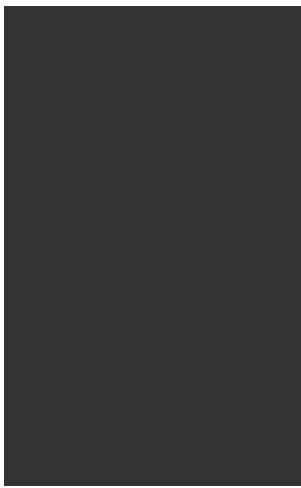




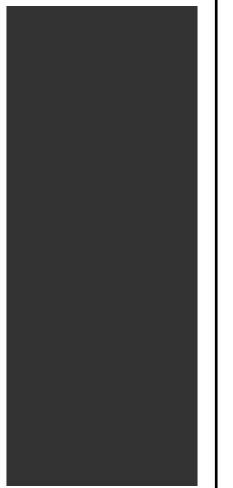
ALEX SCERBA

fall 2024 design portfolio.

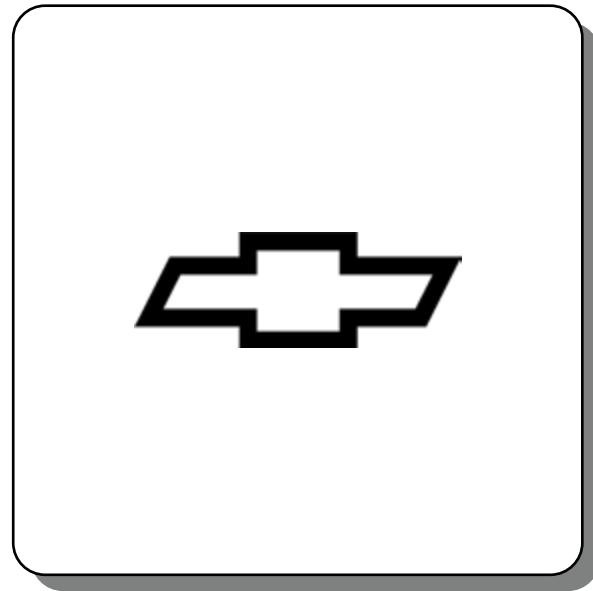
PROJECTS



HUSQVARNA VAL



RAM: CENTRAL AMERICA



CHEVROLET VISION SS





HUSQVARNA VAL

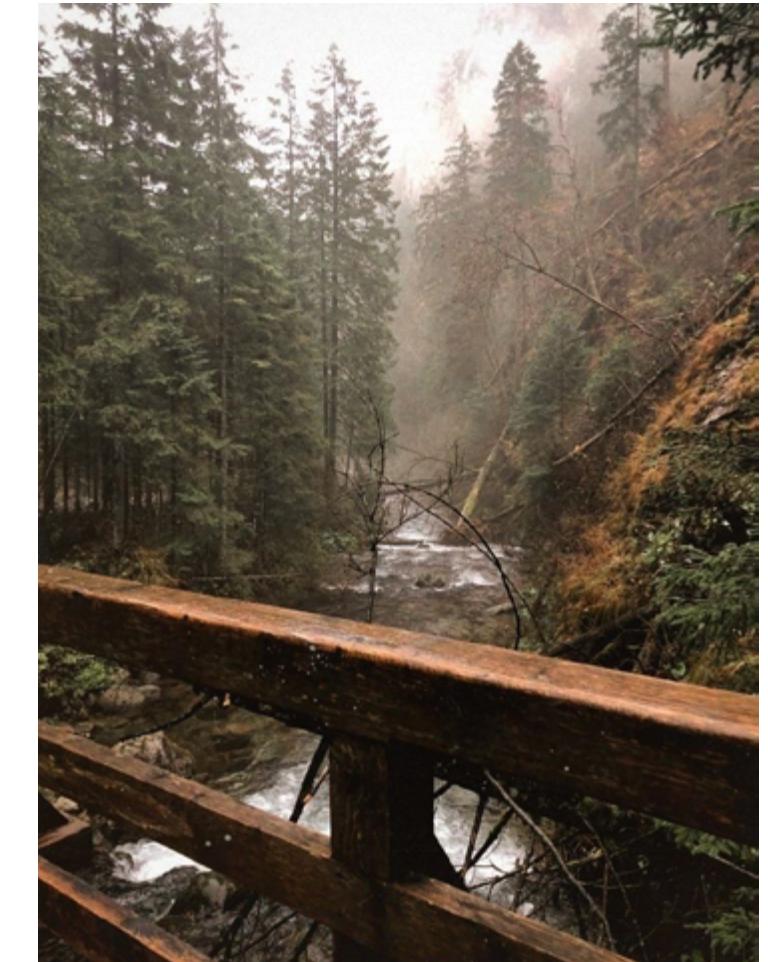
off-road how you choose.



Electric Off-Road Adventure

Adventure riders of the future need maximum range and storage while benefiting from electric silence and simplicity to keep them more connected to nature.

Sidecar technology allows for greater range and cargo capacity for the future of electric off-road adventure riding.



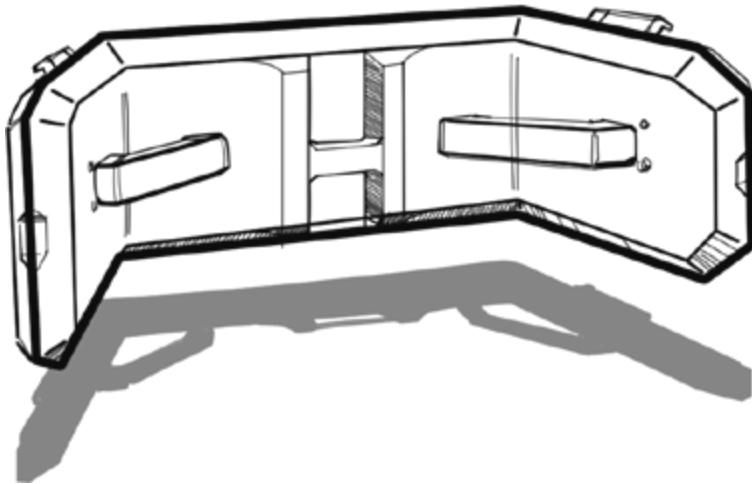


BACKGROUND

HUSQVARNA VAL

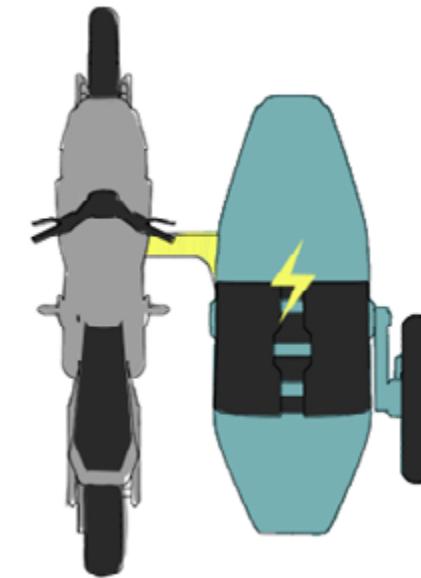
Multi-Use

Through the modular beam, the sidecar acts as a range extender, cargo storage, and/or passenger seat. Quickly detach sidecar for scouting ahead or easily switch to other side for more comfortable driving in varying regions/terrain.

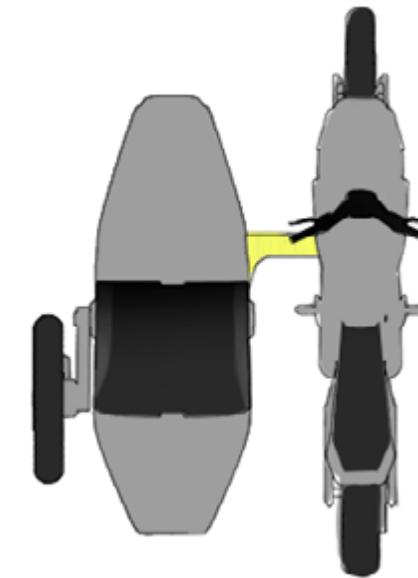


Modular Sidecar Beam

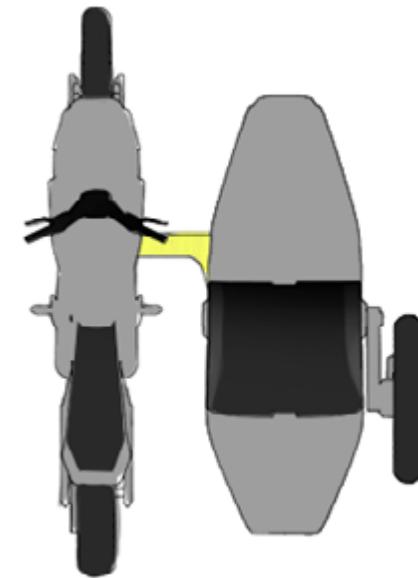
Robust, tech-packed beam houses the key sidecar electronics while structurally attaching it and the motorcycle.



RANGE EXTENDER



RIGHT-HAND DRIVE



PASSENGER/GEAR



INSPIRATION



HUSQVARNA VAL

Form Language

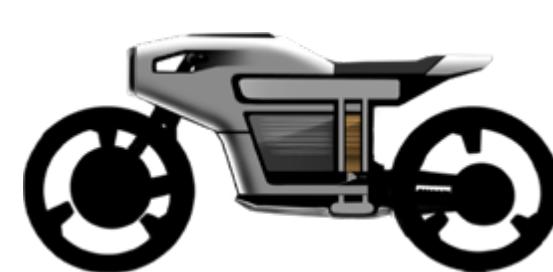
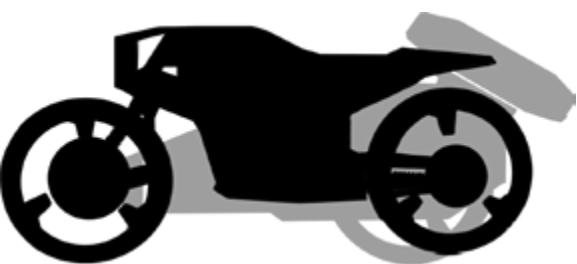
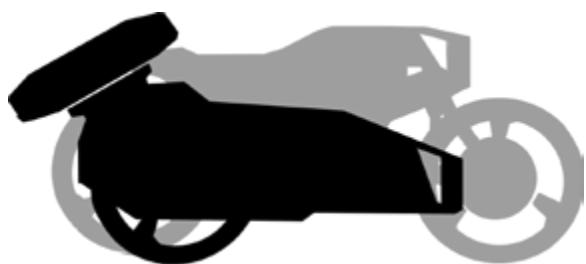
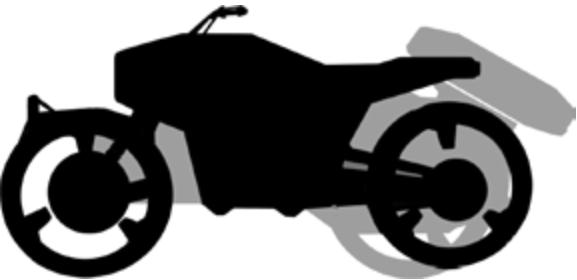
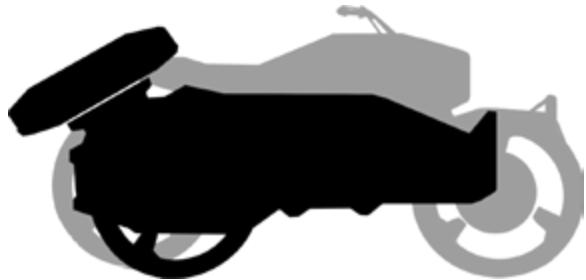
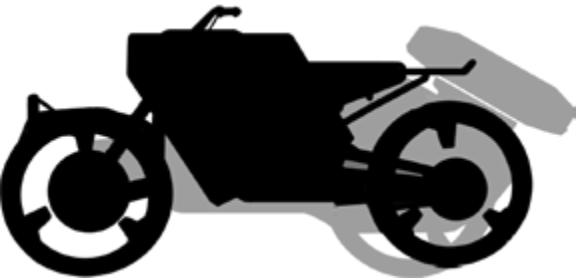
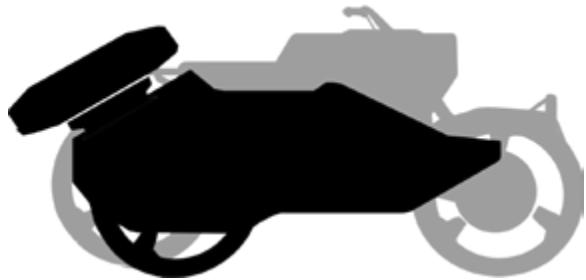
Soft yet refined surfaces for touch points and interaction areas.

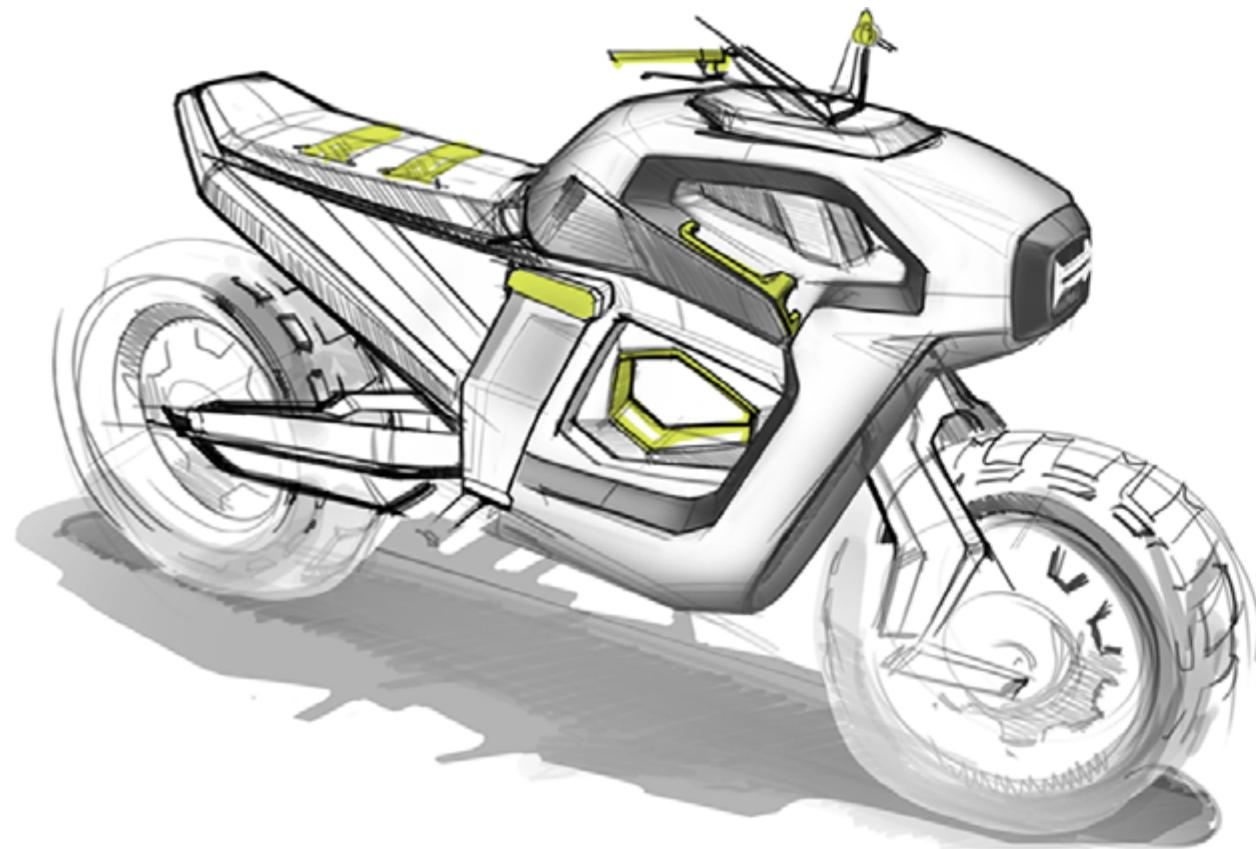
Robust, technical forms for structural and driving components.



