

BMW GROUP + QUT  
DESIGN ACADEMY



OCTOBER 2022

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NEWSLETTER

BMW  
GROUP



# WELCOME



This month was exciting with our students completing their internships through the BMW Group + QUT Design Academy Internship Program, as well as the Impact Lab and Industrial Design Capstone projects. The outcomes from the students continue to surprise us with the level of quality, attention to detail and professionalism. Make sure you read up more on the various projects in this issue.

During October the design team also continued to focus on delivery of some major projects working with BMW Group in the UK, Brisbane BMW and BMW Group in Germany. We also had some major events happening during this month including the 7th German-Australian Science & Innovation Day, which is part of the annual German Week. The event highlighted some of the strong partnerships and collaborations between Germany and Australia, primarily focusing on research initiatives. We were very proud to host this event which included speeches by Bettina Stark-Watzinger, Federal Minister for Education and Science, Federal Republic of Germany; the Hon Cameron Dick, QLD Treasurer and Minister for Trade and Investment; Prof Scott Sheppard, Deputy Vice Chancellor and Vice President, International and External Relations; and Prof Michael Roseman, Honorary Consul, Federal Republic of Germany.

Further, the Academy team also presented to a group of design students from the Queensland Academy Creative Industries (QACI) to help inspire them for a future in the Design field.

We hope you enjoy this issue of our newsletter!

Dr Rafael Gomez  
Founder & Academy Lead

# PROGRAMS



## INTERNSHIPS

The Internship program focuses on Fostering Design Excellence. It offers high-performing QUT design students an opportunity to advance their learning through real-world projects, and provides a pathway for paid internship placements at BMW Group in Munich, Germany.

### Academy Interns finished

We would like to congratulate our Semester 2 interns on the completion of their internships, and wish them well for the last of their assignments and transition to industry. Jack Castles, Kenny Er Kang Lin, Bianca Durcau-Vaida and Natalie Smith all impressed us this semester with their work ethic, quality of work and professional attitudes. Jack and Kenny worked on an idealworks iw.hub packaging design and a 10yr future vision concept, while Bianca and Natalie presented some gaming concepts for passengers in the new 2023 BMW i7 electric vehicle. Both teams received excellent feedback from the respective BMW Group teams they were working with and reporting to. We really enjoyed having them this semester!

See the [Blog](#) page of our website to read each of the students' reflections and summaries of their time with us this semester.

### Impact Lab 4 unit concludes

Further to our own interns, our two Impact Lab 4 students, Black McCormick and Jordan Sheather completed their projects this month. Blake designed a coffee station and organisational unit for a small office/kitchenette environment, while Jordan presented a design for a foldable camping table which would be used by BMW

owners at track days and events. Thank you to both for their efforts this semester!

## RESEARCH

The Research program centers on Exploring Knowledge Horizons. We have initiated a progressive research agenda for PhD and MPhil students to conduct world-class research through the Academy.

### MPhil Approval

In our September newsletter we reported that our Research Associate, James Dwyer, has just submitted his thesis for his Master's scholarship. This month James received confirmation that his thesis has been approved for external examination, which means he is now very close to officially receiving his MPhil qualification.

## SPECIAL PROJECTS

The Special Projects program pioneers world-first projects by Advancing Cutting-Edge Technologies. It is tailored for professional design graduates to work on advanced R+D projects for real-world applications. These projects are established by BMW Group in Munich and are supported by the Special Projects team at the academy.

