Automotive design

Automotive design is the profession involved in the development of the appearance, and to some extent the ergonomics, of motor vehicles or more specifically road vehicles. This most commonly refers to automobiles but also refers to motorcycles, trucks, buses, coaches, and vans. The functional design and development of a modern motor vehicle is typically done by a large team from many different disciplines included in automotive engineers. Automotive design in this context is primarily concerned with developing the visual appearance or aesthetics of the vehicle, though it is also involved in the creation of the product concept. Automotive design is practiced by designers who usually have an art background and a degree in industrial design or transportation design.

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Design elements

The task of the design team is usually split into three main aspects: exterior design, interior design, and color and trim design. Graphic design is also an aspect of automotive design; this is generally shared amongst the design team as the lead designer sees fit. Design focuses not only on the isolated outer shape of automobile parts, but concentrates on the combination of form and function, starting from the vehicle package.

The aesthetic value will need to correspond to ergonomic functionality and utility features as well. In particular, vehicular electronic components and parts will give more challenges to automotive designers who are required to update on the latest information and knowledge associated with emerging vehicular gadgetry, particularly dashtop mobile devices, like GPS navigation, satellite radio, HD radio, mobile TV, MP3 players, video playback and smartphone interlaces. Though not all the new vehicular gadgets are to be designated as factory standard items, but some of them may be integral to determining the future course of any specific vehicular models.
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