IDEATION

HUSQVARNA VAL



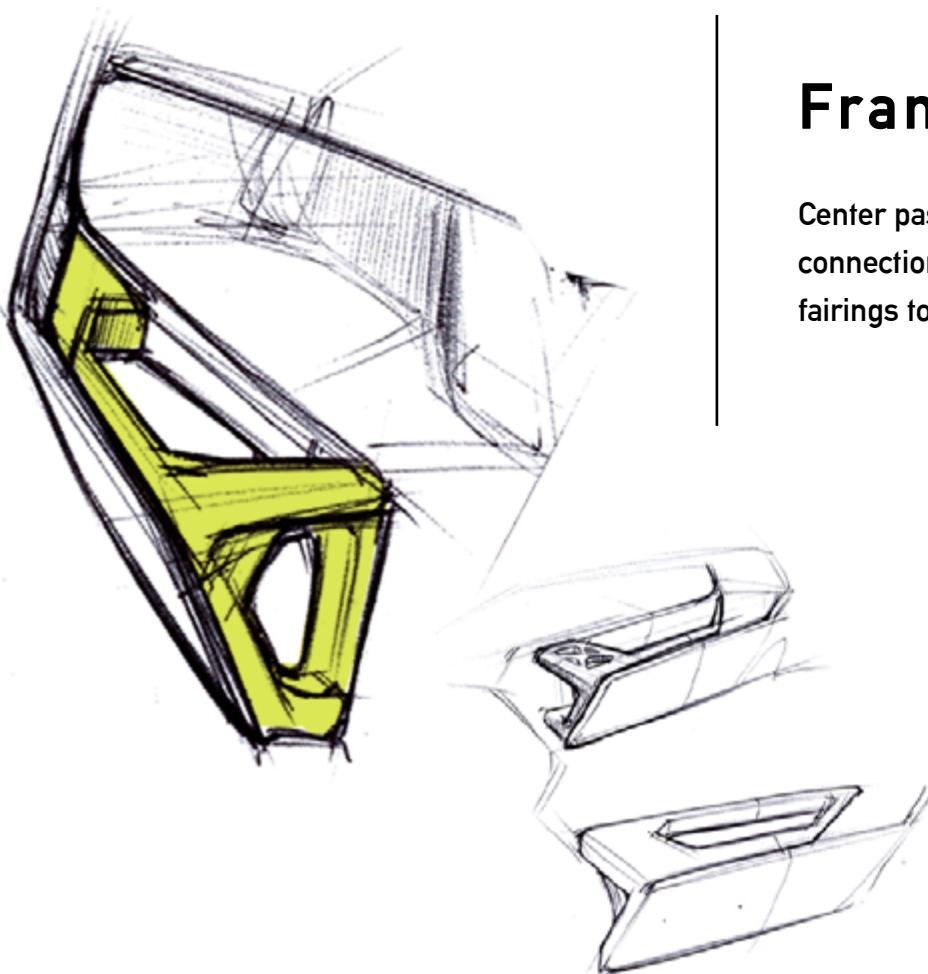


Theme combining lessons learned from side silhouette studies.

Seat Textures

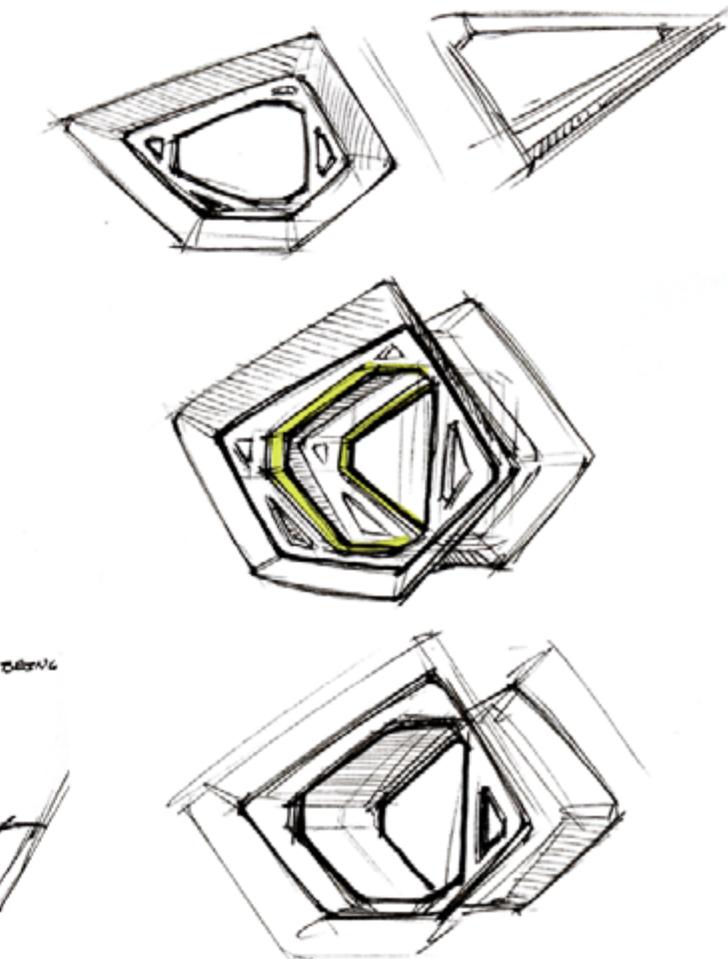
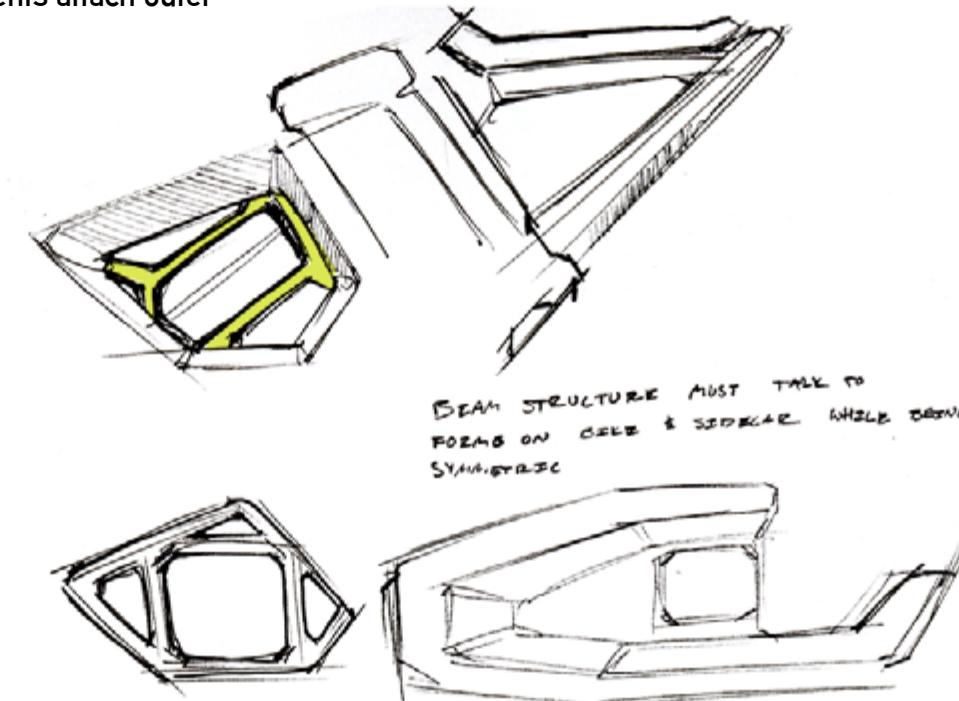
Advanced anti-slip strips sewn into upholstery keeps rider planted on seat in wet conditions.

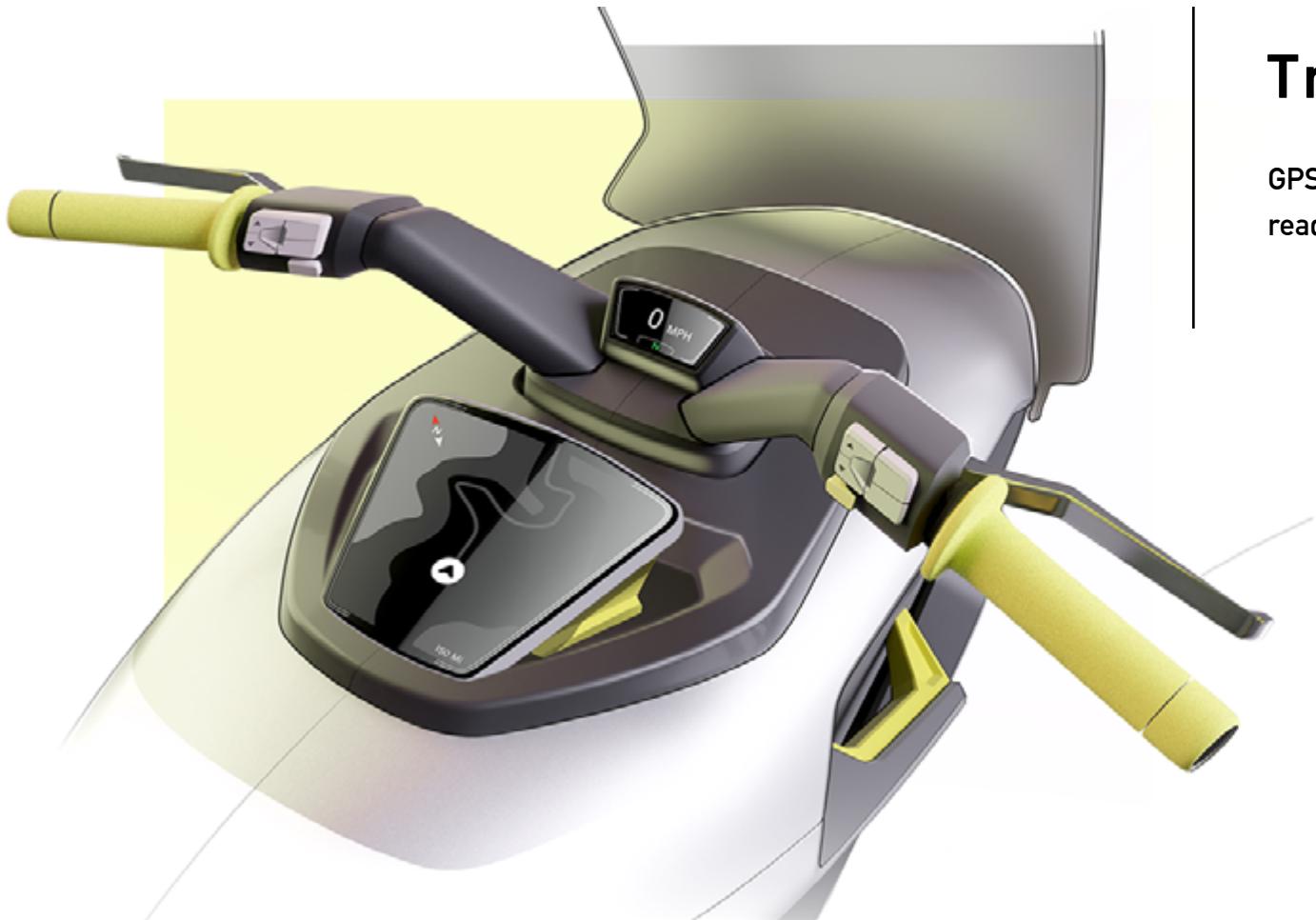




Frame Details

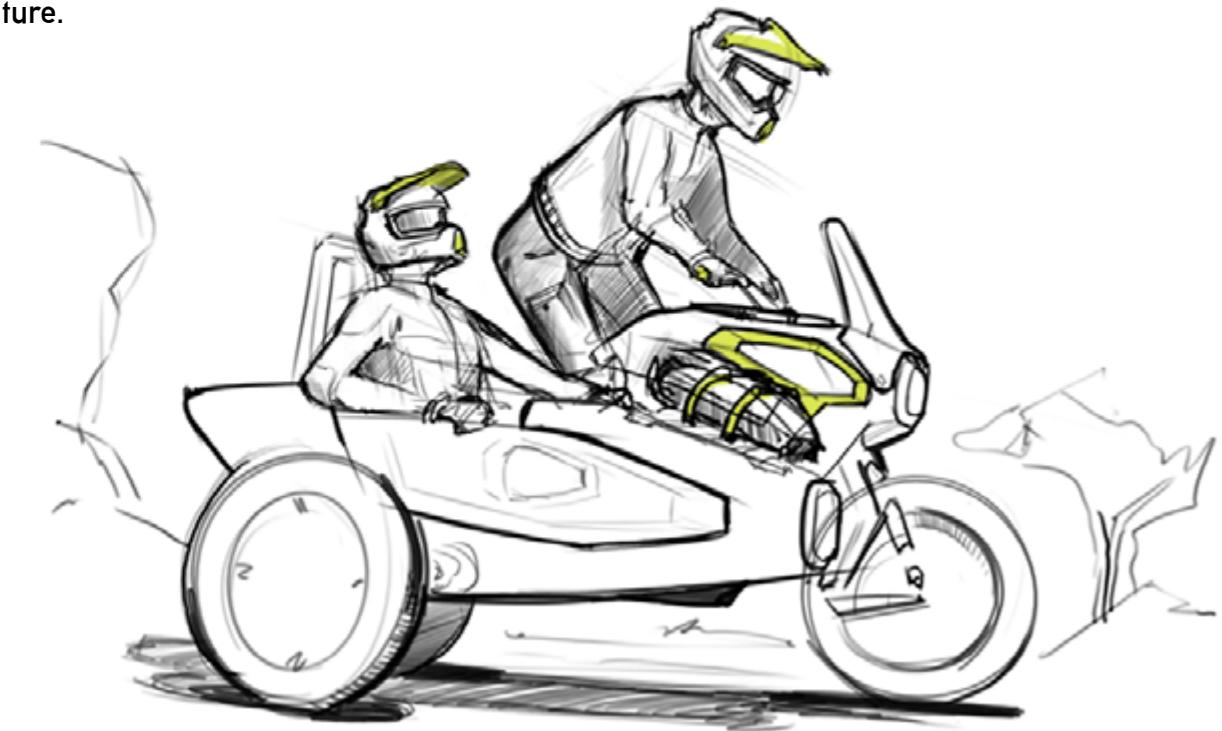
Center pass-through allows for sidecar beam connection, and structural elements attach outer fairings to motorcycle.

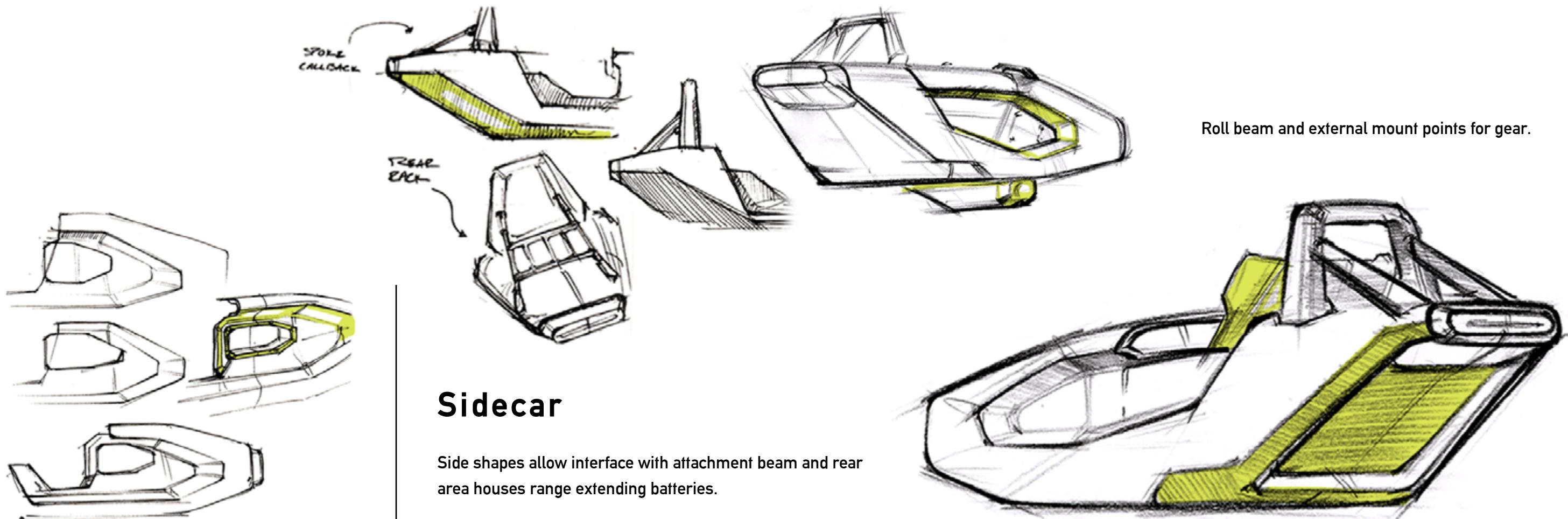


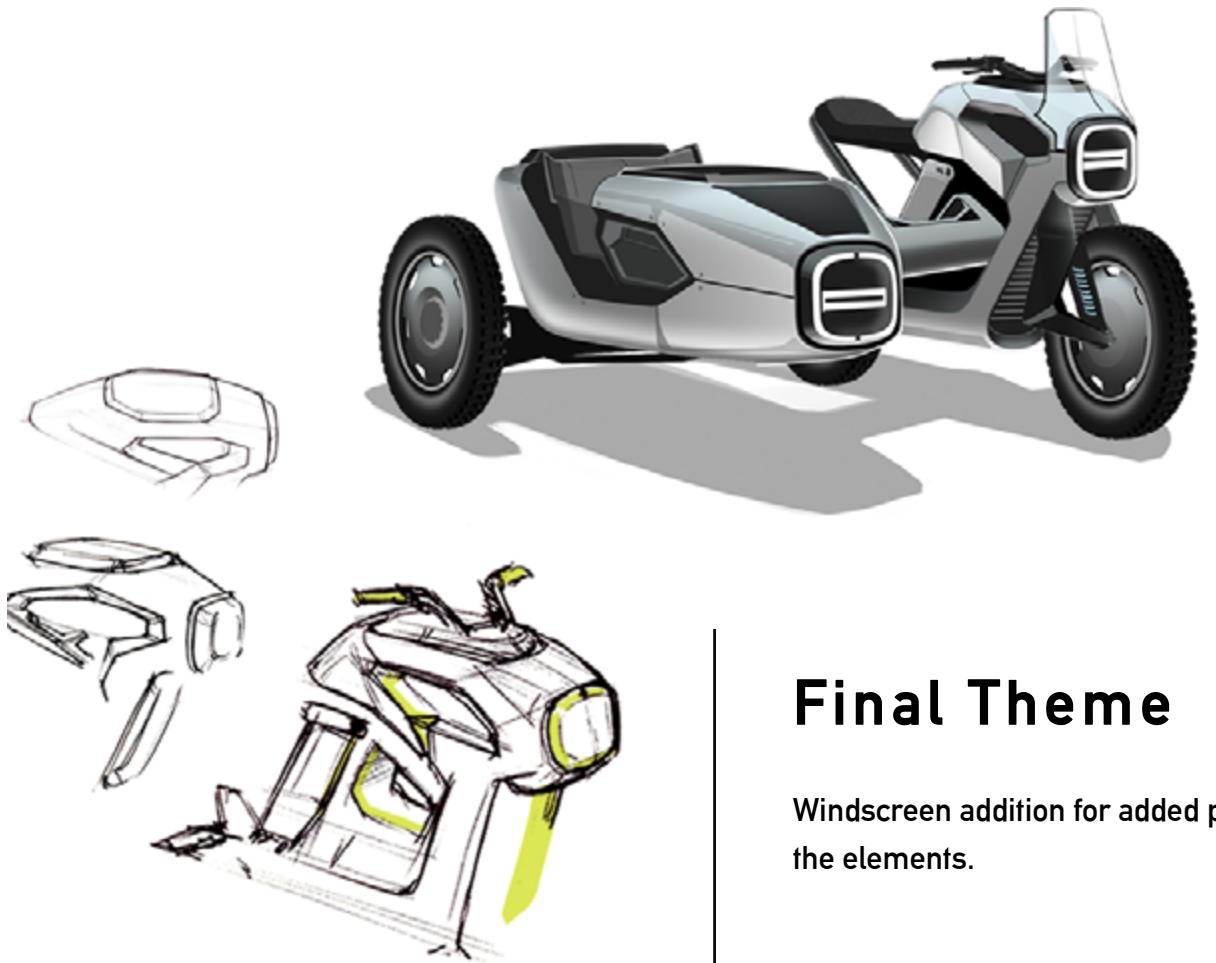


Trail Nav. System

GPS navigation system pre-loaded with popular off-road trails ready for adventure.