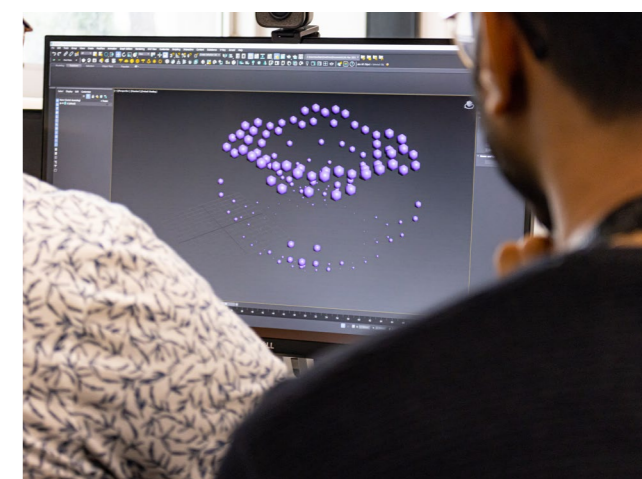
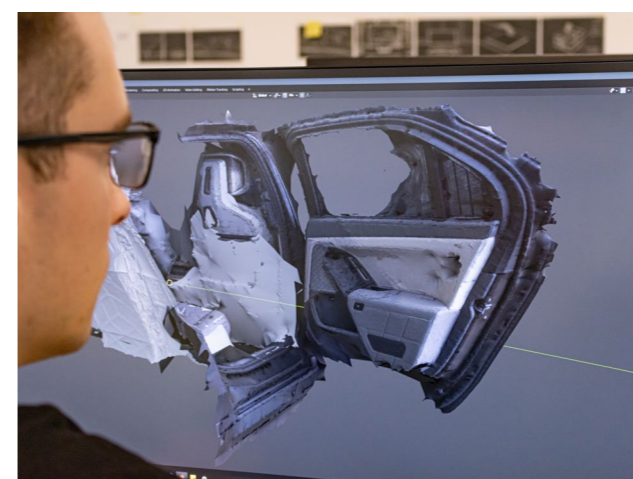
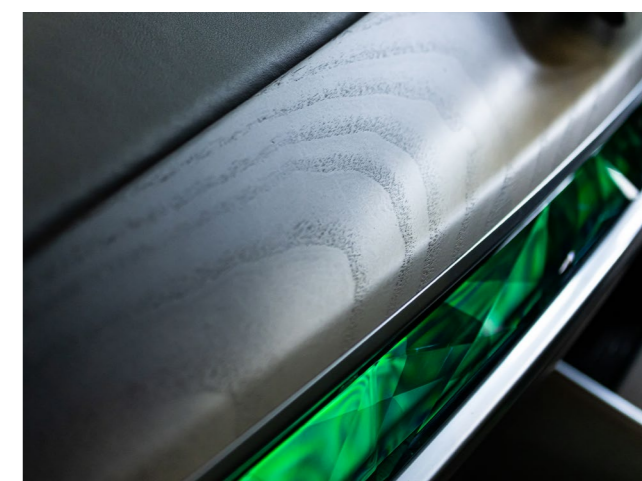
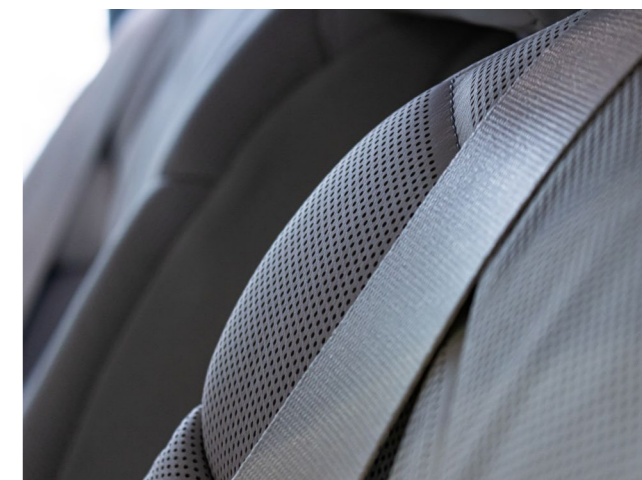
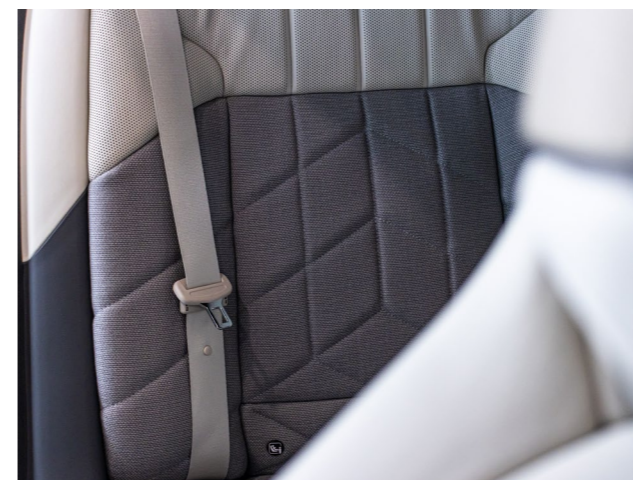
### Continued Work

