



Car Design Academy



Car Design Academy

Overview

Car Design Academy offers an online design education program. Its curriculum has been developed with the knowledge and expertise that NORI, inc. has accumulated over many years working various projects in vehicle and product design for both domestic and overseas companies.

All courses provided in the Car Design Academy are interactive.

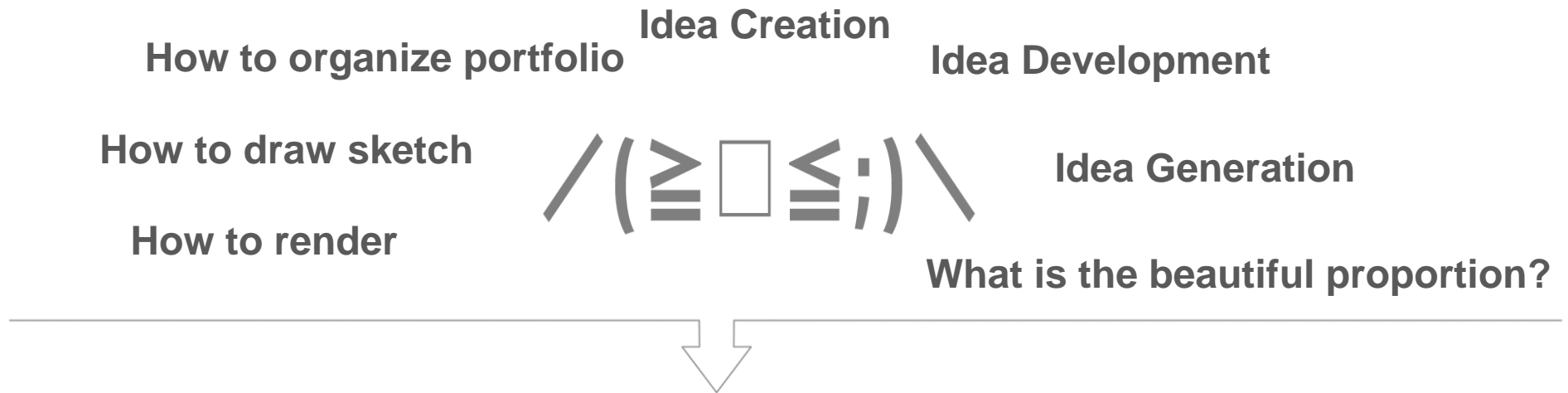
Throughout the course, students create their own designs by learning sketch skills and receiving constructive feedback from their instructors on their assignments. It helps to lead the students to learn car design processes from concept building, idea sketching to creating presentation boards. It also helps students be involved in a rich and immersive learning experience.

Who is the program for?

CDA courses are ideal for those who don't know how to start learning car design although they "want to learn it" or "want to improve sketching skills."

There are more than 89 colleges and 140 vocational schools that teach design or arts in Japan. However, only a few of them offer the program specialized in teaching car design. Even if it has a department for product design, there is no one who offers "Car Sketching 101."

Car Design Academy offers courses that are designed to teach students can learn the basics of car design that advances throughout the courses. We believe our online courses support the people who don't have enough opportunities to learn as they are aspiring to learn car design.