Final Theme

Windscreen addition for added protection from the elements.

Robust features and upright stance provides confidence in off-road handling characteristics.





FINAL RENDERS

HUSQVARNA VAL





FINAL RENDERS

HUSQVARNA VAL





FINAL RENDERS

HUSQVARNA VAL





FINAL RENDERS

HUSQVARNA VAL





ANIMATION

HUSQVARNA VAL

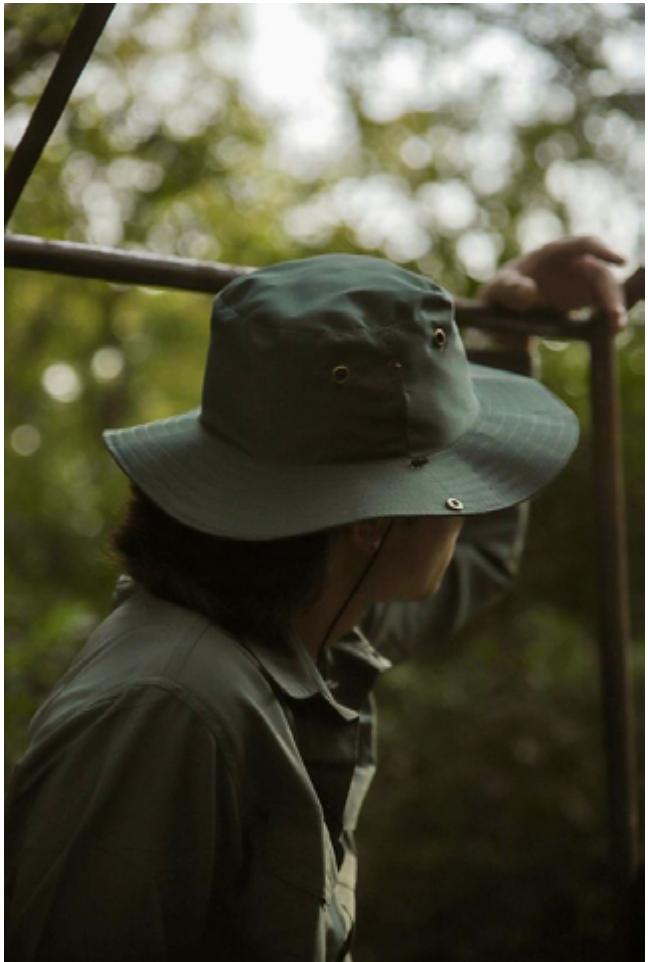


LINK TO ANIMATION



CENTRAL AMERICA

compact utility truck interior for the year 2050.



Miguel

A business owner, Miguel spends his days clearing trails, moving items around the property, and tending to his family.

He needs a vehicle capable of adapting to his varied and hard working lifestyle.

PROBLEM

Current small size work truck interiors aren't flexible enough for trail and city use. Down vision is compromised due to ICE power-train and safety regulations compared to side-by-side vehicles.

SOLUTION

Modular IP rail and seats to allow for center seat configuration or addition of storage pods. Transparent lower panels allow for increased down vision when on trails.

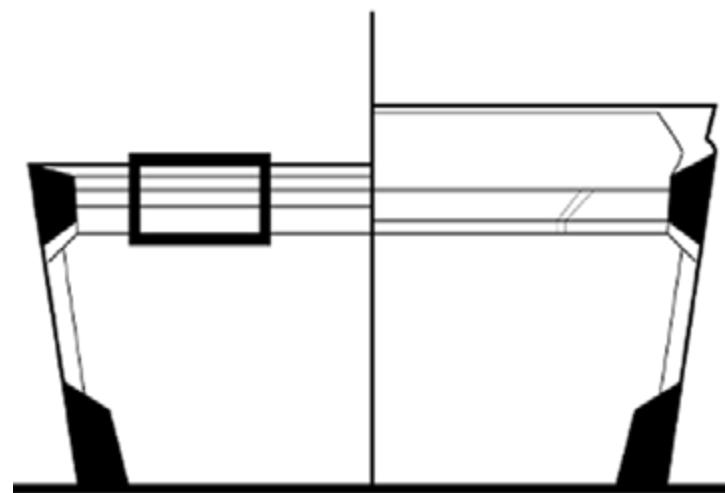
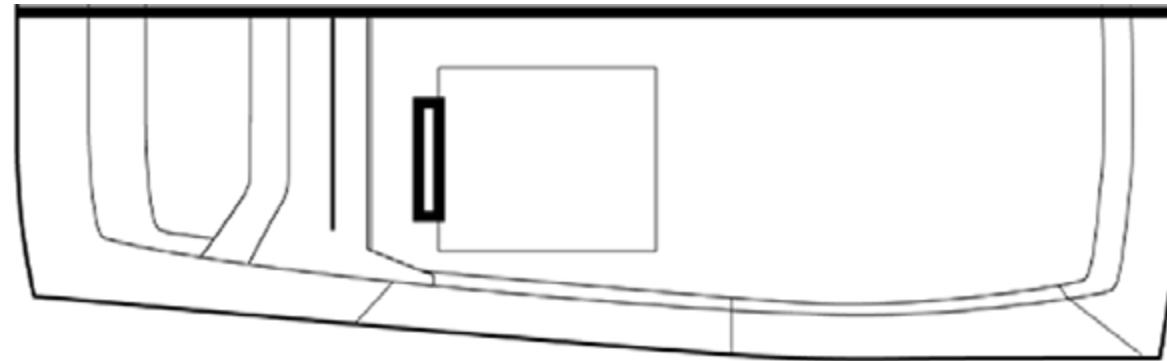


PACKAGE

RAM: CENTRAL AMERICA

RAM 1000 Package

RAM's small truck platform for the global market.

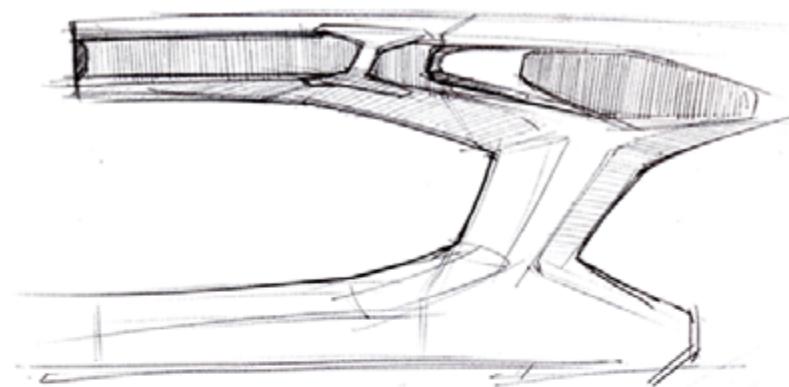


1844 mm

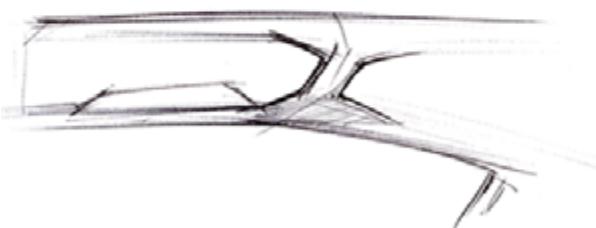


4945 mm

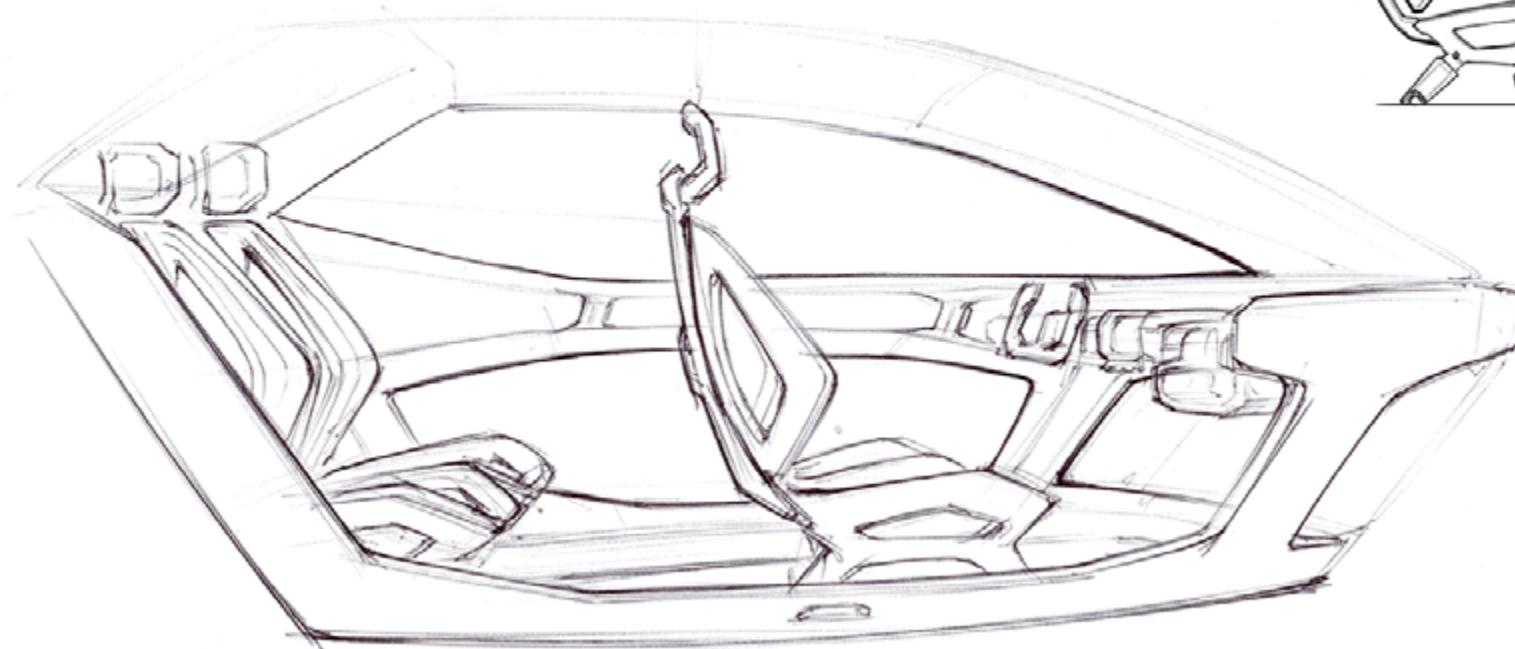
1671 mm



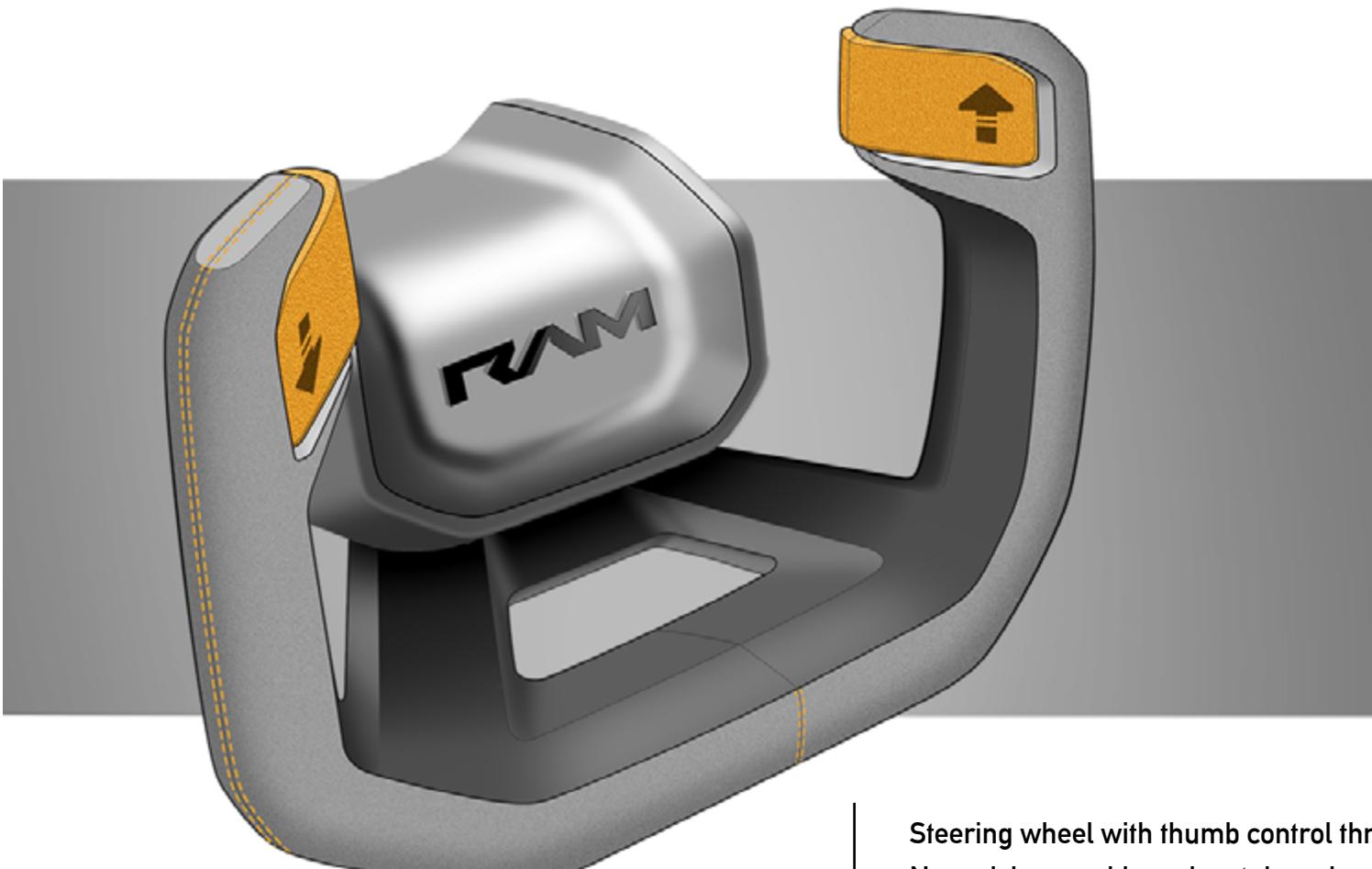
FLIP UP ARREST
(HIDE AWAY WHEN IN
CENTER DRIVE POSITION)