This month we have had our heads down working on projects for Brisbane BMW (Augmented Reality experiences), the Hams Hall animation (part 1 - due January 2023), plus an animation for the SORDI team to advertise their upcoming Hackathon event.

We spent half of a day at Brisbane BMW, photographing and scanning the new i7 vehicle. We'll use these 3D scans and models as a reference to model our AR experiences over, before building out the AR applications. We are feeling good about this project and very eager to see it completed so others can experience it.

For our Hams Hall project, we have been working through storyboards, and now starting on 3D models and environments, that will become small pieces of the larger animation we are creating. Our first major checkpoint is early 2023, where we'll deliver a short, medium resolution video for the Hams Hall management team to use in their presentations and meetings.

Lastly, for the SORDI animation our Design Associate and animation, guru Epifanio Pereira, put together an incredible animation for the SORDI team to help advertise their upcoming [Hackathon event](#). Epi worked with BMW TechOffice Munich staff to create these visuals which aim to excite and inspire. You can see the full animation on our [Instagram](#).



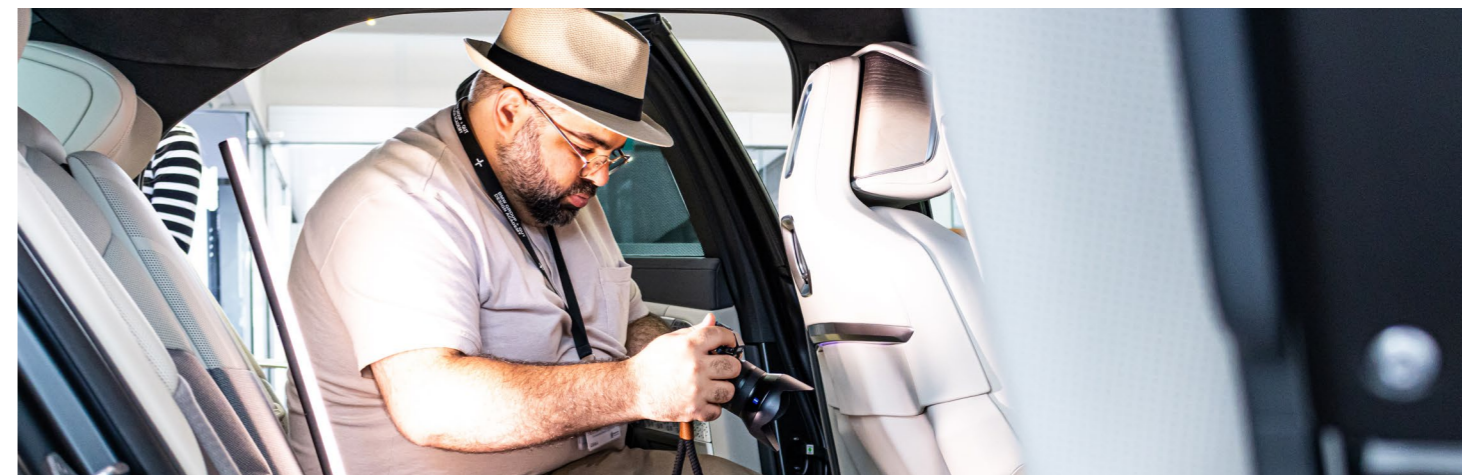


**SORDI HACKATHON 2022**  
INDUSTRIAL AI OBJECT DETECTION CHALLENGE

REGISTRATION STARTS 24 OCT  
[sordi.ai/hackathon](https://sordi.ai/hackathon)

BMW GROUP NVIDIA Microsoft idealworks  
inmind.ai H177

## FEATURE



### MID INTERNSHIP REFLECTION

**Mo Faramazian**  
Design Associate Intern

Since beginning my internship with the Academy, as part of my PhD, I was acquainted with a great team whose work and dynamics are amazing. Early on I was invited to events where I saw first-hand the engagement that the BMW Group + QUT Design Academy has with students and teaching staff. This engagement is achieved by the team's relentless pursuit for bringing together industry partners with the talents available here at QUT. Anything from government bodies to software development giants like Adobe has been invited to present and share knowledge at QUT in the Academy's Beta Lab space.