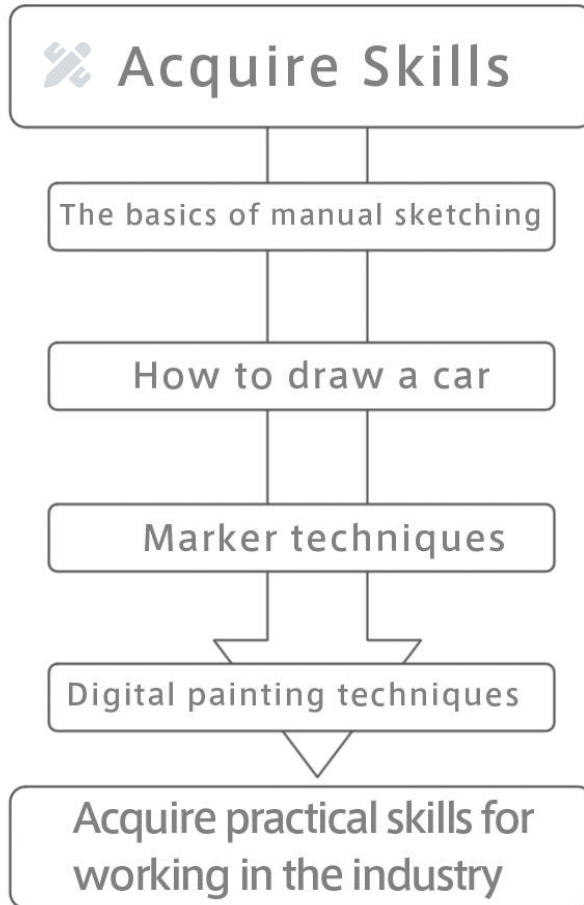


**Meet your learning "needs" and "wants"
anywhere, anytime with CDA's online courses!**

How the CDA Course is Conducted?①

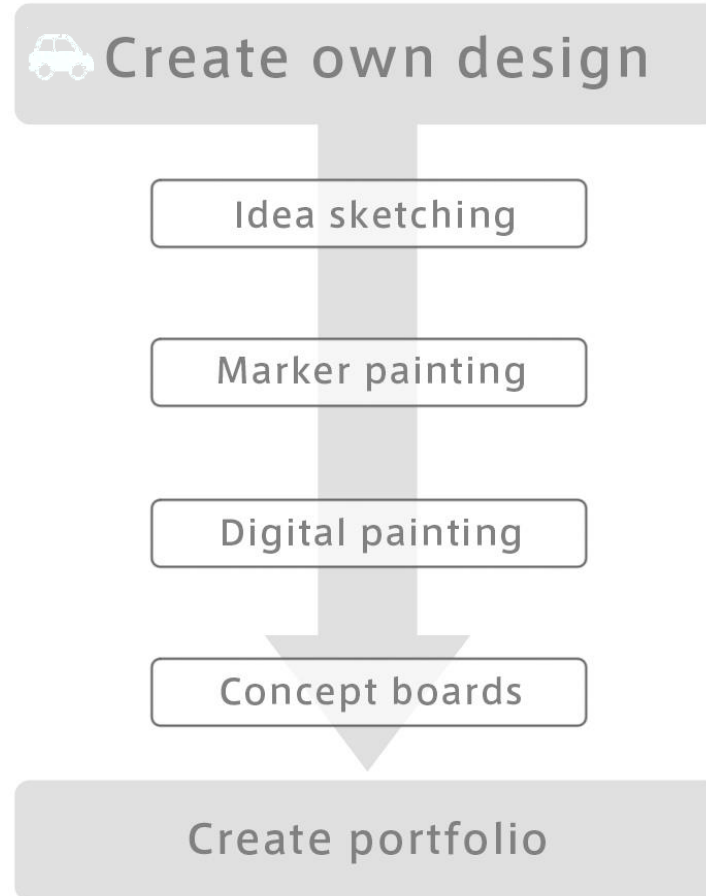
Acquire skills and Create portfolio that student can apply to the industry.

Period I (the first 12 lessons)



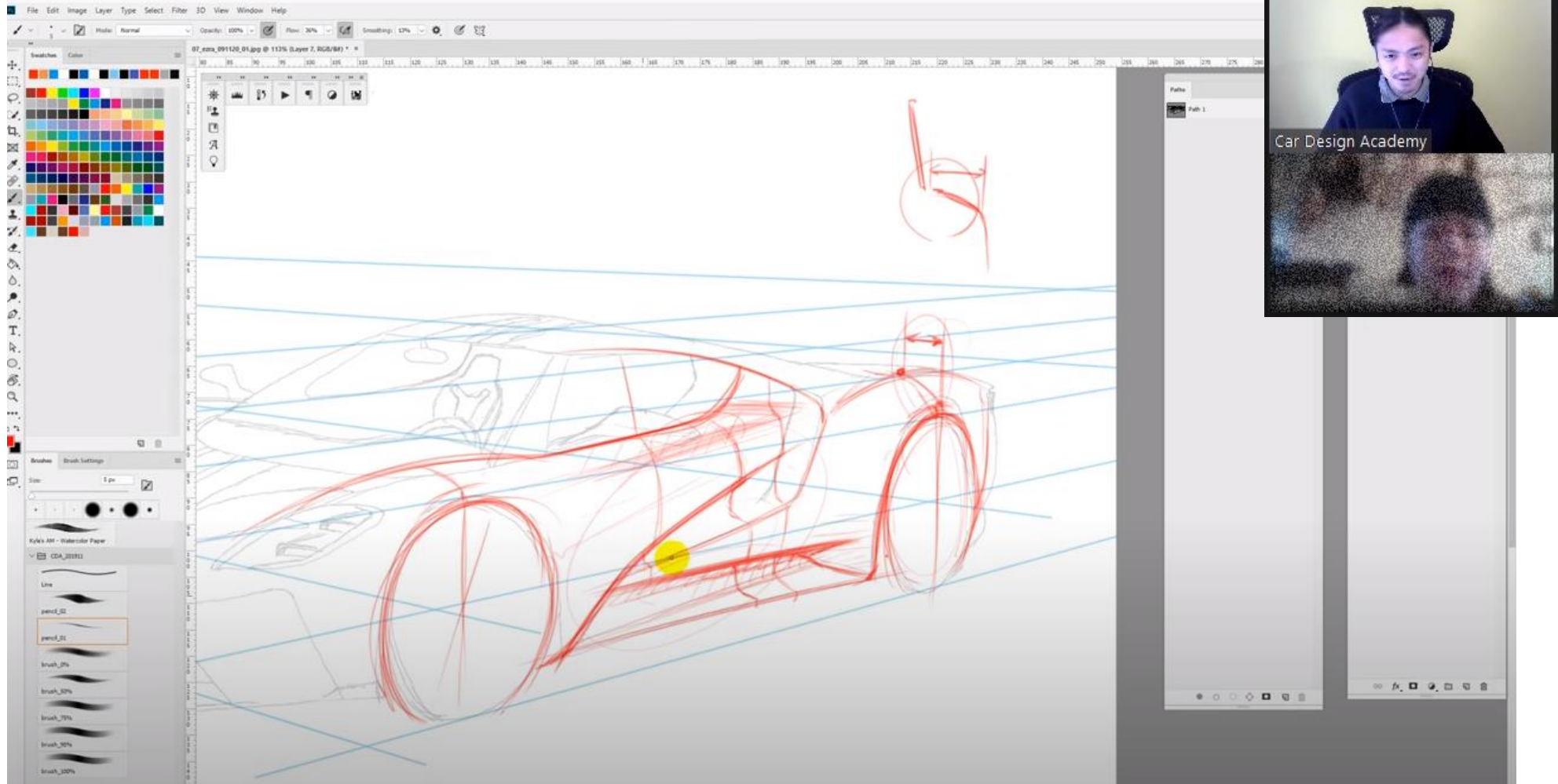
Students work assignments using the texts and video materials provided in our online learning system, and acquire basic skills.