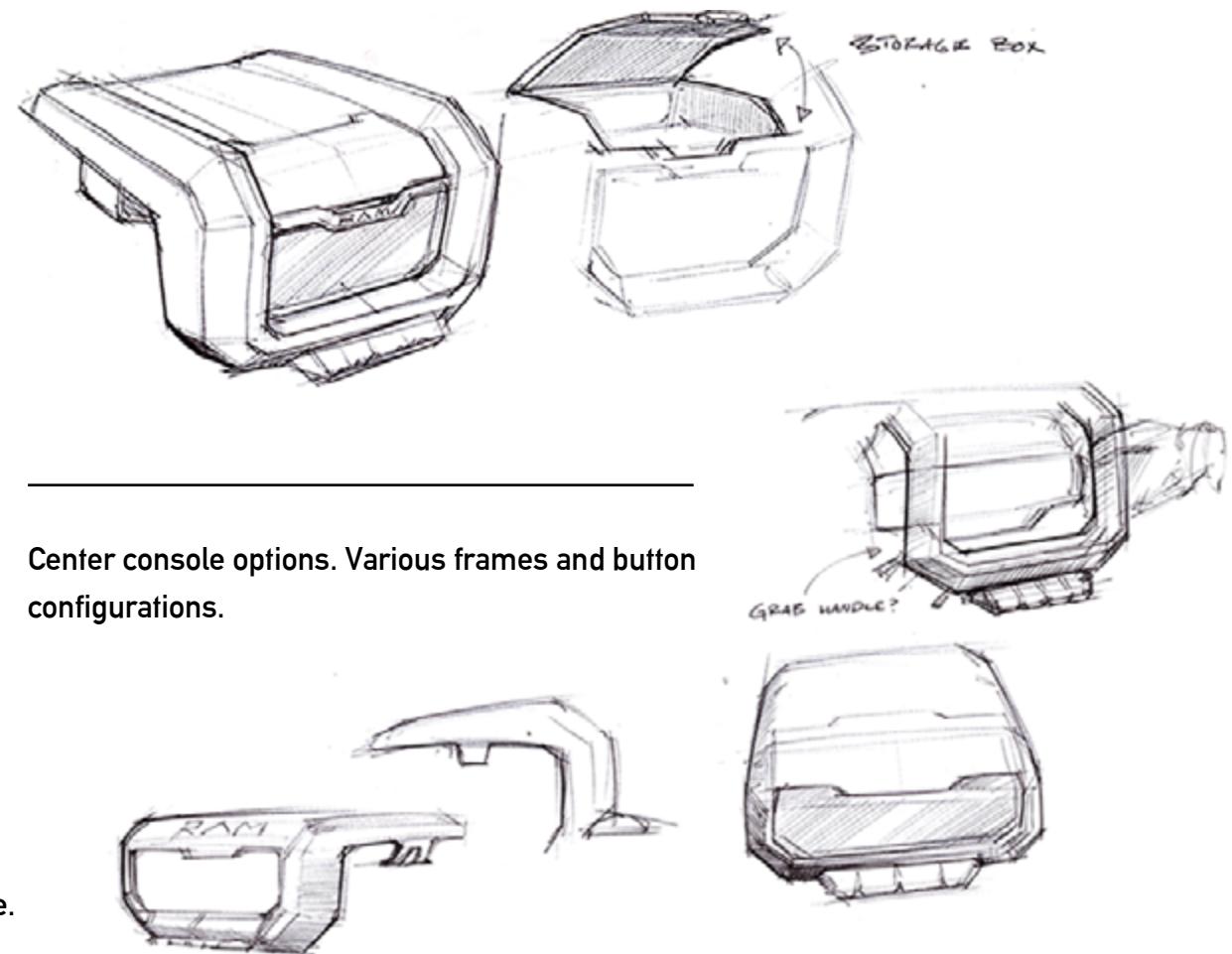
Beam shape projects strength while allowing lower windshield and window area for better down vision on trail rides.



Mesh seat keeps occupant dry in humid climate.



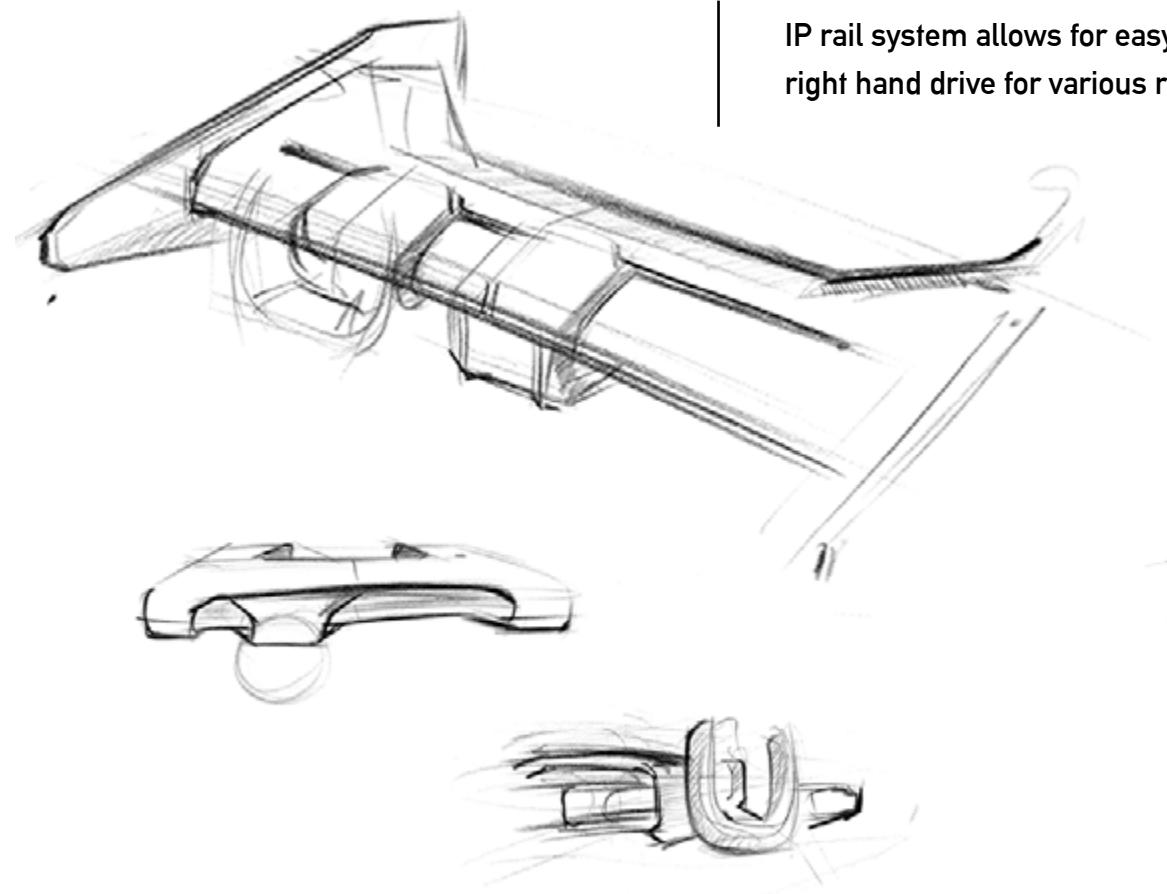
Steering wheel with thumb control throttle/brake.
No pedal assembly makes tub easier to clean.



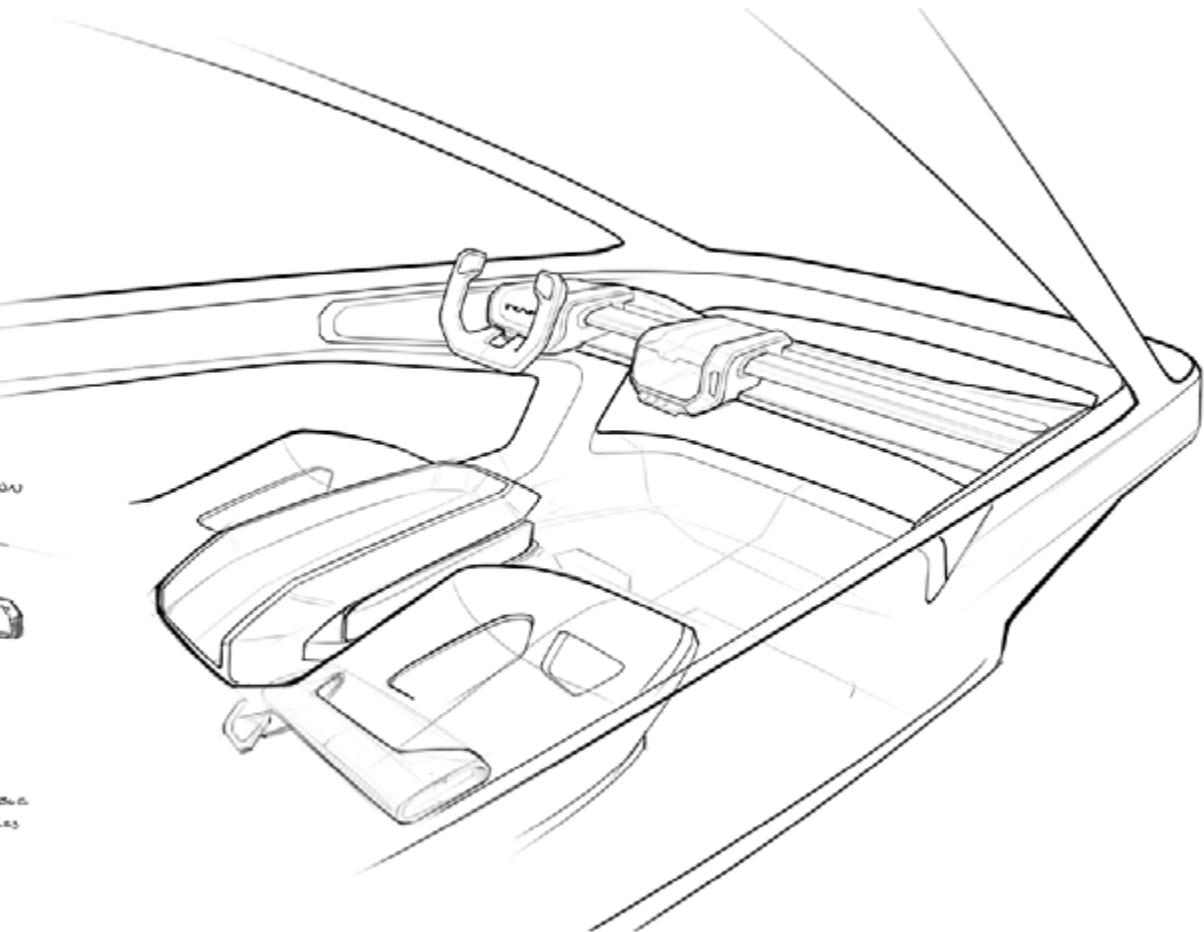
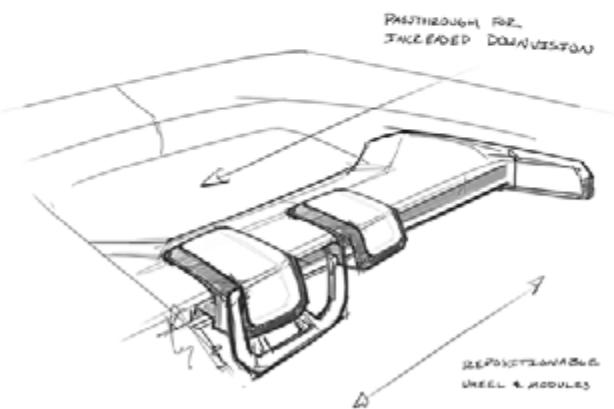


IDEATION

RAM: CENTRAL AMERICA



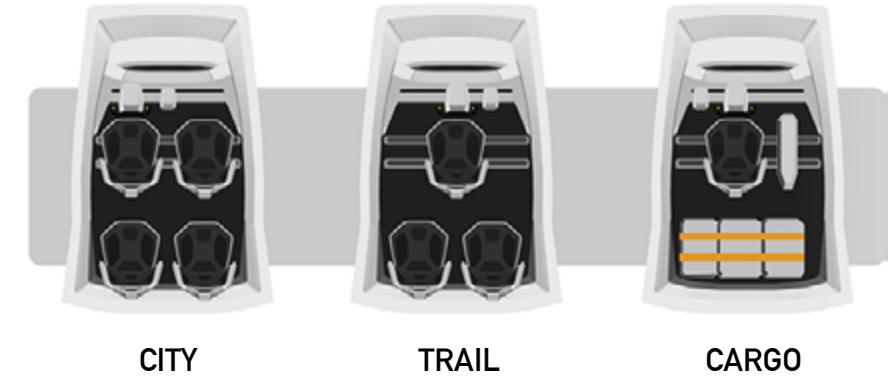
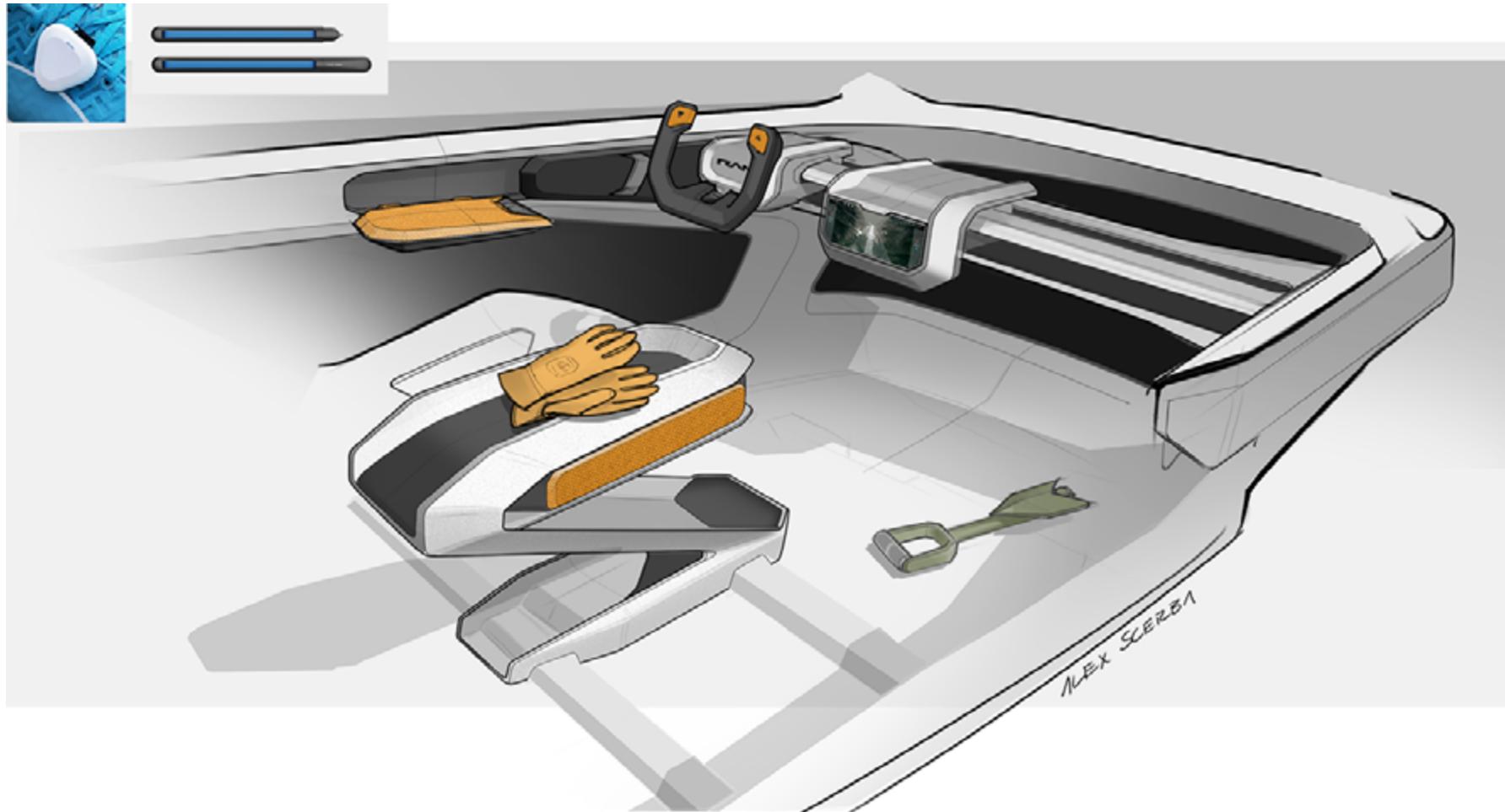
IP rail system allows for easy conversion to center and right hand drive for various regions.



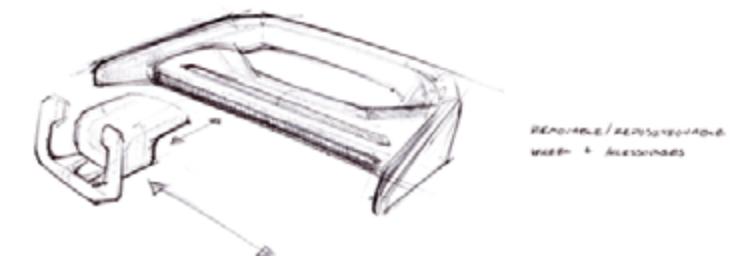


FINAL THEME

RAM: CENTRAL AMERICA



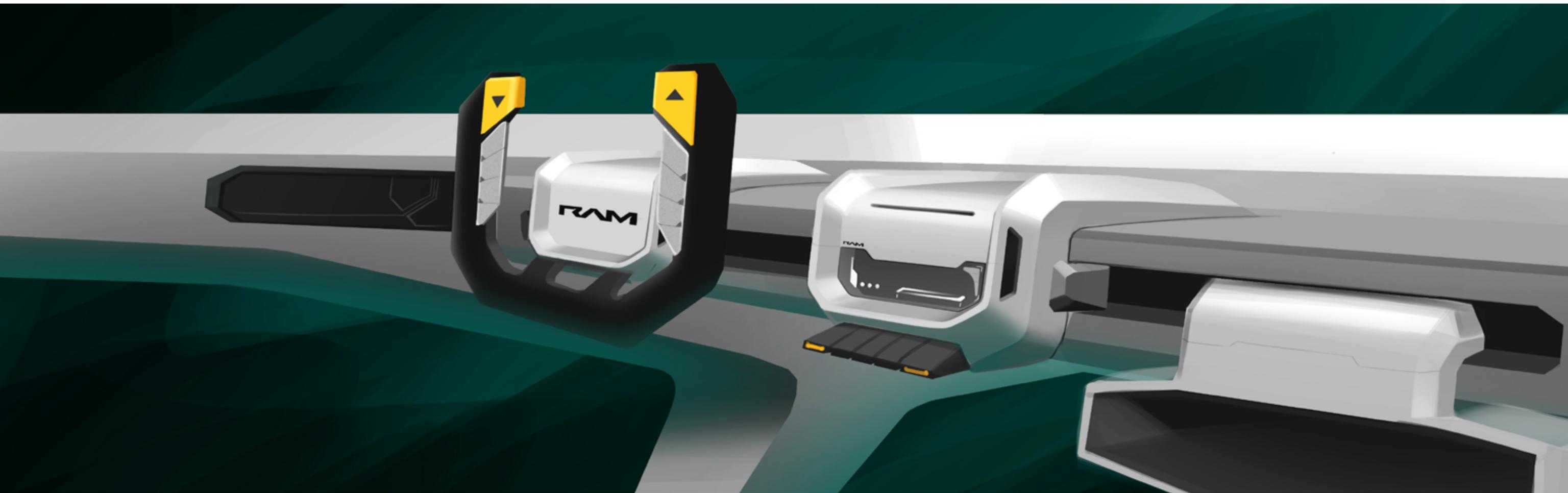
Multiple configuration options through IP and seat rail system.





