

**BMW GROUP + QUT  
DESIGN ACADEMY**



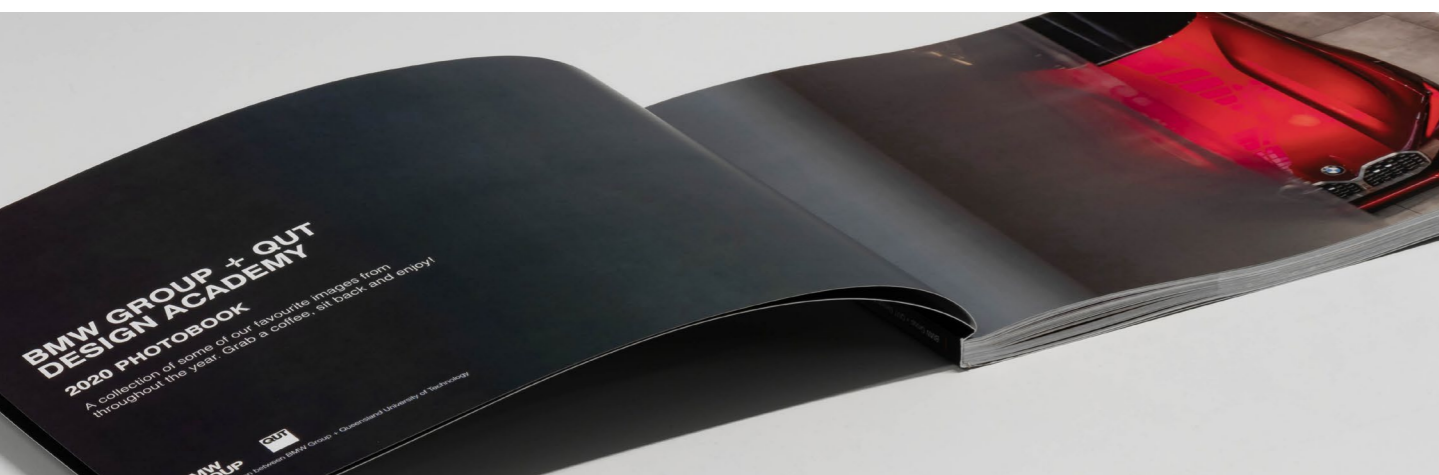
**MARCH 2021**

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**—  
NEWSLETTER**

**BMW  
GROUP** 

# WELCOME



Hello and welcome to the March issue of the BMW Group + QUT Design Academy newsletter. The last month has been busy as we transition away from planning to executing the various goals and aspirations we set ourselves. March included the launch of our inaugural Photobook, our Work Integrated Learning Internship and our first ever Impact Lab project. The Academy is once again buzzing with life as we welcome our new interns into the office and begin our exciting projects with BMW Group. Congratulations to all of the selected students!

This month also included a new international collaboration with Loughborough University in the UK. We have reached out to the talented student pool to find a suitable candidate who will be interning at Plant Hams Hall (Birmingham, UK) and working with the BMW Group, idealworks and Academy team on our Special Projects Program. We are very excited for the potential of this partnership and will keep you posted as it develops.

Don't forget to check out our [Blog](#) and [News](#) pages on our website. We've uploaded several new stories on here which we are excited to share with you. Also, you cannot go past our website without checking out our [2020 Photobook](#)! It's an impressive and unique insight into some of the work we do at the Academy. I would like to end by saying a massive thank you to our superstar Design Associate, Jordan Domjahn, who has led the development and execution of the 2020 Photobook.

All the best,

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 WIL Internships

At the end of March we welcomed Leena Al Sallakh, Hsuan Lee, Jungyeong Kim, and Myles Skelton as our Semester 1, 2021 Work Integrated Learning (WIL) interns. These four students will be working on a UI/UX project offered by colleagues at BMW Group in Germany, with the potential for their designs to be deployed internationally in the future. This is a very exciting and unique opportunity and we can't wait to see their progress and work throughout their internships. Congratulations Leena, Hsuan, Jungyeong and Myles!