Period II (the last 12 lessons)

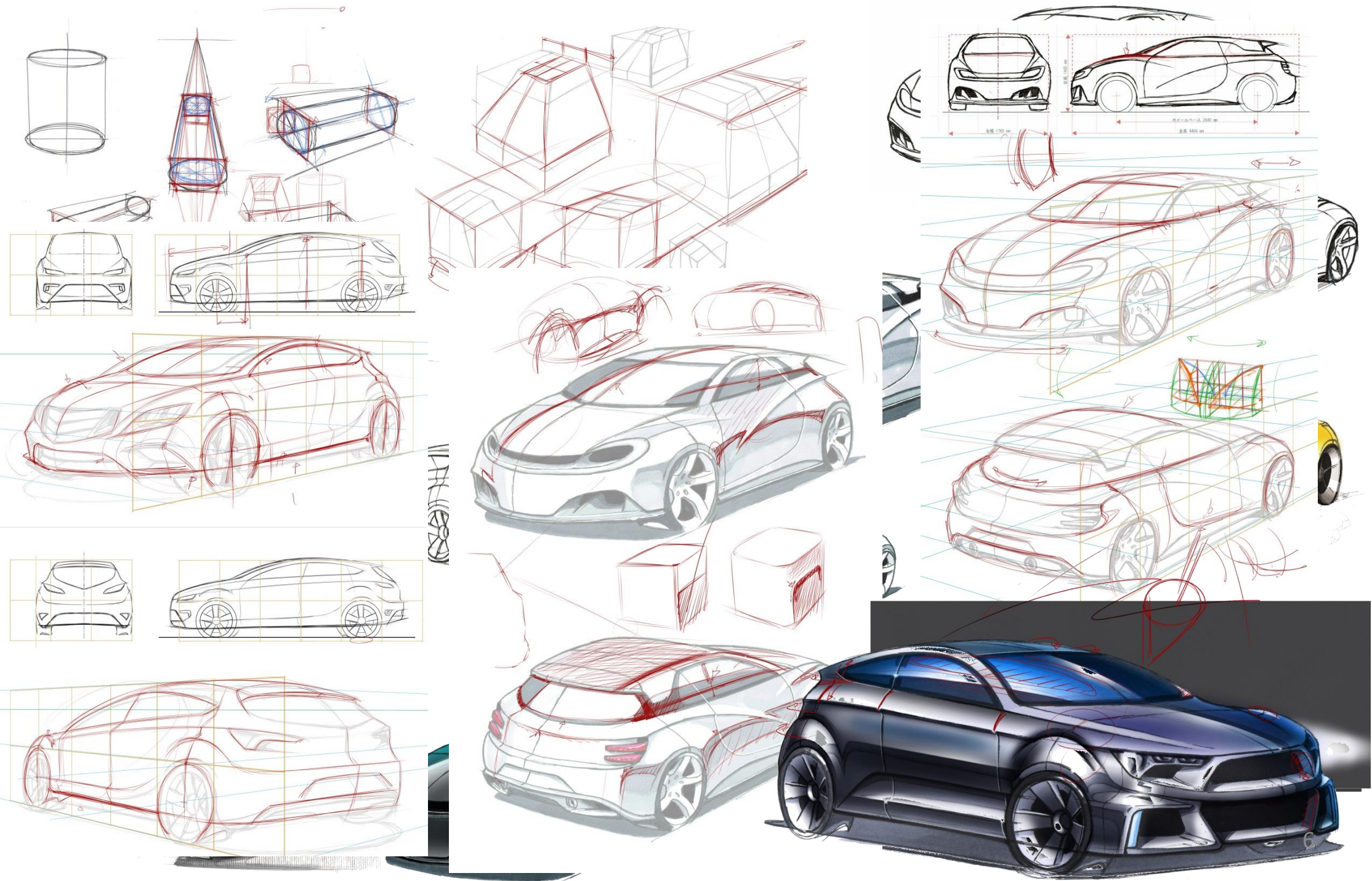


Students create portfolio by applying the techniques they have gained in Period I.

Feedback Session with Student



Period I (the first 12 lessons)