FINAL RENDERS

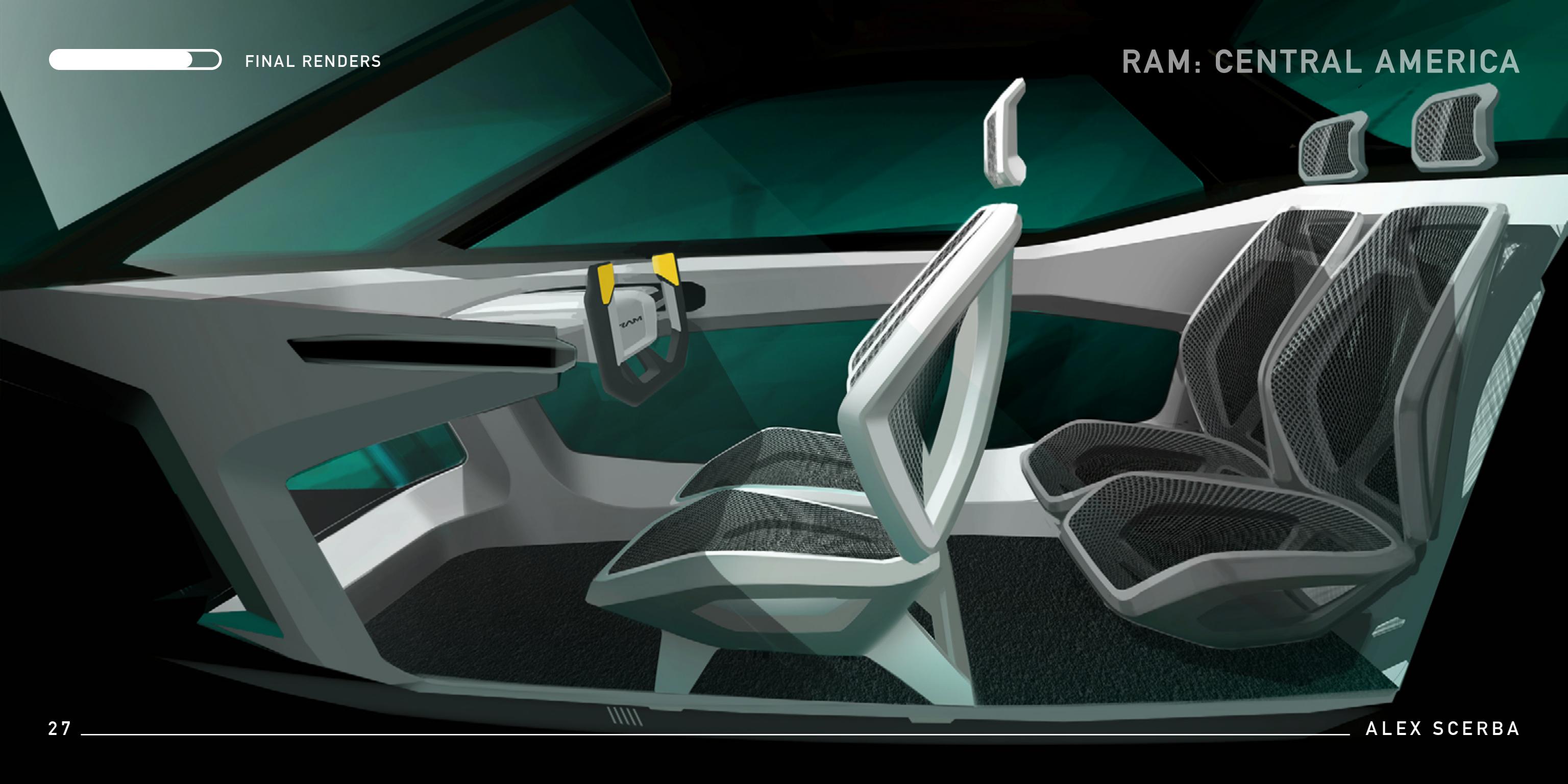
RAM: CENTRAL AMERICA





FINAL RENDERS

RAM: CENTRAL AMERICA



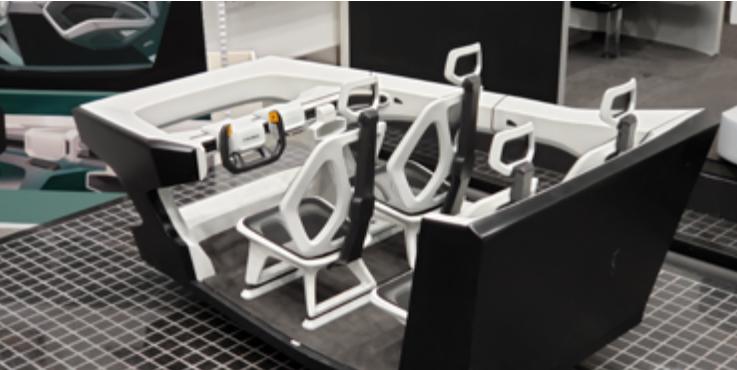


FINAL MODEL

RAM: CENTRAL AMERICA

1/5th Scale Model

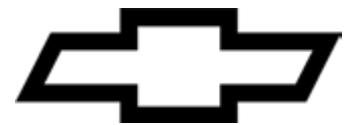
Final interior model hand sculpted with clay.
Finished with 3D printed parts and painted.



FINAL MODEL

RAM: CENTRAL AMERICA





CHEVROLET VISION SS

b-segment two seat sports car for the year 2040.



CHEVROLET VISION SS

Anne

Age: 20

Income: \$80,000/y

Driving enthusiast and eco-conscious, Anne is looking for an affordable vehicle to keep up with her fast-paced lifestyle.

PROBLEM

Few high performance cars in the affordable compact market.

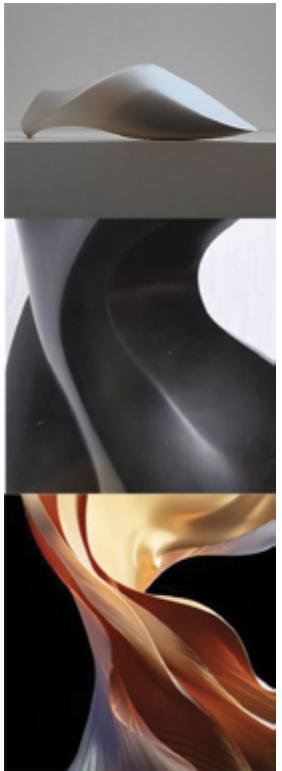
SOLUTION

Pure, small electric sports car focused on driving experience.



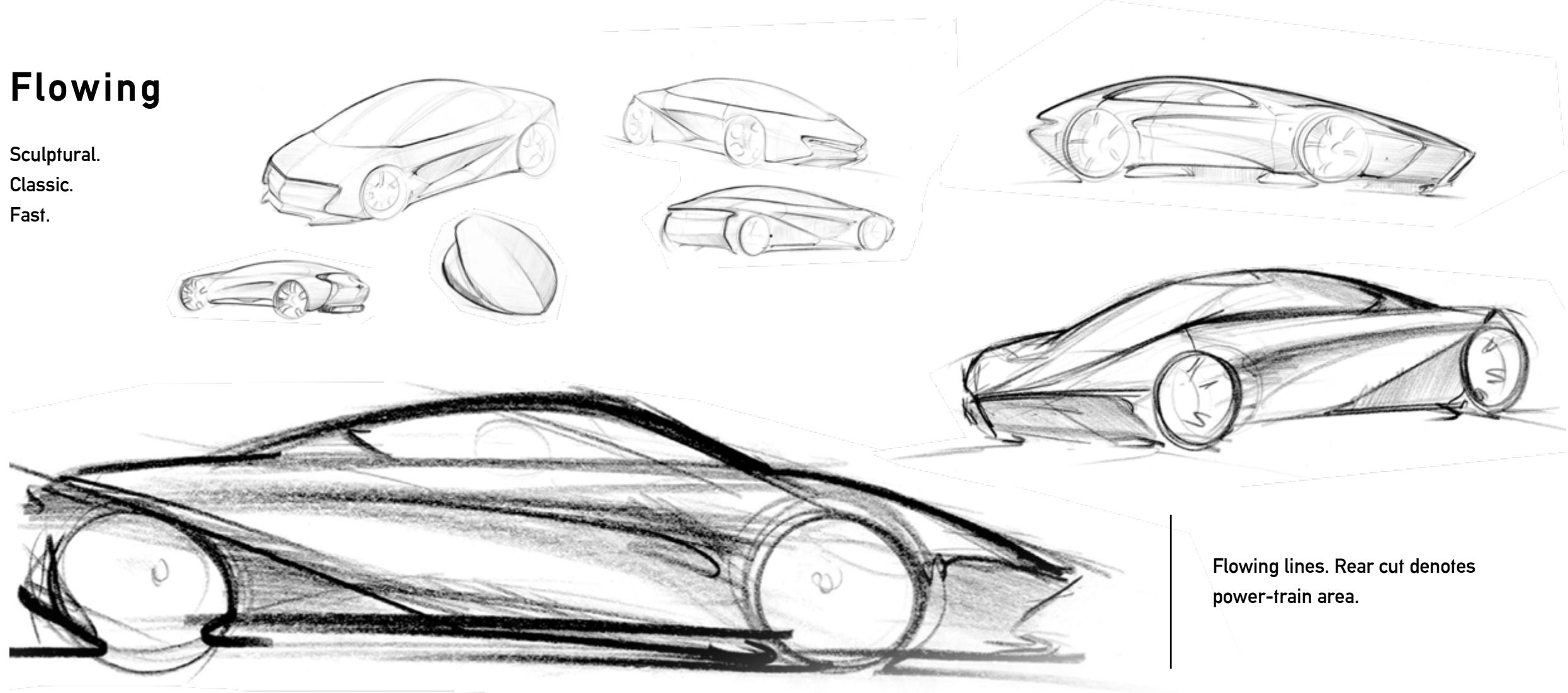
IDEATION - DIRECTION A

CHEVROLET VISION SS



Flowing

Sculptural.
Classic.
Fast.



Flowing lines. Rear cut denotes power-train area.

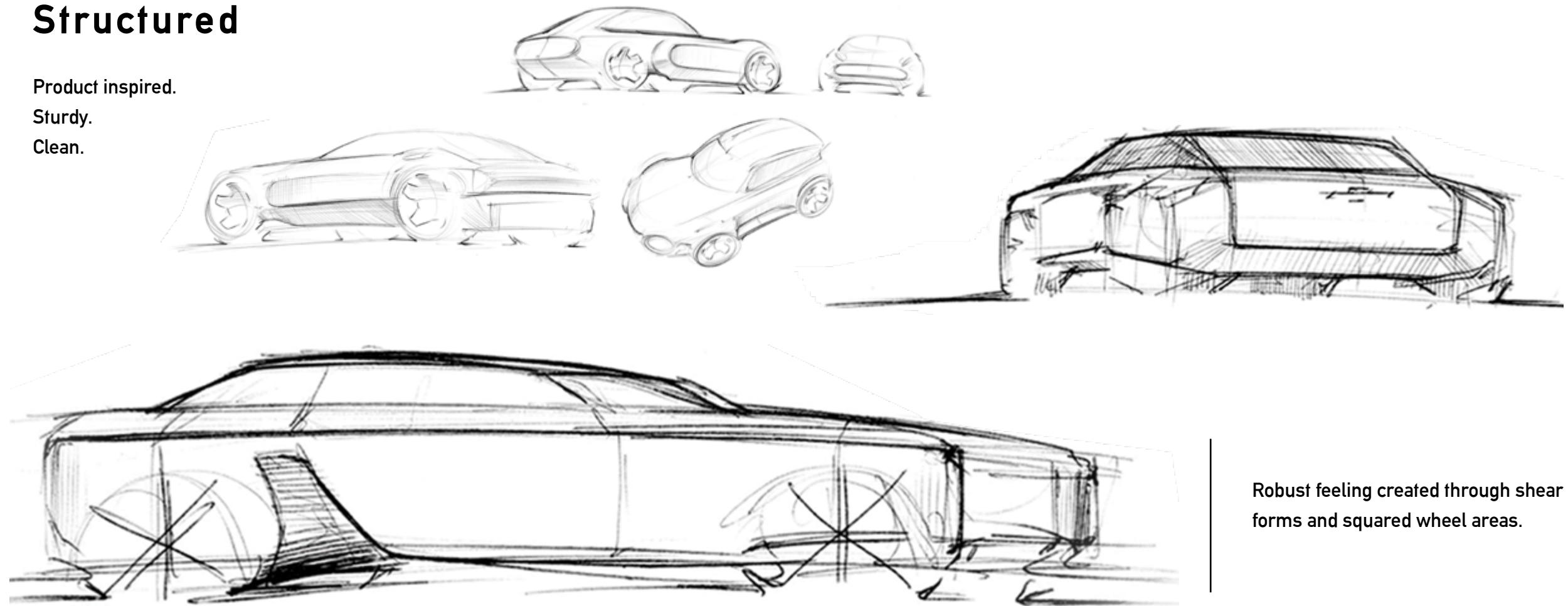


Structured

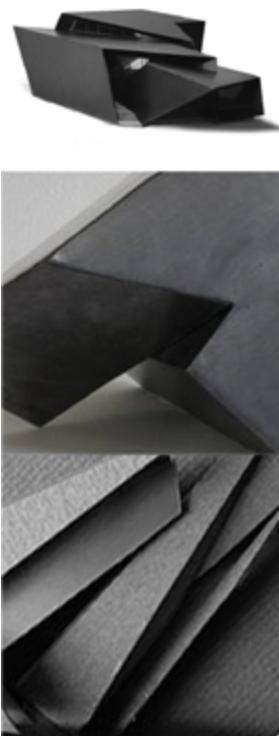
Product inspired.

Sturdy.

Clean.

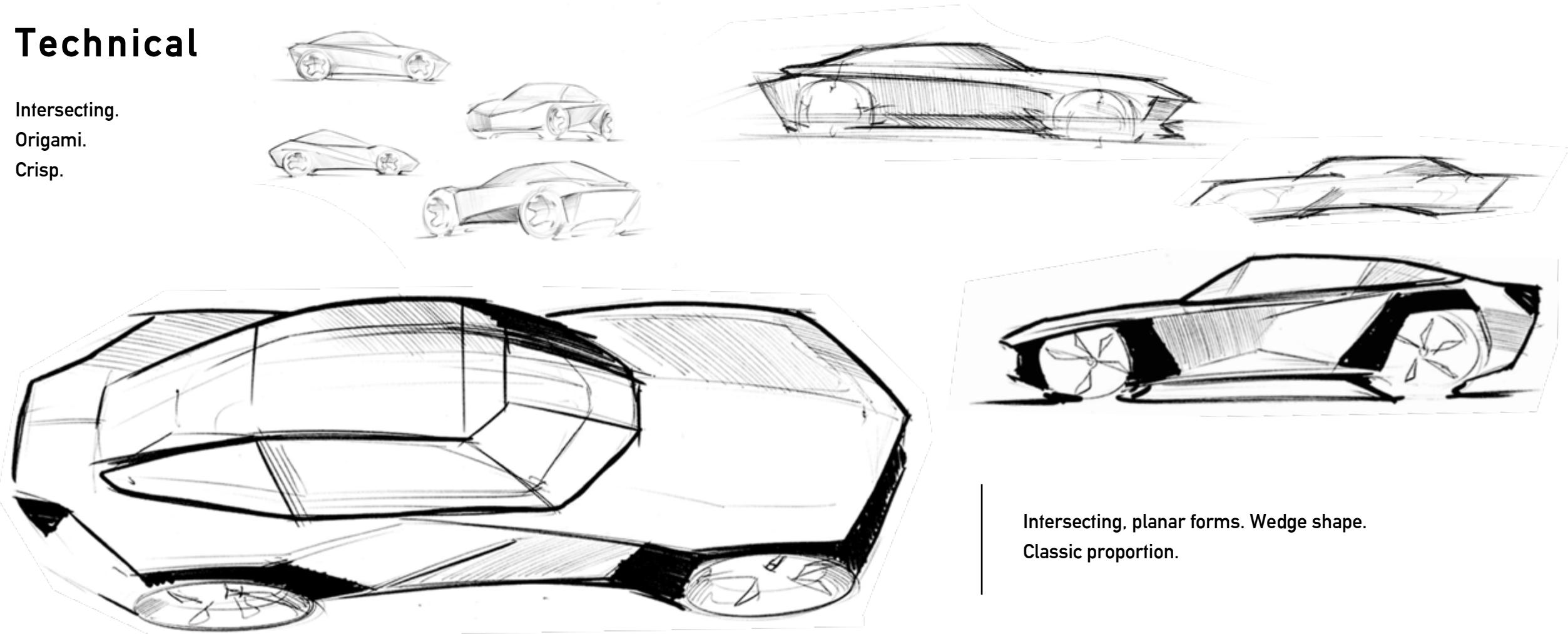


Robust feeling created through shear forms and squared wheel areas.