### Impact Lab 4

In addition to our Academy interns, we would like to say congratulations to Nicholas Malt and Katya Mathieson who have been chosen to complete an Academy project for their Impact Lab 4 unit this semester. Nicholas and Katya are from Industrial and Visual Communication Design disciplines respectively. We look forward to seeing their work over the coming weeks.

## 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.

### Research Progress

We have two key developments across our Research Programs this month. Firstly, our current Research Associate, James Dwyer, is about to submit his Stage 2 documentation as part of his MPhil. We wish him good luck and look forward to progressing to the next phase of his studies. Secondly, we are working with our colleagues from BMW Group and idealworks on the next phase of research projects that will be launched this year. The topics are really exciting and as always cutting-edge work around emerging technologies and projects of interest for both QUT and BMW Group. At this stage we are looking to launch 1 x PhD and 2 x MPhil research projects this year. For those of you ready for applications for higher-degree research next year keep an eye out for further information in the coming months.

## SPECIAL PROJECTS

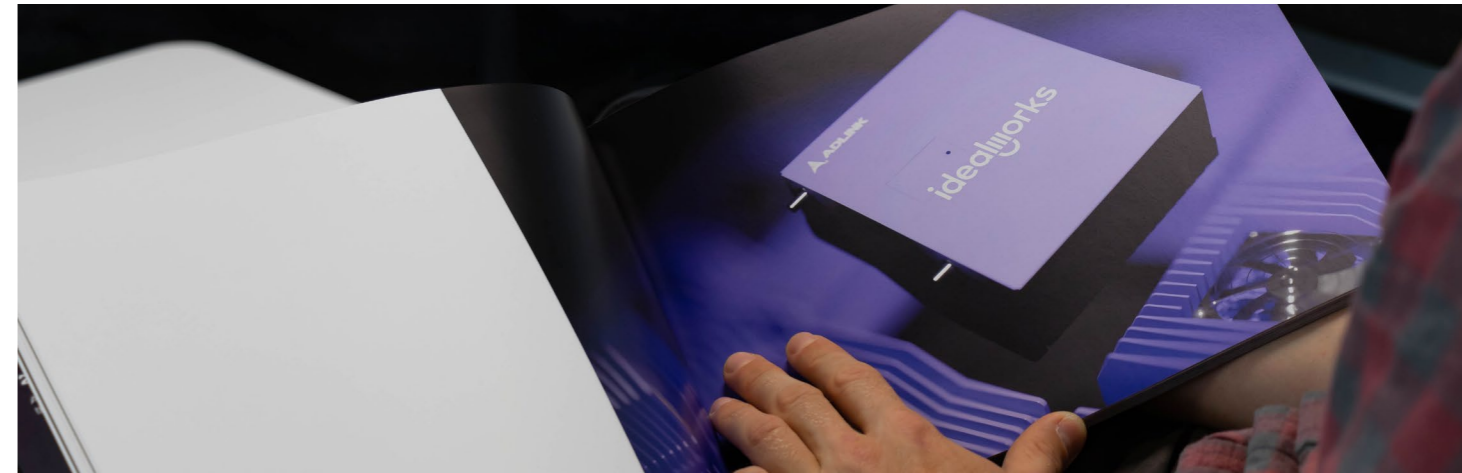
The Special Projects program pioneers world-first projects by Advancing Cutting-Edge Technologies. It is tailored for professional design graduates to work on advanced R+D projects for real-world applications. These projects are established by BMW Group in Munich and are supported by the Special Projects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

### Launching Future Projects

There are various developments happening across our Special Projects Program. These include the launch of three very large projects that will see our staff increase significantly at the Academy in the coming weeks. We will begin to reveal our new staff members shortly as the team grows and the appointments are confirmed.

Further, we are working on two other great projects with various colleagues from across the BMW Group network in the area of infotainment, automotive human-machine interaction and high-end visualisation.

# FEATURE



## FOSTERING DESIGN EXCELLENCE

**Dr Rafael Gomez**  
Founder + Academy Lead

This month I would like to reflect on our Internship Program, one of our key priority initiatives of the Academy. Our Internship Program is focused on Fostering Design Excellence and offers high-performing QUT design students an opportunity to advance their learning through real-world projects as well as providing a pathway for paid internship placements at BMW Group in Munich, Germany.