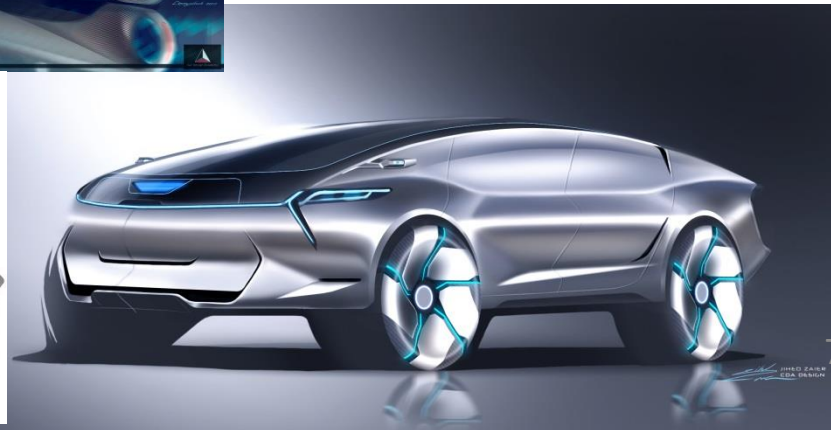
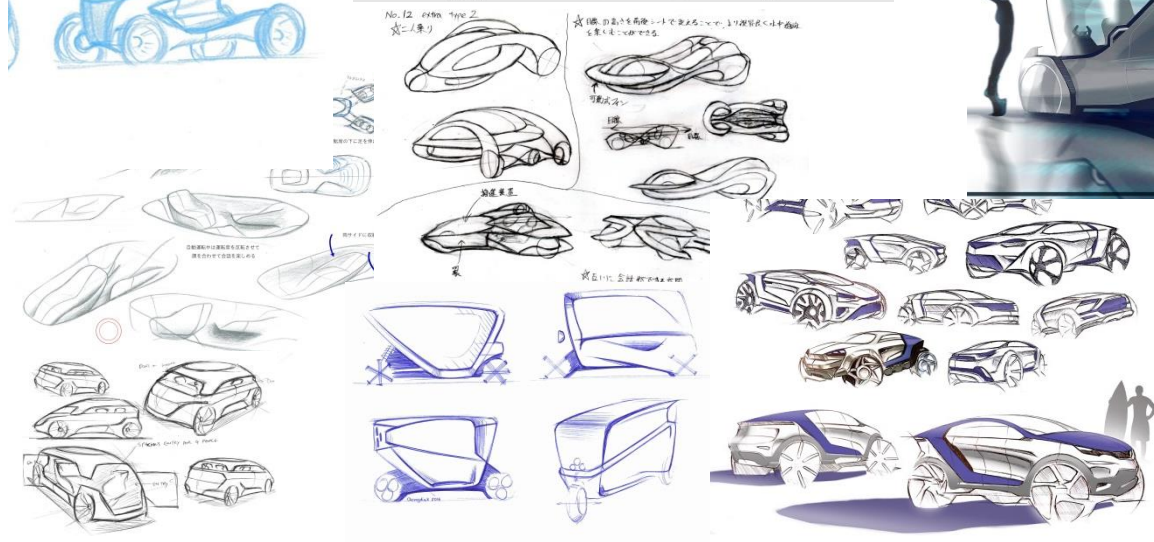
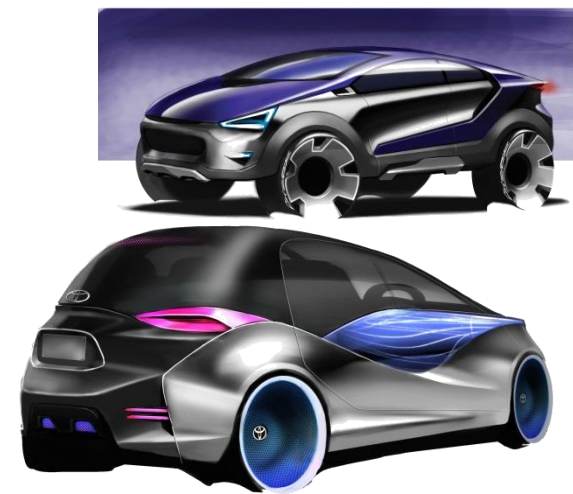
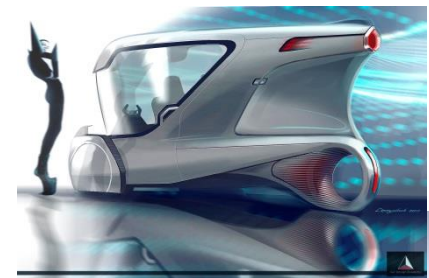
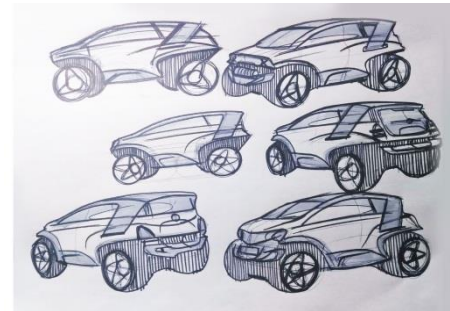
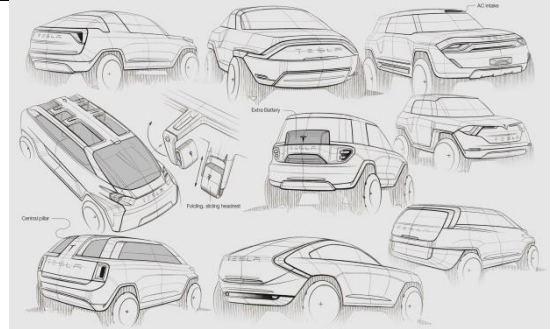
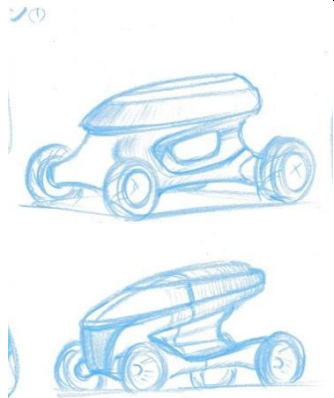


Period II (the last 12 lessons)

コンセプト設定シート	10年後の京都府に住む平均的な核家族が移動する足に使う車	氏名: 井上 昂俊
コンセプトのキャッチフレーズ  <p>家族を支える。父を支える。</p>	ターゲット【外部的な要素】 夫(42歳)・妻(42歳)・兄弟2人(中1・小3)の核家族。 額は加齢差に依るといわれる。 所有者は夫 商社のサラリーマンで専業主婦。 あまり昇進にこだわりはなく、年収は500~600万。 京都府 伏見区在住 一戸建ての住宅に家族で住んでいる。	自動車や移動手段について 夫はよく玄遠と山登りに行く。 家族で海に行ったり、博物館など旅行に行く。 普段は通勤に使っている。 家から会社までの距離は車で30分程度。
イメージ画像 	ターゲットの抱く価値観 貯金の大切さは分かっているが手持ちのお金は遊びに行ったりなど割とすぐ使ってしまう。 人並みのファッションはしているがあまり用にお金はかけたくない派 外に出るよりはコンビニ(24)のファッションが多い。 ただし、時計にはこだわりがあり、30歳になった時に買った オメガ シーマスターアクアテラウォッチを使用している。 同じクルマにもこだわりがあり、時計や車などが男性のステータスを表すものには気を配っている。 外食は基本大手チェーンの天下りや玉研、ファミレスに行くことが多い。	実現の可能性について 中流層の家族を支える男性は健康の面からも旅行や山登りなどのアウトドアをされる方が多い。 消費を気にしない、ハイテック・オイル、税金などの維持費を少しでも軽くしたい方が多い。 普段は通勤に使うだけなのでたくさんガソリンを使うワンボックスカーは嫌いだ。 アウトドアに出かける時には人通りの少ない自動車で人が乗ると荷物が入るスペースが足りない。