Technical

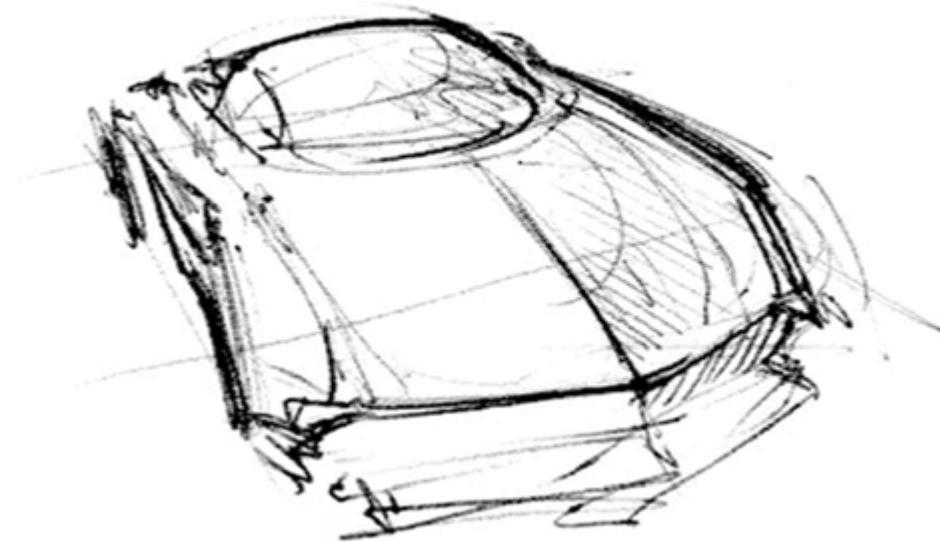
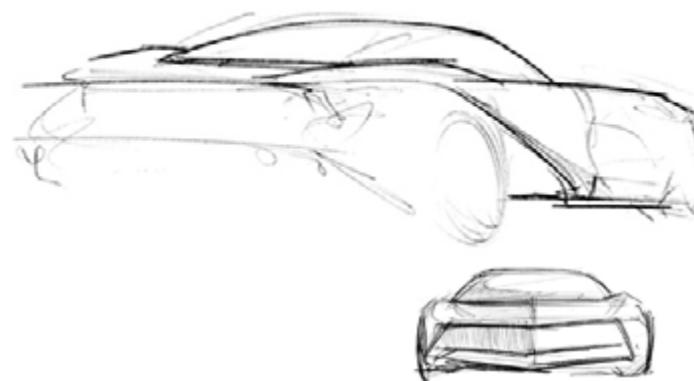
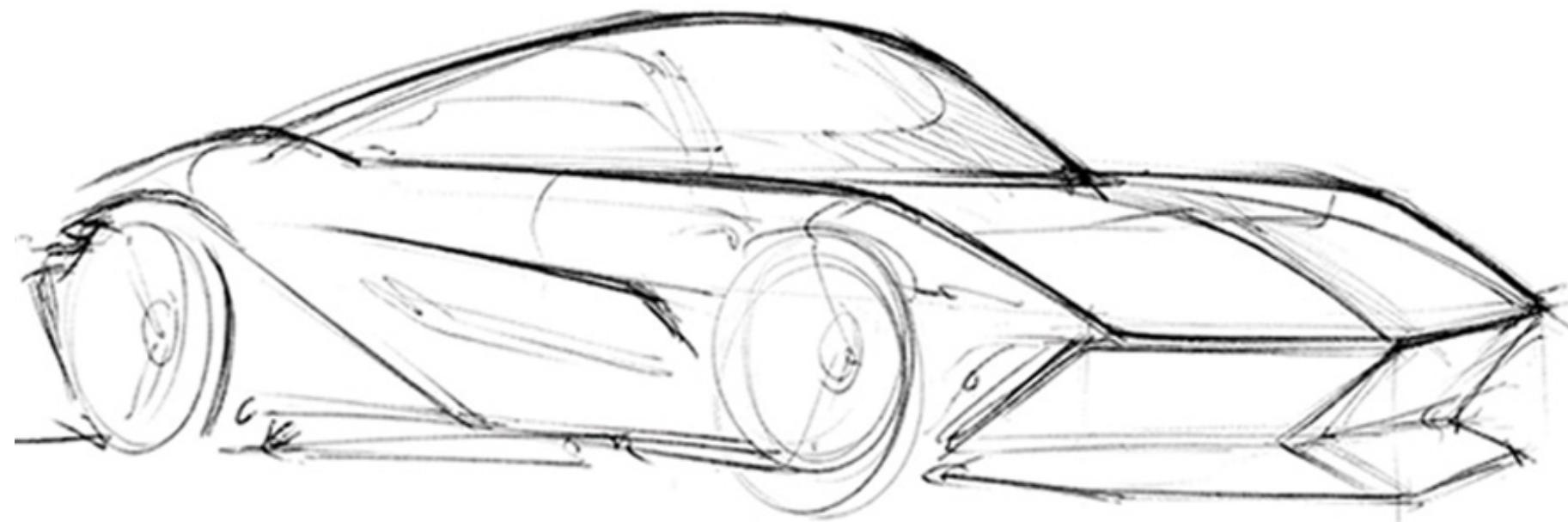
Intersecting.
Origami.
Crisp.



Intersecting, planar forms. Wedge shape.
Classic proportion.

Final Direction

Rear graphic ties into side cut and houses taillight along the upper lip of the body. Attempt at honest representation of B-Segment proportions.



Battery drawer allows for quick changes on track.

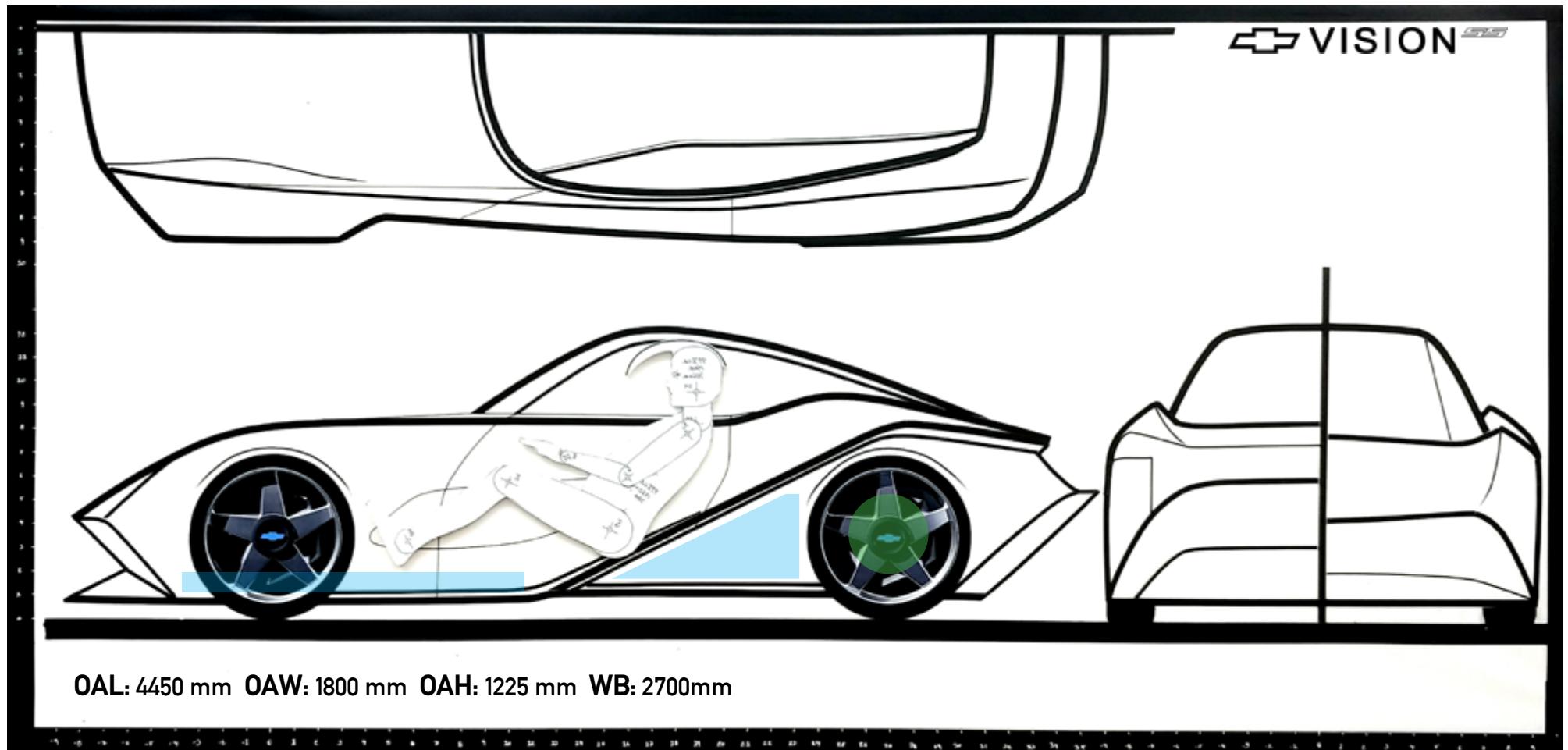


PACKAGE

CHEVROLET VISION SS

Package

B-segment compact platform. Rear drive battery EV with swappable rear battery.



BATTERY



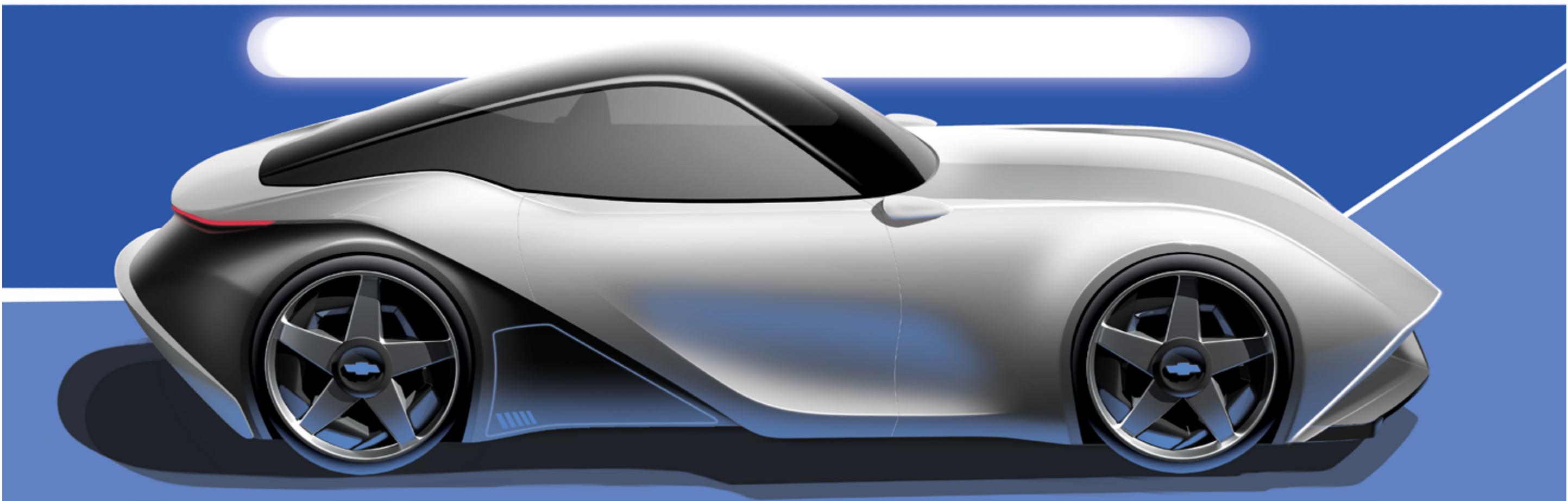
MOTOR





FINAL RENDERS

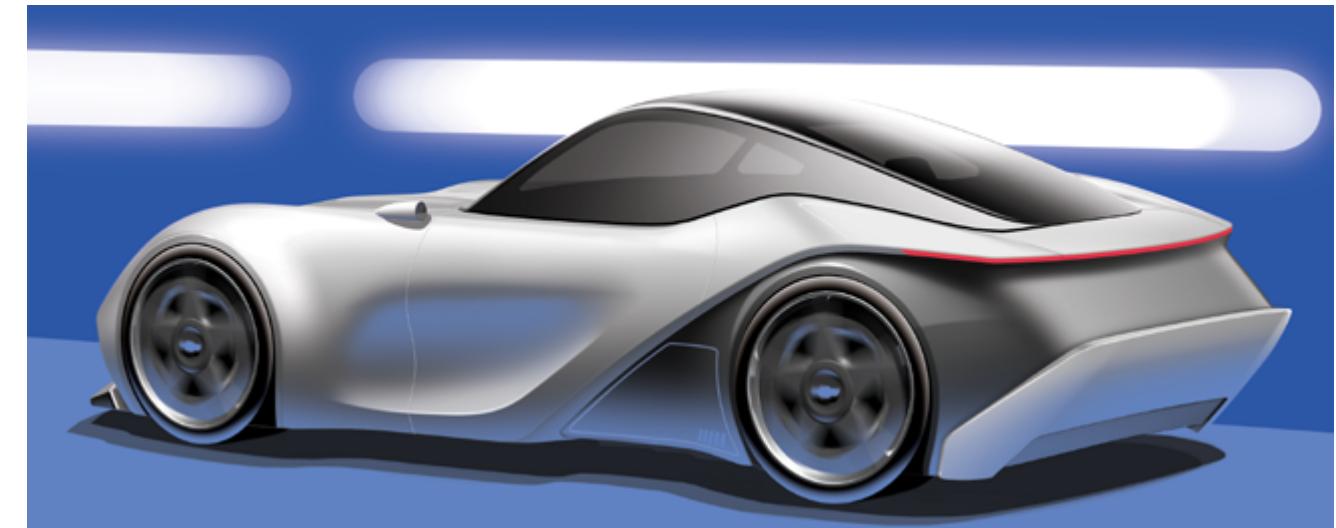
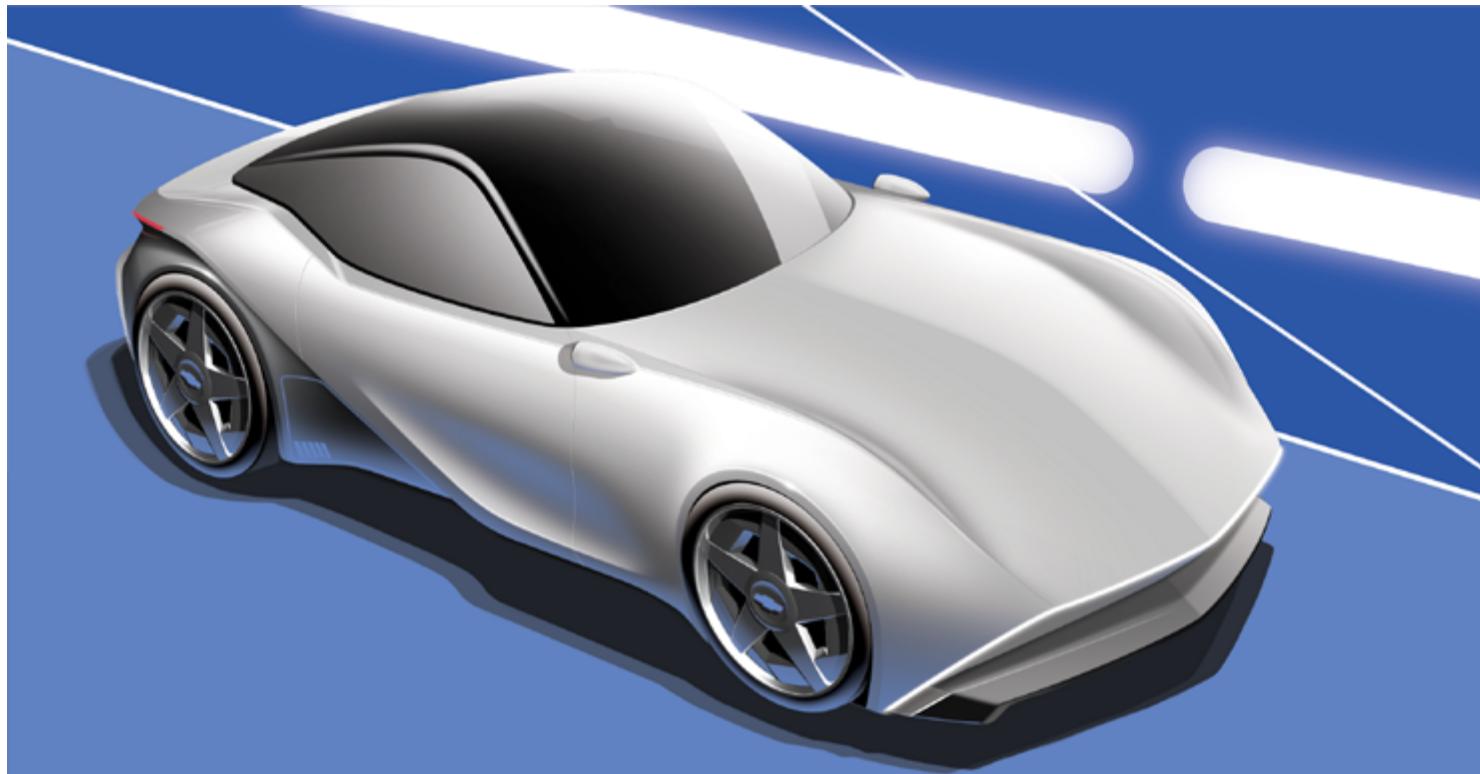
CHEVROLET VISION SS





FINAL RENDERS

CHEVROLET VISION SS





FINAL MODEL

CHEVROLET VISION SS

1/5th Scale Model

Half model built next to mirror. Raw clay
and DI-NOC.