The Internship program assists design students to progress through a 6-level advancement track that develops the necessary technical (hard) and personal (soft) skillsets to enhance and accelerate their professional careers. Each level focuses on distinct objectives, accomplishments and responsibilities that develop personal and professional competencies.

### Level 1 - Recruit

An entry-level position when student is accepted into the Work Integrated Learning internship through the BMW Group + QUT Design Academy. Internship undertaken at QUT, Australia.

### Level 2 - Beginner

A novice-level position achieved when student completes their Work Integrated Learning internship at the BMW Group + QUT Design Academy. Internship undertaken at QUT, Australia.



**Level 3 - Proficient**

An intermediate-level position when student (or graduate) is accepted into the internship program with BMW Group in Germany. This includes the first half of their internship with BMW Group (usually 6 months). Internship undertaken at BMW Group, Germany

**Level 4 - Advanced**

A higher-level position when student (or graduate) is nearing completion of the internship program with BMW Group in Germany. This includes the second half of their internship with BMW Group (usually 6 months). Internship undertaken at BMW Group, Germany.

**Level 5 - Associate**

An experienced-level position when student (or graduate) has completed their internship with BMW Group in Germany and begins work with the BMW Group + QUT Design Academy. These positions are limited and suitable to a select few.

**Level 6 - Expert**

An expert level position when previous interns are offered a full-time job at BMW Group in Germany.

It is important to underscore that the program is not focused exclusively on developing technical proficiencies. Design skills are critical, but to perform at an optimal level, students need to also cultivate the right personal skills, attributes and attitudes for their professional careers.

Our first objective is to develop the right kind of designer for the projects we are working on with BMW Group. These projects cut across a variety of areas including the use of emerging technologies such as advanced visualisation, automation, big data, virtual reality, artificial intelligence and robotics for innovative applications in Industry 4.0, manufacturing, logistics, quality assurance, automotive interior design, digital services and infotainment. However there is a second, and perhaps more important, objective; to develop a cohort of future design professionals that will be effective in any domain – whether it is in the corporate sector or otherwise. It is this second point that targets our aspiration to position design and creativity as an unparalleled and indispensable skillset for the world's best organisations.

We have been incredibly lucky to have had such a significant partnership with BMW Group over so many years. To date we have had over 23 students undertake paid internships at BMW Group in Germany, and 8 students through the Academy. We are confident that our Internship Program has already made a significant difference to these students and made a positive impact on the design workforce more broadly. It is our wish to continue to strengthen and expand the Internship Program in the coming years, and we look forward to updating you with any exciting developments as the relationship grows.



A selection of images from our BMW Group Interns and Academy Interns over the years

# BRIEFINGS



## ACHIEVEMENTS

- Past BMW Group interns/QUT alumni given a special mention in a [QUT news article](#)
- Semester 1 WIL Internship program students selected
- Academy WIL Internship students begin real-world project with BMW Group experts
- Impact Lab 4 (Semester 1) students selected
- BMW Group + QUT Design Academy confirmed presenters for BAD Festival
- BMW Group + QUT Design Academy invited to be part of QUT Design Lab Design Week
- Launched physical and digital publication of 2020 Photobook

## EXTERNAL COLLABORATIONS

In March the Academy and BMW Group had the pleasure of presenting to Loughborough University Industrial Design students in the UK. We are starting this collaboration to find talented design candidates who will be interning at Plant Hams Hall (Birmingham, UK) and working with the BMW Group, idealworks and Academy team on our real-world projects. We are very excited for the potential of this partnership and have already received many high-quality applications from the students.

Furthermore, the Academy has been invited to be a part of the BAD (Brisbane Art & Design Festival) Festival in May. We will be presenting a video reel that will capture the background, progress, latest achievements and future directions of the BMW Group + QUT Design Academy. Keep an eye out for further details through social media and our newsletters.

Finally, we have also been invited to present at the QUT Design Lab Design Week event coming up later this year. We will engage with this event in various ways - and we will likely be able to present one of our incredibly exciting surprises for this year at this event, so keep your eyes peeled for more information on this as well.





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