提案書	2050年、日本	氏名:
コンセプト 提案するクルマのコンセプト(どんな人に向けた、どんな特徴を持ったクルマなのか、どんな感動があるのか、などを伝わりやすい言葉で表してください) 車を男に行くことに特化したコンパクトカー、街中で気軽にどんな人もおなじみになるように感じる車を体験出来る。		
提案理由 上記のコンセプトを設定した理由を記入してください。(どんなクルマを作りたいとクライアントを惹かせるような理由を考えてみてください) 空白をみる。そんな未来にロマンチックな状況を想像してください。街中では見えないがその空想を襲いたい。		
スタイリングコンセプト 提案するクルマのスタイリングコンセプトをキーワードで表現してください。例:未来派、モダン、有機的、女性的な、軽快 など		
超・ロマンチック		

コンセプト設定シート	2050年 日本	氏名:
コンセプトのキャッチフレーズ 誰が聞いてもピンと来ないのがおぼろげなキャッチフレーズを考えてください	ターゲット【外部的な要素】 専業主婦 家庭内職・専業主婦 収入(世帯年収)・お住まい・社会的地位など 30代前半、専業主婦 年収は100万円以下 専業主婦 一人暮らし 収入は100万円以下	自動車や移動手段について 車の移動手段は行先によって? どんなテクノロジーに興味?
街中で見せる車	ターゲットの抱く価値観 趣味・好きなブランド・服などに関する雑誌・ファッション誌が大好きで「生活スタイル」	実現の可能性について その車が技術的に実現できそうな技術はその車が自国と異なる技術は?



10 years later... JUST

都会において、免許を取らなかつたり、車自体に興味のない人が増えていく中で、そのような方々に車の魅力を伝えるには、自らその魅力に自然と気付ける"体験"してもらう事が重要だと考えます。



CONCEPT

車離れが進む中で、"他人の目を気にせず過ごせるパーソナルな空間"として興味を持ってもらい、次第に運転を好きになってもらえる車。

問題：若者の車離れが顕著

手段：プライベートな空間として車をまず使ってもらう。

目的：車の運転が好きになる人を増やす。



TARGET

40代男性 銀行員

結婚して東京に家族3人で住んでいる。時々レンタカーを利用する程度。

自宅に自分の部屋がない。



STORY

自動運転により、車内空間を自分だけの空間として満喫して段々"移動する自分の部屋"という認識から、車に興味を持つようになる。

- "車内空間を自分だけの空間として使える"
- "好きな時間に好きな所へ自由に往ける"
- "自分の手でマシンを操縦できる喜び"



"一人で静かに過ごせる空間であり、非日常的体験が出来る"という魅力を前面に出し、免許を持っていない、車に興味のない人を見つけていきます。



実際に購入し、初めは自動運転モードで車内の自分だけの空間の使い方を存分に楽しみます。



暫く乗っているうちに、自らハンドルを一回自分で運転してみたい、という時がきます。



そして自動運転のアシスト機能と併用して運転をします。



そして自ら運転をする楽しさには"自動運転"と"車内の使い方を"を絡めて楽しみます。また、"クルマが"好きになります。

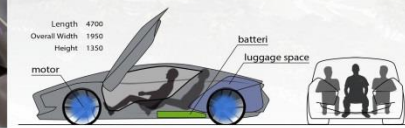
SKETCH



乗車は一人乗りだが、最大3人まで乗車可能

横斜：強 主目的の一体感

開閉：狭い



1200mm

<Lesson22> Concept Board the HOT HATCH NAGEL

meaning of the "nail" in German. The name shows the sharpness of the drivability and the body surface.



OSAMU WANAMI CAR DESIGN ACADEMY LESSON 22

Concept "Everyday Sports !!"

デザインに最適なサイズでありながら、走りの本質を追求した高い運動性能を備えることで、機能的かつ情緒的価値の両立を実現しています。ひとたびアクセルを踏み込めば、瞬く間に車道へといざないます。

Length: 4,275mm
Width: 1,800mm
Height: 1,470mm



Bodily Structure Light weight Protective Rigid



Target Profile

Personality : "ascertain the essence"
Age:30
Sex : Male
Unmarried, having a girlfriend
Job : CG creator
Local : Yokohama

Scene



Daily



Weekly



Monthly



BACKGROUND

E-commerce and micro-business are very popular among young people who want to become an entrepreneur. They need a unique and attractive mobility to accommodate their activity.

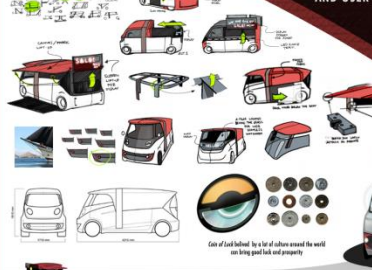
CONCEPT

Electric mini-van for young entrepreneur to accommodate their commerce activity in 2025

