

# Cars and Design

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AHS Capstone

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# Introduction

- Artistic Design
- Original idea for project
- Evolution of my idea
- Final form of project

# My Project

- Critique 1: *Bronco Buster*
  - Gestures
  - Forms
  - Negative Space
- Critique 2: 2006 Ford Mustang
  - Gestures
  - Forms
  - Success
- Results

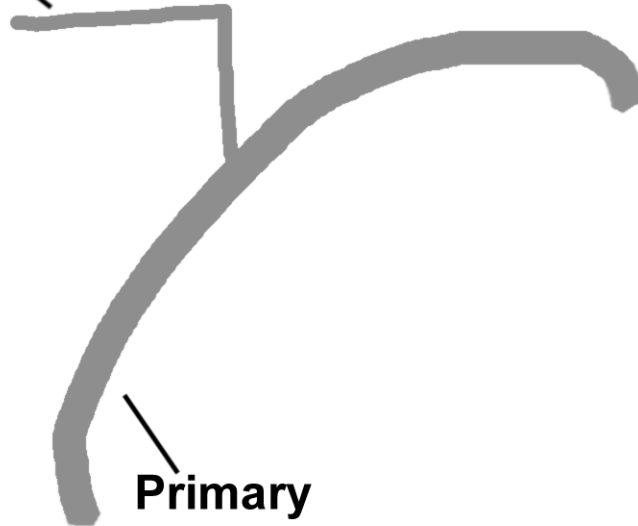
# *Bronco Buster*



# *Bronco Buster: Gestures*

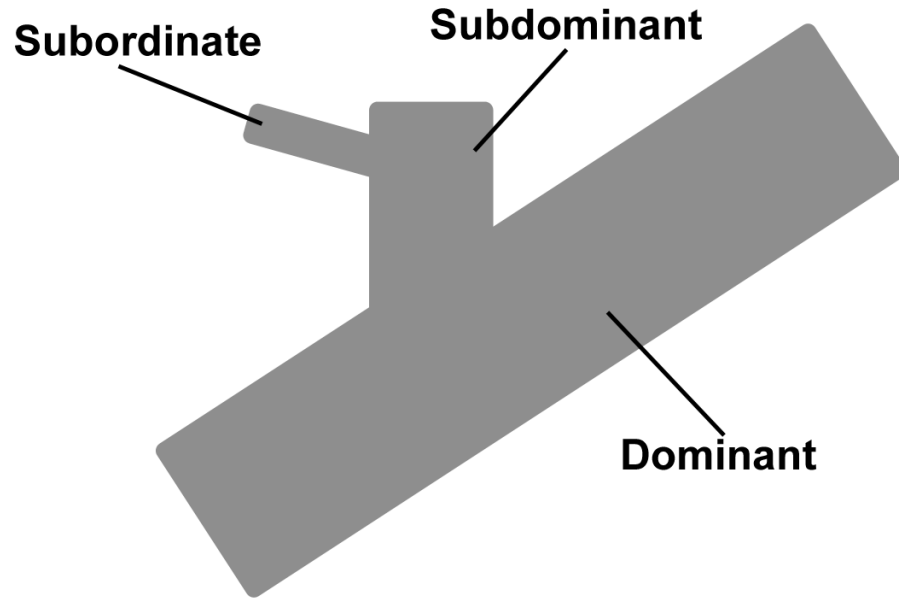


Secondary



Primary

# *Bronco Buster:* Forms



# *Bronco Buster:* Negative Space

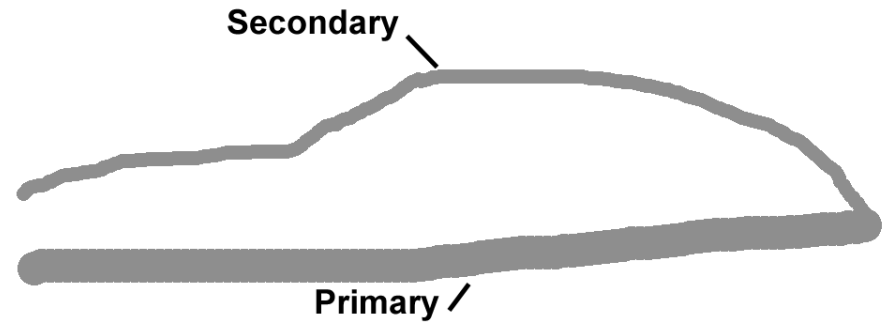


# Ford Mustang

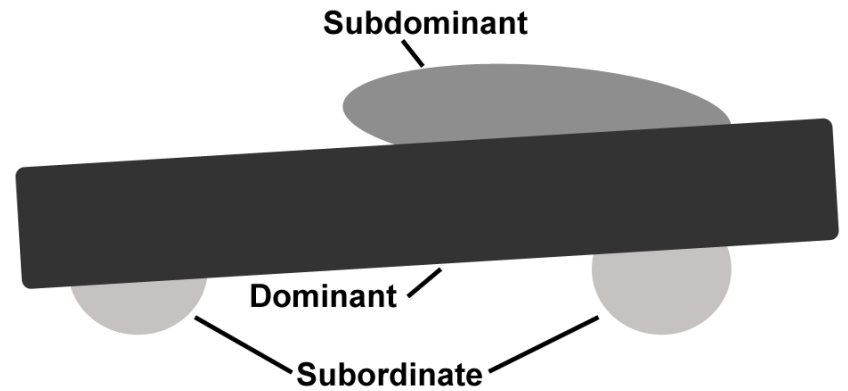




# Ford Mustang: Gestures



# Ford Mustang: Forms



# Ford Mustang: Success

- “There is nothing else that says modern American sporty car better than this new Mustang.” – Automotive.com
- “The 2007 Ford Mustang represents a deft blend of classic American muscle car styling cues and modern design.”  
– Edmunds.com

# Results: Questions

- Two questions
  - Are cars good sculpture?
  - Is sculpture a useful way to look at car design?



# Results: Answers

- No, cars are not good sculpture
  - Functional requirements
  - Different audiences
  - Artistic tension
  - Car design space vs Art design space
- Yes, this was a useful exercise
  - Unorthodox application of tools
  - New perspective

# Questions