Dept. of Mobility Design

❑ **Department description**

With the advent of the 4th industrial revolution, the emergence of significant new technologies and economies, the automotive industry sees itself in a phase of rapid change and most major car companies have already invested in this mobility industry.

The mobility design department is focused on placing value on mobility. This core value can be seen through diverse research modules such as mobility design research, automotive design history, design identity as well as through research methodology itself. This curriculum leads students to conceive of mobility as a service, one that can further be advanced through a styling studio and advanced styling study module that focuses on exploring creative forms. These two theoretical and practical modules act as a key foundation that accelerates research students' exploration of innovative mobility design research. Such an experience is supported by close academic support with supervisors.

❑ **The vision of Mobility Design department**

User-centred mobility design service research sees attention paid to how to travel in the most convenient ways (with modal shifts – connections to help us move from bus to bike, for instance) and how to provide the best in-car entertainment. In other words, it is no longer just a matter of getting from A to B. These shifts affect all forms of private and public transport in mega cities. The mobility design department offers a creative research context that allows students to explore diverse issues of mobility and to tackle the chronic issues of transport through creative solutions in this rapidly-changing urban transport landscape.

☐ **Courses**

❑ **Core Courses**

· **Automotive Design history Strategy Study (3)**

This subject mainly deals with research method by exercising design strategy to develop various automobiles and transportation means in which requires systematical analysis and thinking on the point of view of academism.

· **Mobility Styling Studio (3)**

This course is designed to develop a general comprehension of British and American literature through research of their literary works.

· **User centred mobility design research methods (3)**

The user-centred mobility design research methodology module explores the user's perspective in order to conceive of new mobility design services. It follows the principles of inclusive design, service design, user experience, HMI and mobility design research.

· **Design Identity Strategy (3)**

This subject execute research for systematic design identity with insights in planning for consumer products through observing in macroscopic viewpoints for the relationships among markets, consumers and technology developing.

· **Thesis Study (3)**

This subject deals with researches of student by the advice of supervisor to prepare master degree thesis.

❑ **Mobility Design Major Courses**

· **Advanced Styling Design Study (3)**

This subject has the purpose to execute advanced theory study for styling design through reviewing various cases in order to visualizing effective various stylings for various types of vehicle body designs.

· **Megacity traffic landscape and modal shift study (3)**

Within the circumstances of the rapid improvement of ICT and network technology, this module explores mobility service design strategies in order to maximise the modal shift of existing public transport and to enhance the mobility service for the user's convenience.

· **Mobility interior design strategy study (3)**

This subject deals with design strategy for interior designs of various types of vehicles of which has interface for driver compartment and space designs for passenger cabin.

· **Major Project (3)**

This course is designed to prepare master degree project with supervisors.

· **Cinematic Presentation study (3)**

This module aims to study and understand narrative and story telling forms of research outcomes via diverse digital media.

· **Advanced 3D Modeling Study (3)**

This module specialises in visualsing design research outcomes using diverse 3D digital modeling programme.

· **Advanced CMF Design study (3)**

The aim of this module is to understand the notion of emotional design and detail design that could enhance the user's level of satisfaction i.e. by exploring the colour, material and finish along with creative pattern design for mobility design.

☐ **Faculty Members**

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