NIAGA - 2025 CONCEPT -



ENVIRONMENT AND USER

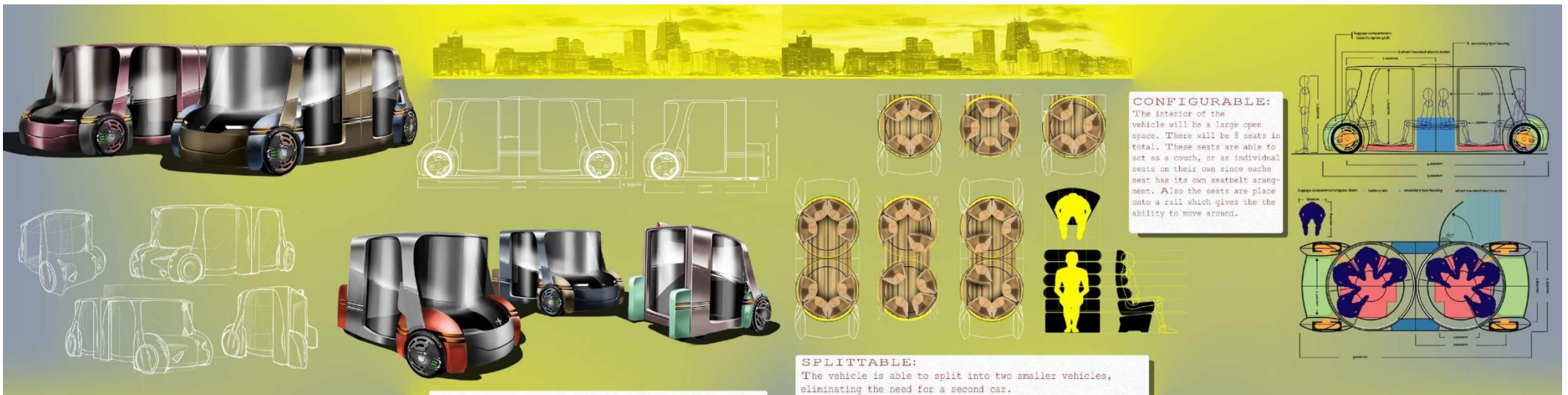


STYLING CONCEPT



Pinisi is Indonesia traditional sailing ship built by Kanja tribe in Sulawesi. The ship reflect the cultural value of adventure and passion of entrepreneurship.





CONFIGURABLE:
The interior of the vehicle will be a large open space. There will be 8 seats in total. These seats are able to act as a couch, or as individual seats on their own since each seat has its own seatbelt arrangement. Also the seats are placed onto a rail which gives the ability to move around.

SPLITTABLE:
The vehicle is able to split into two smaller vehicles, eliminating the need for a second car.

Vis-A-Vis
Electric. Autonomous. Configurable. Splittable. People Mover

TARGET AUDIENCE

Age: 25-45
Gender: any
Family Structure: married with children
Residence: city-suburbia
Income: 25,000-40,000 euros per year
Social Position: middle-class
Hobbies: Travelling, Shopping, Sports



3 WHEELED TUK TUK

In my project I want to submit futuristic designs of the future three-wheeled vehicles, which I was inspired after living several years in Asia, so-called 'tuk-tuk'.

It will comfortably accommodate three passengers, and to work entirely on electricity, which in turn will get now and environmentally friendly way. The batteries will be replaced by high speed sensors of the transmission of electricity on the similarity of Wi-Fi will help tremendously to reduce the weight of the transport and the network of sensors will give the opportunity to move not only in metropolitan, but also outside it, as the mileage will depend solely on the wishes and needs of the driver and passengers!

Student of «Car Design Academy» (Japan)
Demyiduk Varyin

FLEX CONCEPT 2025

Inspiration

Ideation

Interior

Usability (flexible structure)

Expendable Structure

Steered wheel (Steer-by-wire)

