

Curriculum

Art Center's faculty is comprised of working professionals, providing you the opportunity to study with leaders from major automotive companies and alternative transportation industries. Through an immersive study of design across product, environmental, graphic and interaction as these topics apply to vehicle interiors, our students will be highly proficient in designing exceptional vehicle interiors as well as addressing many key facets of the user experience. The interdisciplinary program of study includes courses in:

- Visual communications and design fundamentals
- Rendering and 3D modeling automotive forms
- Vehicle technology
- Insights trends and materials
- Interaction and user interface design
- Corporate sponsored design projects
- Human factors and design psychology
- Mobility design



Above: Interior design concept by Chris Lee, created in Viscom Fundamentals 7.

How to apply

This new focus, available to Transportation Design students entering their fourth term, will be launched in Fall 2015.

Admission is ongoing, but following are convenient priority application dates: October 1 for Spring term; January 15 for Summer term; February 15 for Fall term.

For more information, including application guidelines and portfolio requirements, visit artcenter.edu/admissions or call 626 396-2373.

Art Center
College of Design

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Vehicle Interiors

A new program in Transportation Design
at Art Center College of Design

Vehicle Interiors: A new program in Transportation Design

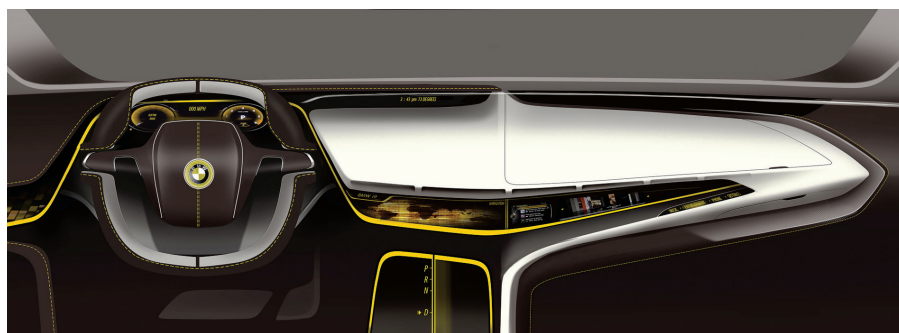
Professional interior and interaction designers create our experience inside a vehicle. Designing the intimate space around drivers and passengers and how we interact with that environment requires curiosity, creativity, research, knowledge of materials, colors and trends plus an understanding of technology's potential to enhance the experience, safety and comfort of inhabitants. All this is accomplished with an eye toward brand strategy.

Similar to the professional practice of blending a diverse range of expertise to create a comprehensive consumer experience, students studying Vehicle Interiors will stretch beyond transportation design to explore the multidisciplinary fields taught at Art Center. Students will dive deep into product design to discover form, function and materials; environmental design to develop expressive spatial experiences; graphic design to convey a meaningful story across all media; and interaction design to analyze the relationship between technology and the passenger. Designers create a logical flow and function.

Developed with a focus on the evolving transportation landscape and dramatic shifts in consumer behaviors, the Vehicle Interiors curriculum blends elements of drawing, experimentation with digital interfaces, human centered design, technological capabilities, problem solving and storytelling. As a student in the program, you will acquire the skills necessary to produce valuable solutions addressing the needs of the current marketplace as well as the agility to adapt to future opportunities in the expanding realm of transportation.

"If you think about yourself right now at Art Center, and then 20 years into the future, all of your collaborative thoughts are going to just go quantum. Some of you will come up with big ideas that everybody's going to gravitate toward, that's what's really cool."

—Freeman Thomas
Design director, Ford Motor Company



Interior design concept by Chris Lee, created in Viscom Fundamentals 7.

Educational and career opportunities

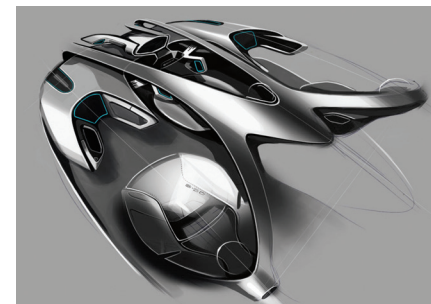
An impressive roster of Art Center alumni and industry professionals—from Tesla, Volvo, Honda, BMW, General Motors, Audi, Glade Johnson Design and Embraer Executive Jets to name just a few—bring their expertise into our classrooms as faculty and visiting lecturers.

Throughout the year, top companies sponsor projects to tap Art Center's culture of innovation, wherein students apply an intensive design methodology to identify opportunities for deeper exploration around corporate challenges and new products. Recent projects have focused on the future of the Mini Cooper, rewarding Chrysler drivers with a meaningful user experience, and creating a Gen Y/Z value proposition for General Motors.

We prepare our students for career opportunities as Interior Lead Designers, Creative Directors and Interaction/User Interface Designers. Graduating from the program with valuable skills and accomplishments—and a relevant portfolio—you join a dynamic professional network equipped for a creative future in an evolving design field.

"The key challenges in the automotive industry have to do with big changes in technology that are happening right now, connectivity and changes in user interface that need to happen..."

—Adrian Van Hooydonk (BS '92)
Senior vice president, BMW Group Design Munich



Interior design concept by Hanbin Youn, created in Viscom Fundamentals 7.



Bugatti interior concept by Ondrej Jirec.