FINAL MODEL

CHEVROLET VISION SS





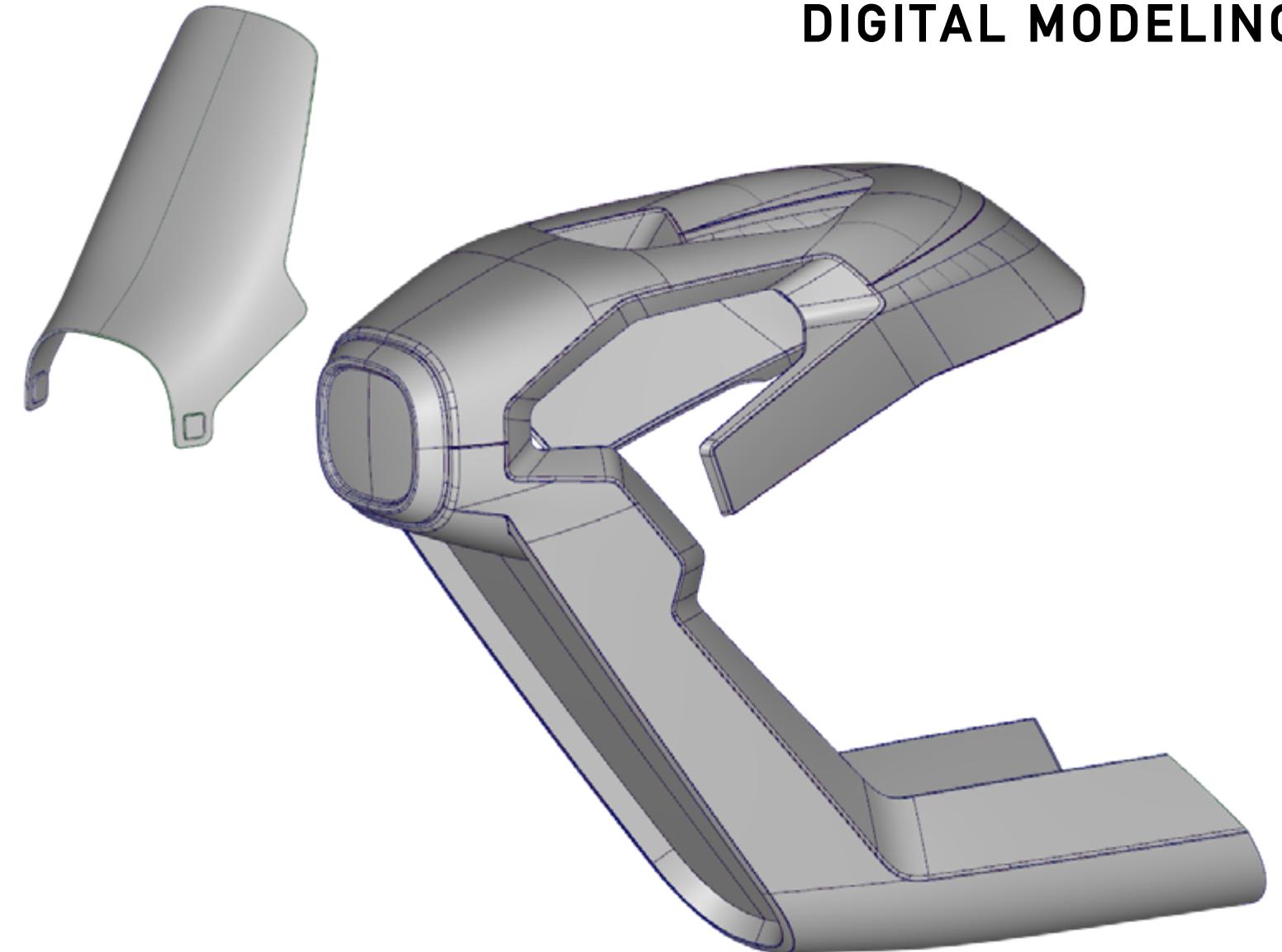
HUSQVARNA VAL

DIGITAL MODELING

Hybrid Model

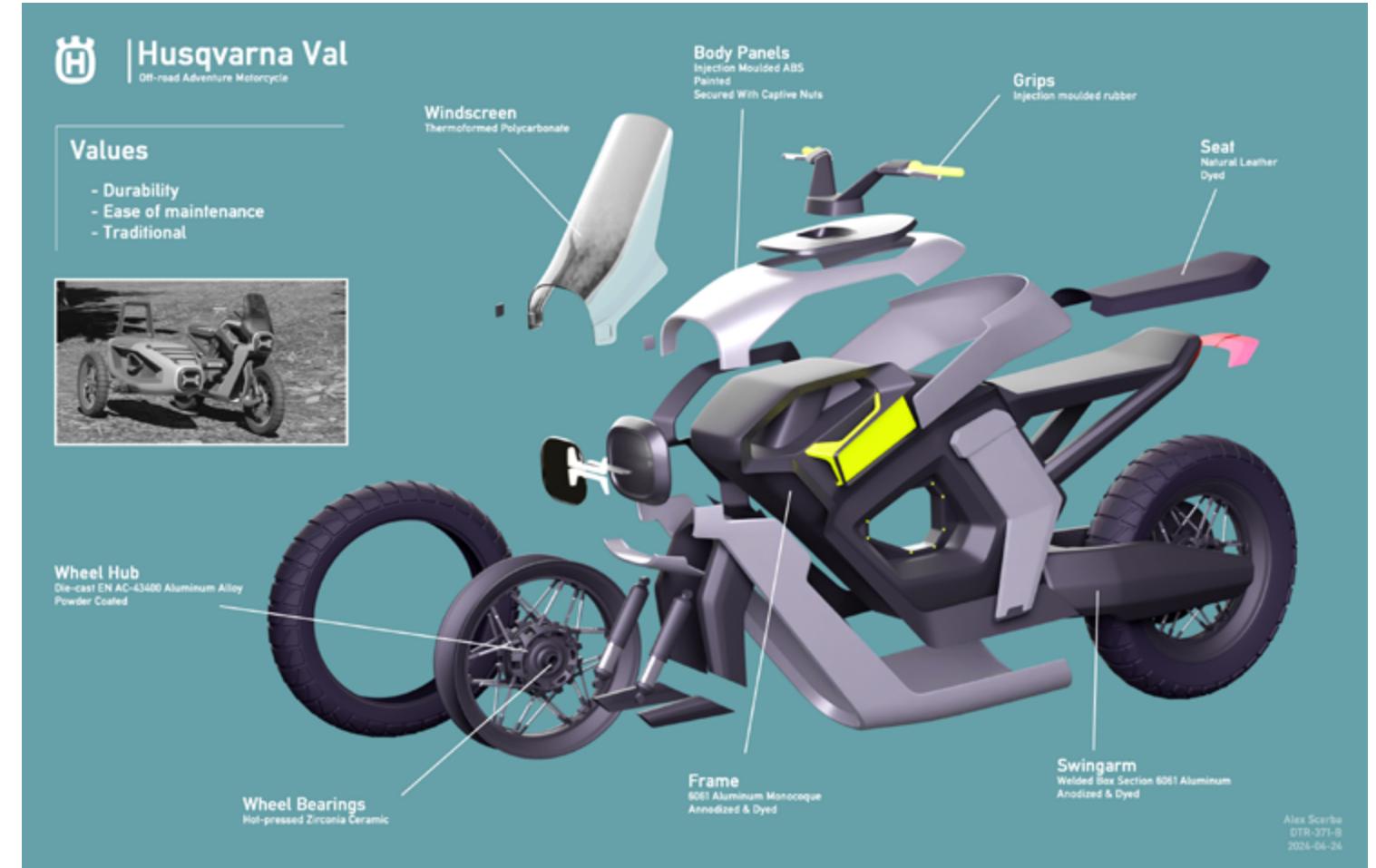
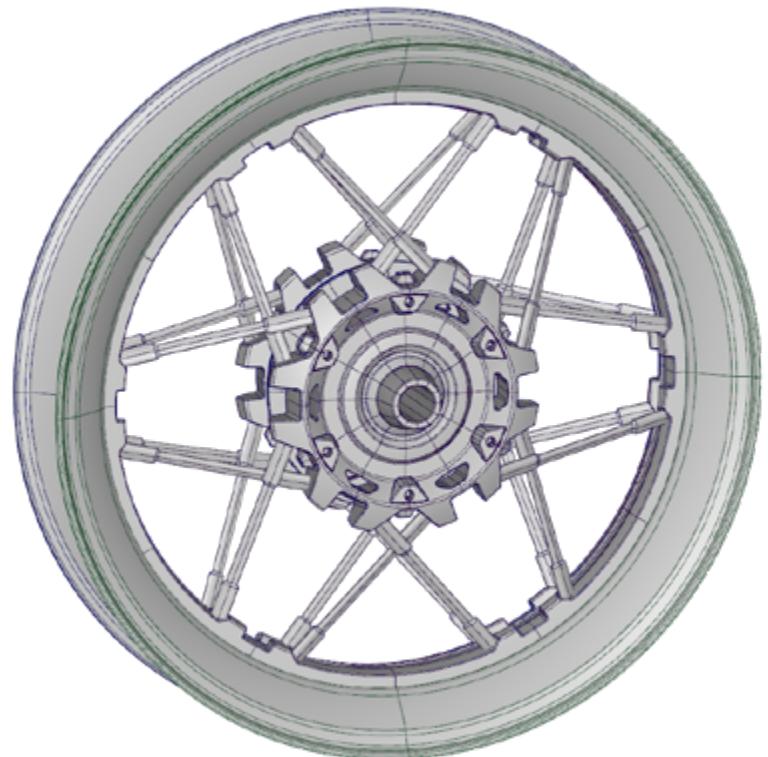
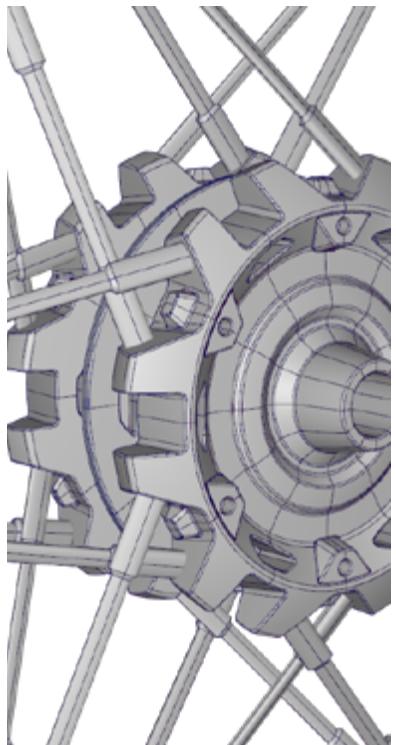
AutoDesk Alias: Surface quality, highlight control, part separation/panel gaps.

Blender: Soft parts, bulk matte areas.



Alias Continued

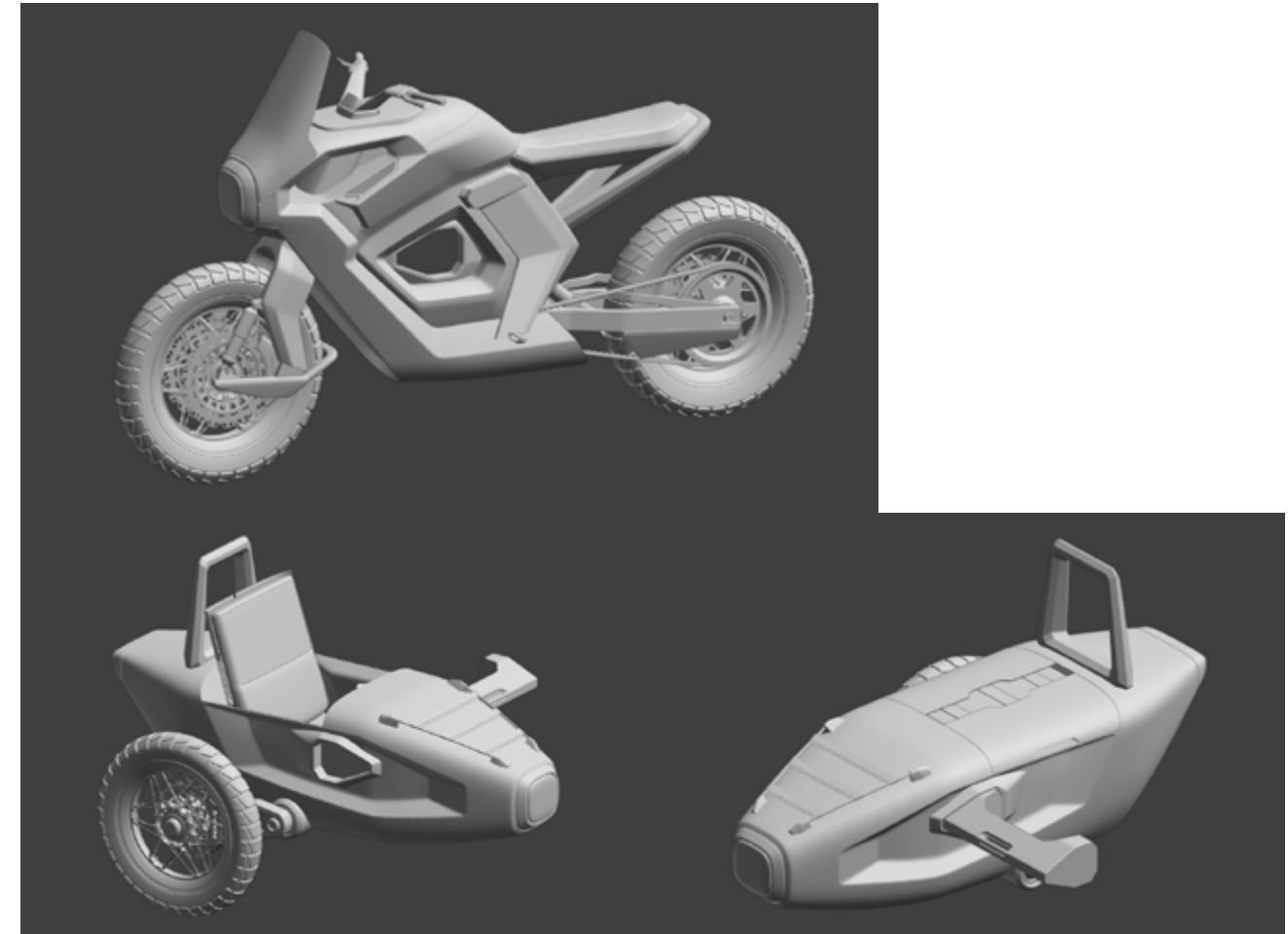
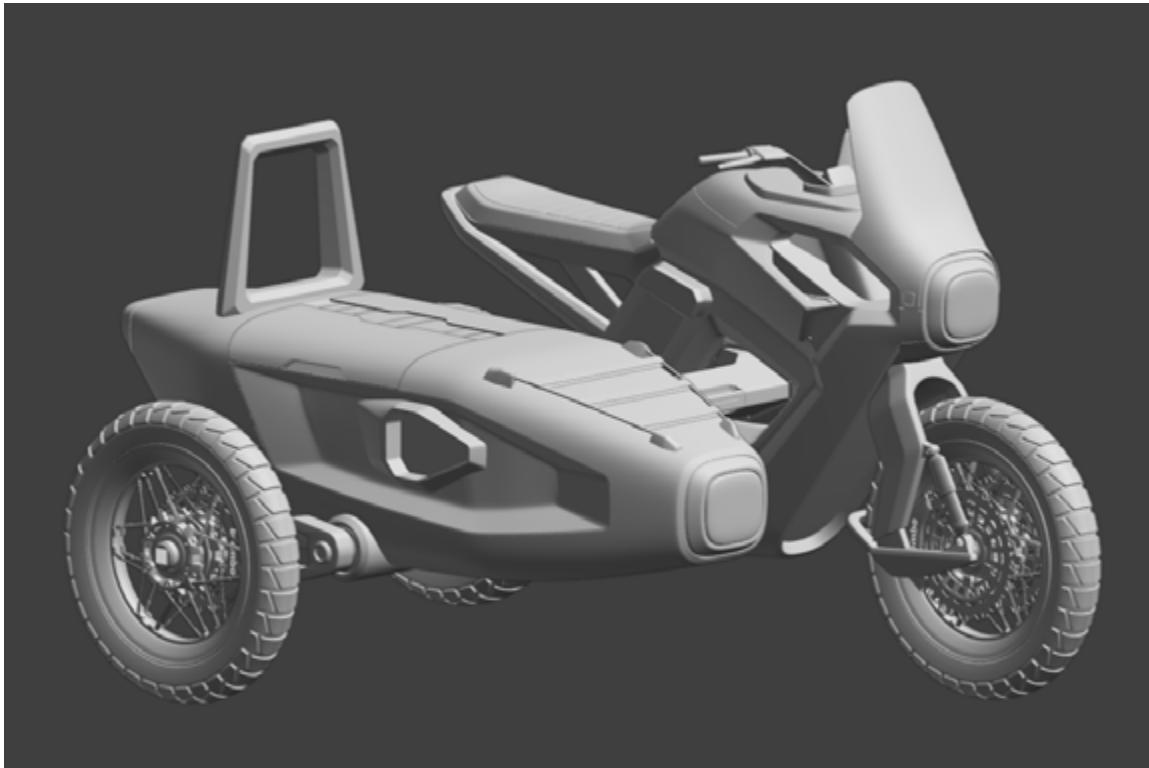
Wheel design and material breakdown.