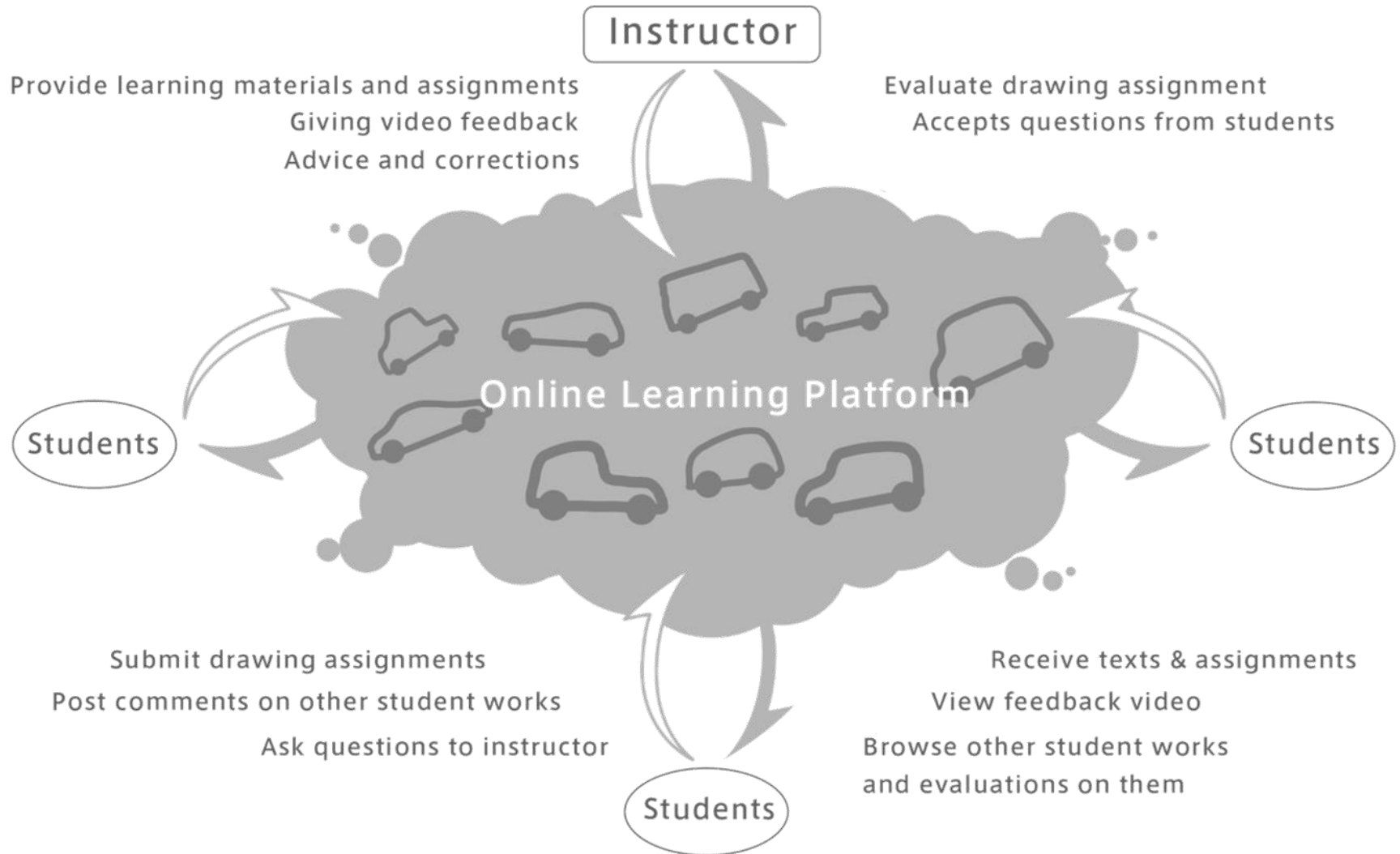
Wheel Structure

Age range : 25 to 50
Residence : MASDAR City, Abu Dhabi
Income per Capita : 2100 USD
Disposable Income : 1000 USD

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How the CDA Course is Conducted? ②

Students has lessons with CDA instructors through the online learning system. They can browse other student works that can help them to measure their ability and also engage them in encountering a new point of view.

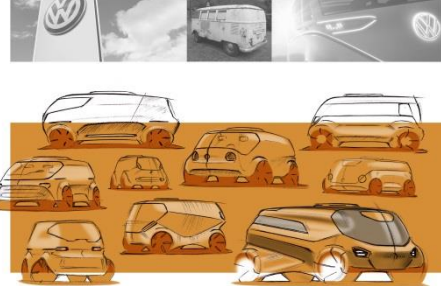


Design Competition in CDA

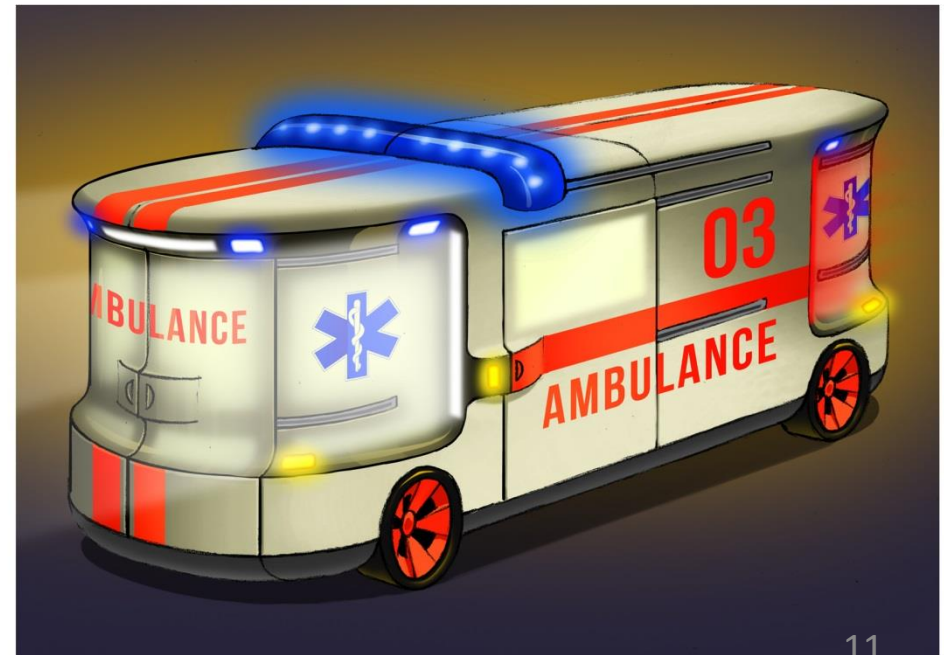
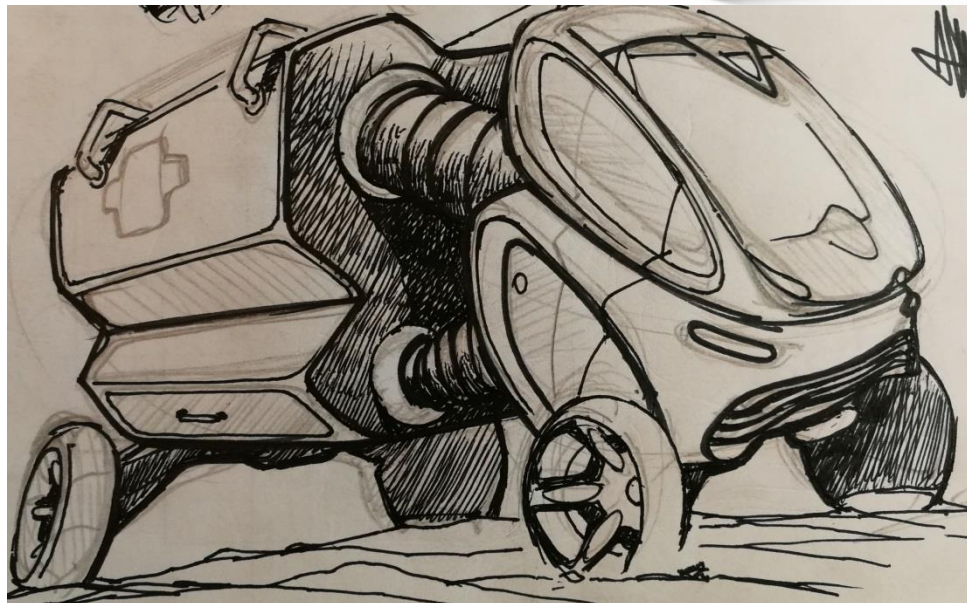
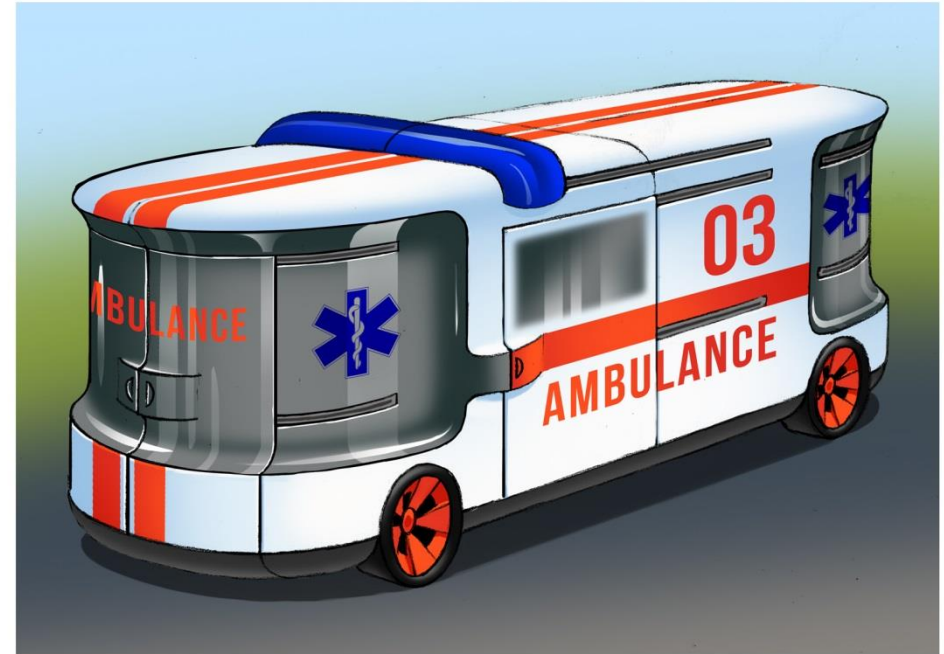
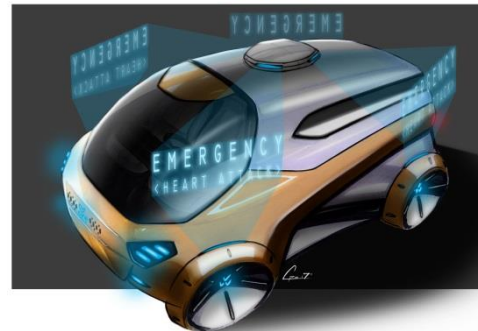
KAPSEL



