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Techniques and Sequence of Sketching in the Conceptual Phase of Automotive Design

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Abstract

This paper evaluates the techniques of sketching in the conceptual phase of automotive design among automotive designers. The research identifies sketch types used in conceptual stage and a distinction is made between Thumbnail Sketch, Rough Sketch and Concept Sketch and they portray different stages of sketching process in the conceptual phase. An investigation (sketching task evaluation) with 9 automotive professional designers was conducted to evaluate the sketching approaches. Video Observational Analysis was carried out concerning 9 aspects identified such as Medium Used, Left/Right Hand, Line Thickness, Sequence of Activity, Size and Types of Sketch Produced with the results documented and discussed. An early finding shows that 5 types of sketching approaches portray 5 different sequence techniques for early automotive design conceptual phase.

Keywords: Sketching, Conceptual Design, Automotive Design, Design Process

Introduction

Can one imagine how designers develop their ideas without transforming it onto papers? How does one communicate a concept? Perhaps, these are the questions that one might need to explore if someone wants to know whether idea transformation is part of an important stage in the design process. Based on Evans and Aldoy (2016), digital sketching continues to emerge as an alternative to paper-based techniques. Undoubtedly, sketching is noted as part of a thinking process, communication and discussion of designers' ideas either among designers themselves. According to Yannou et al. (2013), "finding a new shape and style for an object can be seen as a profound human and sometimes artistic refinement process. Indeed, starting from an initial idea, the style designers