to June 30th, 2008, corresponding to 3 semesters distributed into 2 academic years.
- Foreseen lessons:
 - 800 hours of lessons with professional teachers
 - 100 hours of special lessons with famous designers coming from partner enterprises
 - 640 hours of personal activities with internal tutor
 - 400 hours of internship inside partner enterprises

MASTER VALUE

The Master, the only in Italy to be officially recognized by EABHES – European Accreditation Board of Higher Education Schools and allows the obtaining of the European Master equivalent to 120 ECTS credits.

ADDRESSEES AND ADMITTANCE

The Master course is addressed, after presenting a personal portfolio and a curriculum vitae, to the graduated in Industrial Design and Car Engineering; the students who have a specialization in Industrial or Transportation Design; candidates who have a significant experience in the field of transportation means. Any other case will be evaluated in detail. The knowledge of the English language constitutes a preferential requirement.

A maximum number of 20 students admitted is foreseen





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CO-ORDINATOR AND TEACHERS

- Master Co-ordinator:
Simon Grand – Born in Norwich, UK, in 1974. He graduates in Transportation design at the Coventry University. First he works in Volkswagen, then in I.D.E.A Institute, to become finally a Senior Designer of exteriors at Centro Stile FIAT in Torino. Furthermore, he is a freelance journalist, specialized in historical cars.
- Master Teachers:
Teachers are professionals who work in the field of the design of transportation means.

PROGRAMME IN SYNTHESIS AND TIMETABLE

- From March 5th '07 to September 29th '07 (with a break during August):
theoretic-practical lessons and special lessons
attendance from Monday to Friday • 18.30-21.30
fortnightly Saturday • 9.30-13.30 – 14.30-18.30
- From October 1st '07 to March 28th '08
development of the thesis project and presentation
attendance from Monday to Friday • 18.30-21.30
two Saturdays in March • 9.30-13.30 – 14.30-18.30
- From April 7th '08 to June 13th '08
internship in a partner enterprise
- From June 16th '08 to June 30th '08
portfolio management
attendance from Monday to Friday • 18.30-21.30

Theoretic-practical lessons

- Elements and styles of contemporary design – Design trends
- Sketching
- Digital illustration
- Exterior design – auto, motor and scooter
- Detail design – auto, motor and scooter
- 3D digital modelling
- 3D hand modelling
- Design management

Special lessons

- Thematic meetings with famous designers coming from partner enterprises

Extra lessons

- English (for who is not in possession of TOEIC)
- Company visits
- Visits to theme exhibitions

Thesis project

- Realization of a Transportation design project through the phases of research, concept, development of style and 3D modelling.
- Final presentation

Management portfolio

- Meetings dedicated to the personal portfolio preparation and curriculum vitae
- Training on job interviews

USEFUL INFORMATIONS – www.iaad.it

Course premises – Turin

Students' secretary: tel. +39.011.548868, e-mail info@iaad.it, ref.: Maurizio Barbiani Gonzalez