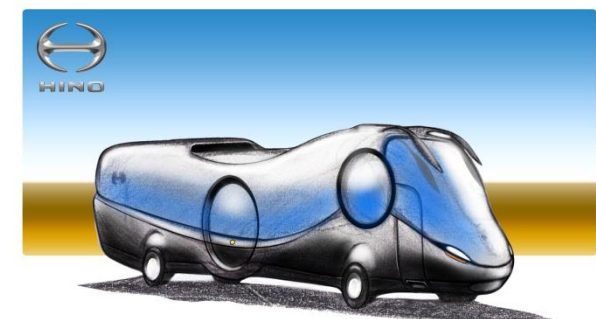
VOLKSWAGEN e-MERGENCY



VOLKSWAGEN e-MERGENCY



Design Competition in CDA



What are the advantages?

For Students

Learners in remote areas can get an opportunity to learn from professional designers.

Both learners in remote areas and learners who are not students in prestigious colleges can get equal learning opportunities.

By learning about other student ideas, the student can expand his perspectives, and measure his current ability.

To broaden one's horizon, the student can put himself out there and aim higher by knowing others.

The students can learn what they need to prepare for recruiting activities.

Except for schools with strong industry links, there are not enough sources available for job hunting in the field, therefore, many students are unsure of what their next step should be moving forward. In CDA, students can learn what the company expects from them during internship, and they can prepare for it.

For Companies/ Car Design Industry

Forster a learning environment for students being potential designers, who may herald a new era.

The future of design can be built by supporting young talent. It will lead to the improvement of designs in Japan.

Discover hidden talents.

There are possibilities to discover potential young designers who are able to look at things from another point of view, that the students in prestigious schools don't have.

Increasing young people's interest in cars, Getting them back into cars.

The design/art students are influential and have a huge impact on inspiring young people. Their interests in car design with such an influence help put a major brake on young people's lack of interest in cars.

What do we expect from you in the competition?

Emotional Designs

Not just for a “convenient” purpose

•
•
•

We would prefer to see human-centered design

The core of human emotions and demands will never change even if the technology further develops.

♥ Emotions : happy, fun, excitement...etc.

♥ Demands : connections with others, sympathy,
acceptance...etc.

For Engineering Students

Make sure your design doesn't become "technology first."

For design students

Make sure your design doesn't become "styling first."

 **Set a goal**

What experience users can gain from the vehicle?

 **Conditions**

What functions are associated with the vehicle?

 **Styling**

What appearance the vehicle should have?



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