After setting up my equipment and settling into a beautiful study space called the Alpha Studio, I work in comfort amongst a team whose creativity and devotion only amplifies my own through their inspiring work. I began my Academy internship where most great ideas start: research. Firstly, by setting 2 goals in the time I spend with the Academy. 1) create a functional app that does away with visual markers that clutter and distract from the main product. 2) create compelling interaction and content for the augmentations that inform and enhance the product they augment.

Having painted a picture of the team as dedicated professionals, I was surprised that this team not only works hard but plays hard too. Not in for less than a week and Academy Founder + Lead, Rafael Gomez, invited all of us to a fully catered retreat as a chance to get to know each other and our ambitions. The retreat was a blast and I got to know the whole team including James and Mike, whom I didn't have the pleasure to work with closely as they are stationed elsewhere.

In the retreat, we stumbled upon our first breakthrough. I showed the team my love for photogrammetry; the process of creating 3D models from multiple images taken of any object. This led to trying to scan the amazing BMW M8 vehicle which we have in the Academy. When scanning I realised that it is possible to scan the parts of the car and use the models as a training model for the app to recognize those parts. Which worked with great potential. Through rigorous testing, we learn a great deal of the limitations and possibilities this process offers.

Throughout my stay here at the studios, I have learnt a great many new tricks and skills. Apart from my own failures and successes, I have also learnt a great deal from the team. I learned many tips and tricks for communication with clients in this sector from Jordan. I learnt many great tips and tricks from Epi about documentation, diary keeping and exposure to new styles and techniques to achieve new looks. From Tim, I have learned how to use some new tools such as Figma and Blender as well as many tips and tricks in modelling. At the same time I have made an effort to share skills, tips and tricks that I have picked up over 10 years of working in the creative industry. I have shared motion graphic tips and tricks with aftereffects as well as texturing, and animatic creation on top of what I am documenting about the creation of augmented works.

As an enthusiast, I have been able to bring in many toys that we could play with to inspire new creative products we could work on. Devices such as Microsoft HoloLens and NREAL Air Augmented Reality glasses are inspirational pieces of technology that open new avenues for creative thinking.

At the moment we are in the midst of producing an AR application for the launch of a new BMW vehicle at the Brisbane BMW showroom. Stay tuned.



## BRIEFINGS



### ACHIEVEMENTS

- Nearing confirmation of 2023 BMW Group interns and teams
- Completion of Academy Semester 2 WIL Internships
- James Dwyer's MPhil Thesis approved for external examination

### EXTERNAL COLLABORATIONS

Early October we hosted the 7th German-Australian Science & Innovation Day, which is part of the annual German Week. The event highlighted some of the strong partnerships and collaborations between Germany and Australia, primarily focusing on research initiatives. Our Founder + Lead, A/Prof Dr Rafael Gomez, and Design Associate, Tim Lim, also had the opportunity to talk about the Academy - including background, structure, student opportunities and perspectives, plus the value a partnership like this can provide for large corporates, Universities, and students. The high profile event included speeches by Bettina Stark-Watzinger, Federal Minister for Education and Science, Federal Republic of Germany; the Hon Cameron Dick, QLD Treasurer and Minister for Trade and Investment; Prof Scott Sheppard, Deputy Vice Chancellor and Vice President, International and External Relations; and Prof Michael Roseman, Honorary Consul, Federal Republic of Germany.

Further, we also presented to a group of design students from the Queensland Academy Creative Industries (QACI), just down the street from the Academy offices at Kelvin Grove. As part of their annual Design Festival we spoke to them about opportunities and pathways available in a design career, and the BMW Internship program.

# BMW GROUP + QUT DESIGN ACADEMY



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