Combined Surfaces

Alias and Blender data married together.



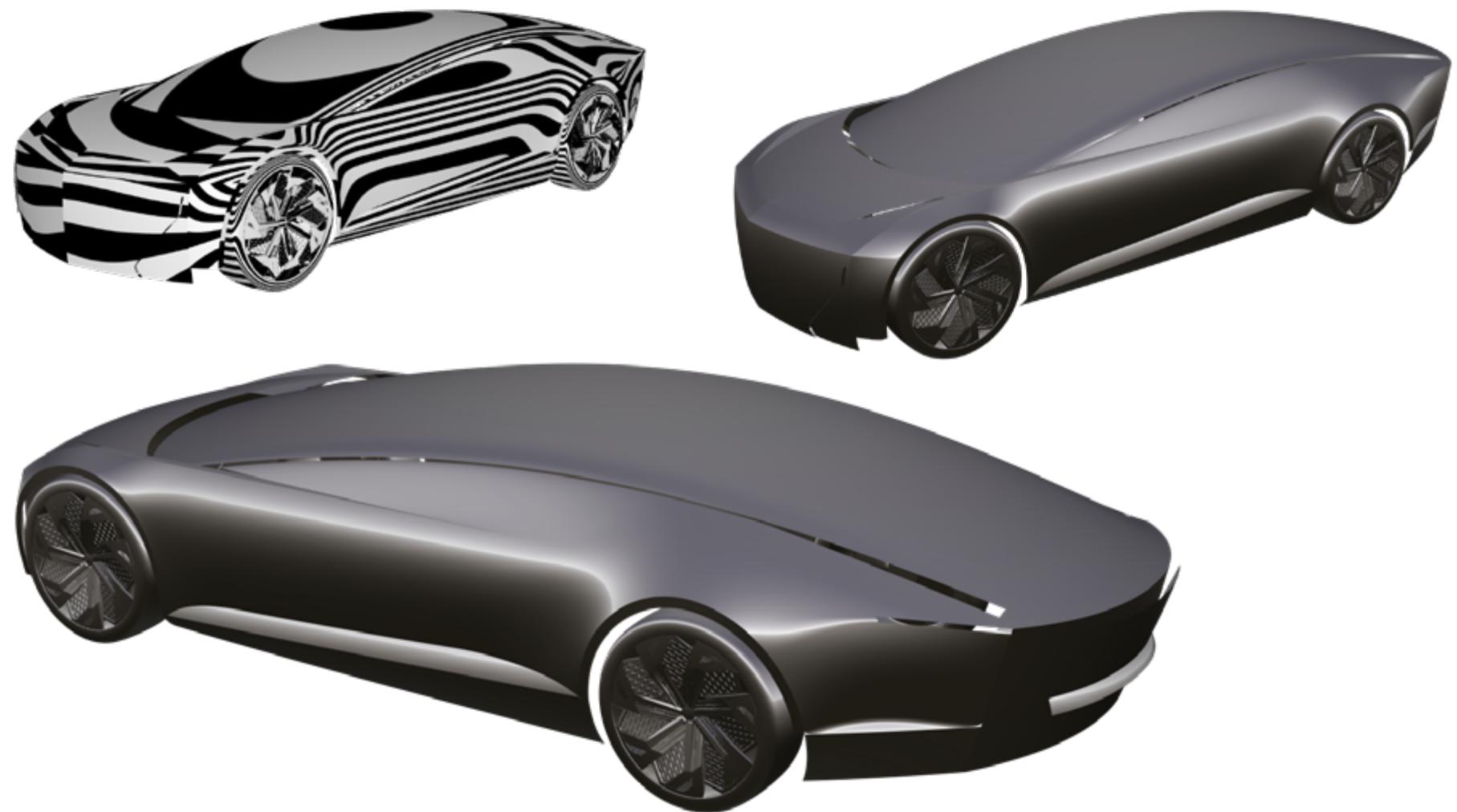


Rapid Concept Model

Blocked in surface for overall proportion and feel.



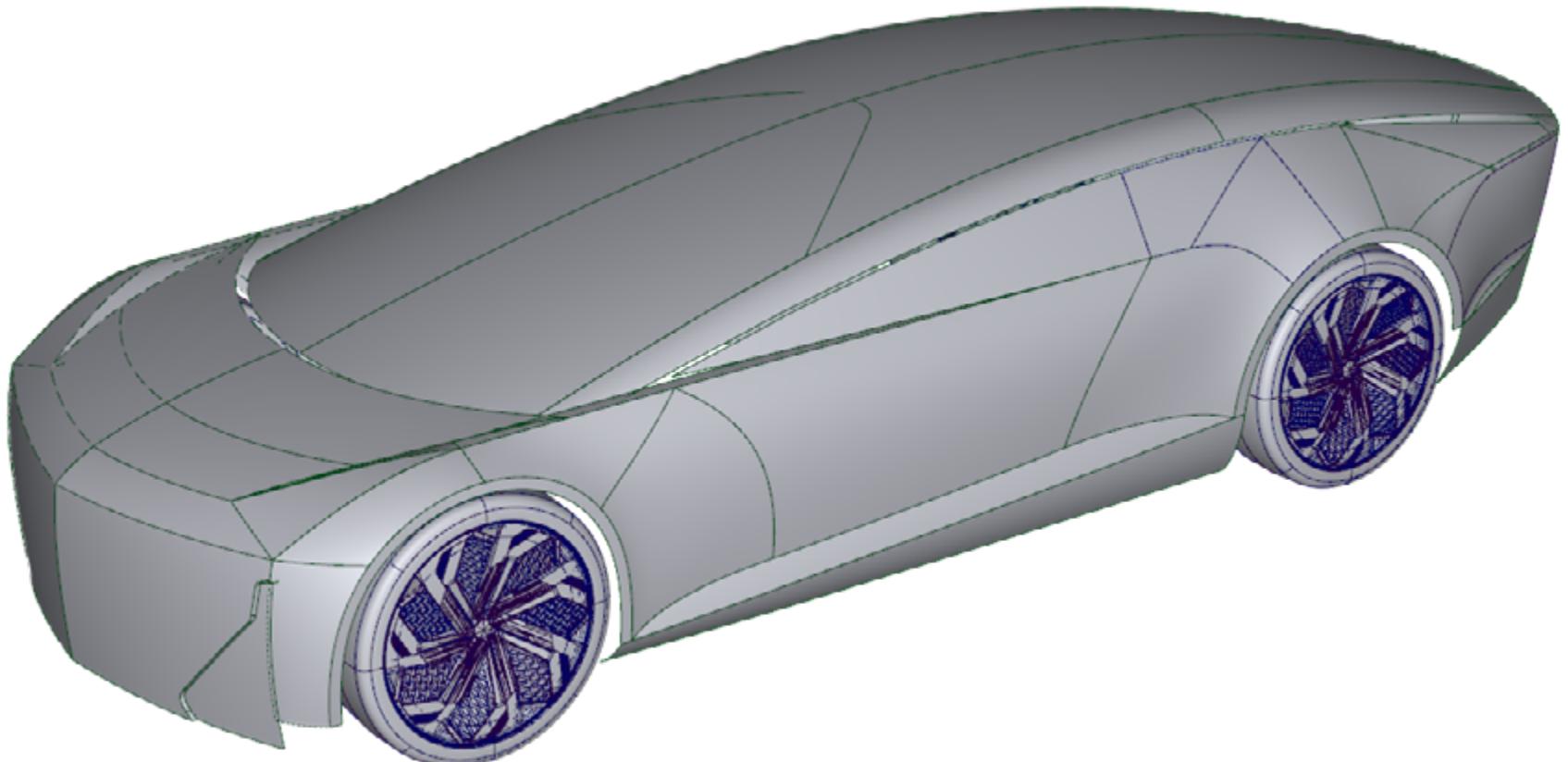
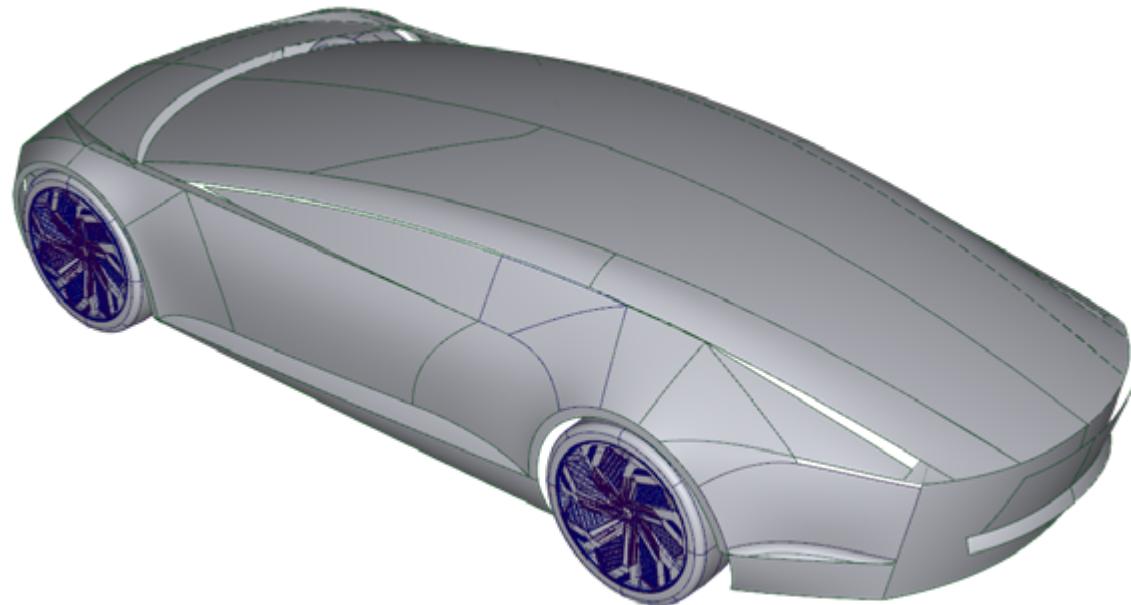
Reference image.





Surface Structure

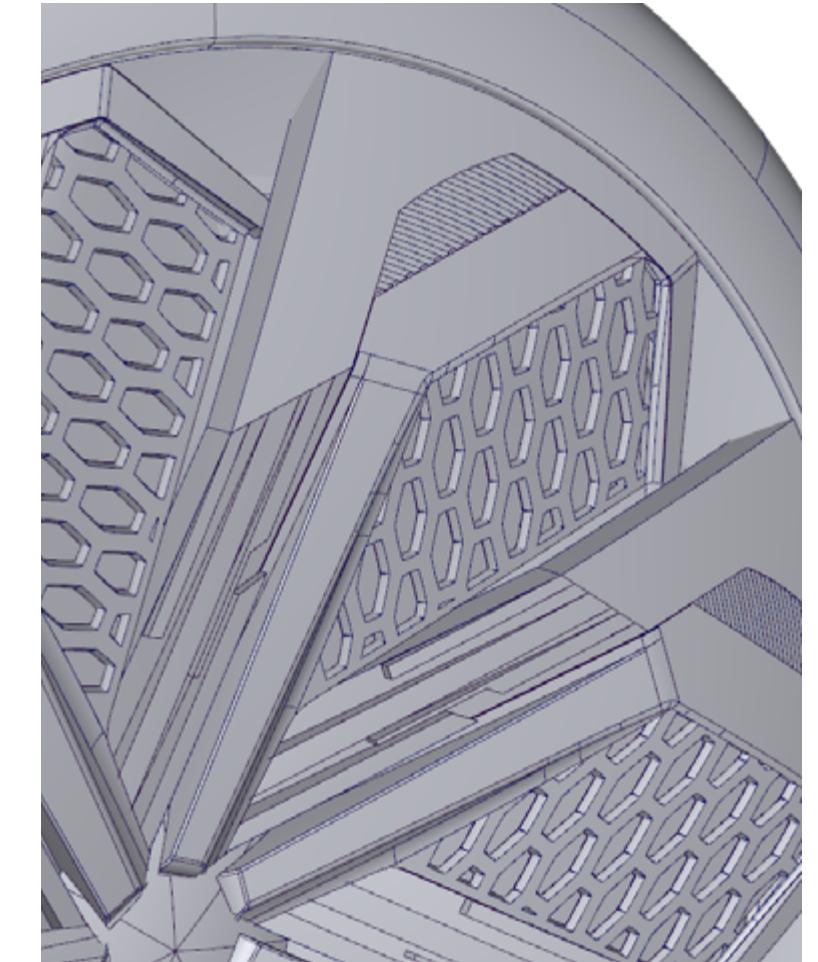
Patchwork.





Wheel Model

Pattern transferred with geometry mapping.

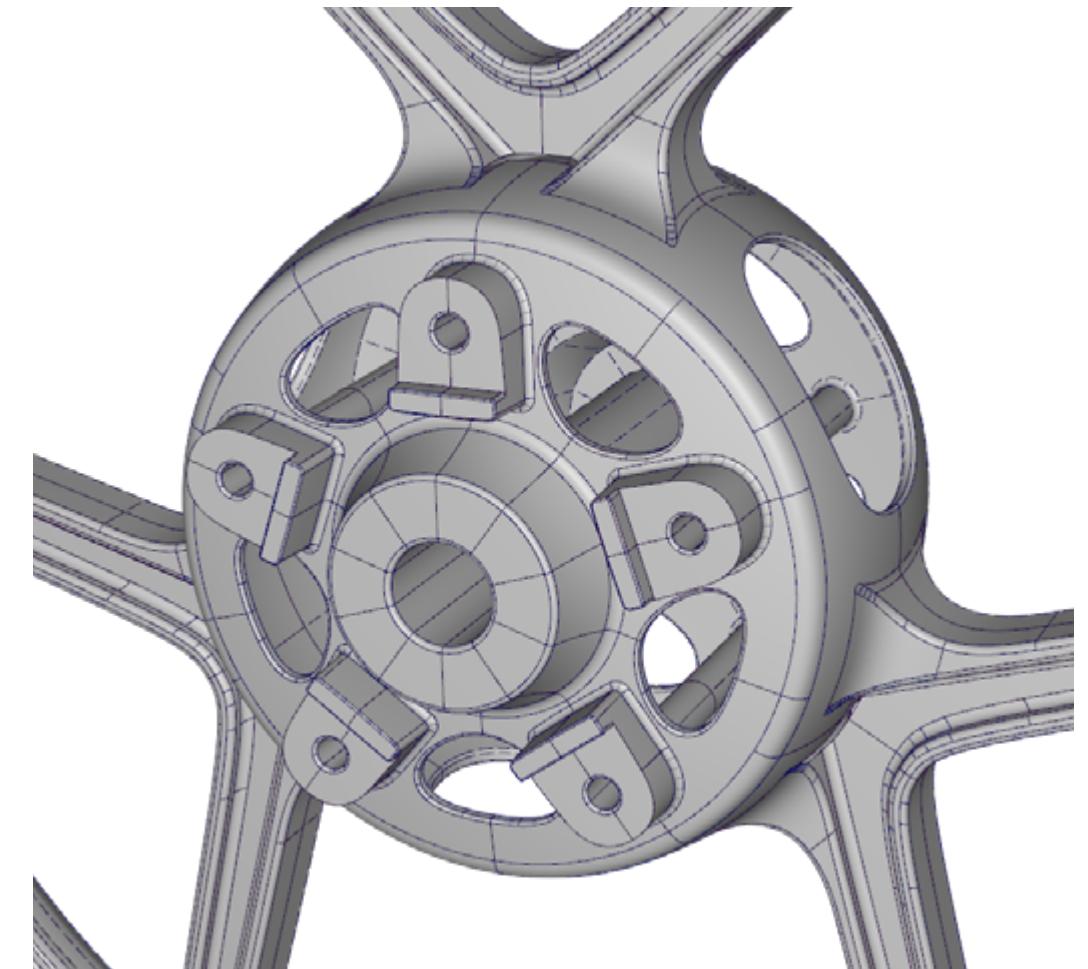


Motorcycle Wheel Study

Rim from Kawasaki Ninja ZX6-R.



Reference image.



END

THANK YOU

visit <https://alexscerba.com> for more.