

WANTED:

female designers



TRANSPORTATION DESIGN: JUST ABOUT CARS? JUST FOR GUYS? THINK AGAIN.

Met Taylor Manuilow, 19, a soon-to-be sophomore in the new Transportation Design program at Lawrence Technological University in Southfield, MI. Growing up, she never thought her passion for art would lead her to a career in the automotive world. But now, that's right where she's headed. Below, she shares her thoughts on school, cars, and her many sources of inspiration.

What led you to pursue a career in transportation design?

“ My path to automotive design was unconventional- I wasn't one of those kids who grew up drawing cars and dreaming of one day being a car designer. I was interested in seemingly everything BUT cars: fashion, graphics, products, furniture, painting, sculpture... everything. So I set out to find a career that would let me do them all. I wanted to APPLY them to something, to come up with cool ideas and engineer them too. Then, about a year and a half ago, I came across an article about automotive design, and I started thinking about how fun it would be to design vehicles. I did some more research, realized that automotive design had to do with a lot more than just cars, and I was hooked. I never would have guessed it, but designing cars lets me combine all of my interests, and I absolutely love it! ”

Why did you choose to attend Lawrence Tech?

“ LTU's program had everything I wanted: a great design education with an integration of engineering and technology. I didn't just want to focus on the aesthetics of design- I love math and need to understand how and why things work. There's no other design school like LTU; on campus, you're completely surrounded by innovative research and technology, not to mention minutes from the center of the automotive industry. ”

Where do you find your inspiration?

“ Everywhere! I follow trends in products, furniture, graphic design, and especially fashion. Right now I'm loving Balenciaga and Rodarte. I love to go to the bookstore and look at magazines- Vogue, W, Interior Design, Motor Trend, Wallpaper, everything- the ideas are everywhere, and you always have to be on the lookout. ”

Any advice for someone interested in becoming a designer?

“ Go for it! And definitely consider transportation design. There are so many different things you can do with a transportation degree- if you can design a car, you can design anything. If you haven't already done so, get a portfolio going, and always be sketching and looking for ideas! ”

A QUICK OVERVIEW OF the design process:

1 OBJECTIVE Define the intention of the project- in this case, to design a small-platform, highly sustainable Ford vehicle.

2 RESEARCH Research everything- past vehicles, concept cars, design trends- and decide on a direction for the project. Define the customer- sex, age, job, income, hobbies, etc.

3 INSPIRATION After deciding on a direction, choose some inspiring images that will be used to generate ideas and provide a basis for the entire project.

4 3D COLLAGE Create an exciting 3D form that captures the essence of the inspiration.

5 IDEATION Taking inspiration from the images and 3D collage, sketch tons of ideas.

6 FINAL DESIGN

This process doesn't just apply to cars- here is Taylor's VW Beetle shoe design.

INSPIRATION



COLLAGE



IDEATION



FINAL DESIGN



Interested? Check out <http://www.ltu.edu/> and look for transportation design under Architecture and Design.

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