



AUGUST 2021

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NEWSLETTER

WELCOME



August was a productive month with various initiatives springing to life! First of all, we were excited to select our 4 interns to the academy. We congratulate Jordan McNally, Josh Tulleners, Oliver Young and Søren Waldmann and welcome them to the team! They will be working on a variety of projects for BMW Group that have the potential to continue moving forward into incredibly interesting and exciting deliverables across vehicles and BMW Group products. Keep an eye out as we document and promote their progress. We also congratulate our Impact Lab 4 students; Sohie Burton, Scarlett Curtis and Daniel Fisher, who were selected to complete their project in collaboration with the BMW Group + QUT Design Academy. They will be doing some really great projects which we will update you all on in the near future.

Not only is it wonderful to see so many students engaging with our Internship Program, but it is also amazing to see this program evolve into a thriving initiative in such a short period of time. We now have several students working on really thrilling projects from various disciplines beyond Industrial Design, including Games Design, Interactive and Visual Design, Visual Communication and Interaction Design. From our perspective it is wonderful to see students from all areas of design wanting to be involved and engaged with the Programs.

We look forward to the second half of 2021 with great excitement!

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.

Semester 2 Academy Interns

We are very pleased to say that we have accepted four students as our semester 2 Academy interns. We would like to congratulate Oliver Young, Søren Waldmann, Jordan McNally and Josh Tulleners who have been selected this semester. Josh is a Games Design student, who will be working alongside Jordan (Industrial Design) on an app design for our colleagues at BMW Group in Munich. Oliver and Søren (both Industrial Design students, too) have each chosen to complete a product design project that focuses on the [idealworks iw.hub](#). We are very excited to see their work and skill development throughout their internships. Congratulations to Oliver, Søren, Jordan and Josh!

Impact Lab 4

In addition to our Academy interns, we would also like to say congratulations to Sophie Burton, Scarlett Curtis and Daniel Fisher, who were selected to complete Academy projects for their Impact Lab 4 unit. Sophie is a Visual Communication Design student who is completing an Academy rebrand project, Scarlett is an Interaction Design student completing a management app project, and Daniel is an Industrial Design student completing our corporate gift project. We are looking forward to seeing their work in 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.

Continued work and resesarch

Our Research Associate James Dwyer received approval for his research proposal, submitted at the start of the month. He has continued his testing and development with Artificial Intelligence behaviours and Virtual Reality in game engine scenes; his plan being to use the platform as a method of conducting his research study shortly.

Further to this, James has also been sharing his Masters research into human robot interactions to date, with Industrial Design student Isaac Bonora. Isaac is completing an Academy project for his capstone unit in his final year of his Industrial Design degree.

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.

Steady progress and milestones reached

Our Design Associates are continuing to make progress on the current Special Projects underway for idealworks (BMW Group). Some of our work is nearing completion, meaning that we will shift to new projects in the coming month. One of these new projects is the support on the factory digitisation for Hams Hall in the UK, mentioned by idealworks Digital Design Lead, Dylan Sheppard, in the last edition of our newsletter. Our Design Associates will work alongside an intern based in the UK on this project.

FEATURE



SPECIAL PROJECTS: ADVANCING CUTTING-EDGE TECHNOLOGY

Jordan Domjahn
Design Associate + Special Projects Lead

In the previous two editions of our newsletter, we covered two of our three programs: Internships and Research. In this edition I want to delve into our Special Projects program in some more detail.

The Special Projects program, or 'pillar', of the Academy aims to advance cutting edge technologies. Primarily we are supporting BMW Group on some of their ongoing or new projects by being a resource for overflow work. However due to there being no QUT students interning in Munich this year, we are also the design team for BMW Group's newest subsidiary, [idealworks](#).

Last year we completed our first major project through the Special Projects program. This was the 3D modelling and rendering of the new [idealworks iw.hub](#), an autonomous mobile robot formerly known as the BMW STR (Smart Transport Robot). Michael Williams (former Academy Design Associate) and I worked alongside then BMW Group Interns, Rebecca Wickham, Epi Pereira and Tim Lim on this project. This visualisation and marketing project was completed over a couple of months and finished in time for the announcement of idealworks, a BMW Group subsidiary that began as a small team within BMW AG. It was also a team that many previous QUT students (including myself) were placed in for their internships.

This year we have continued working with idealworks on projects that have the iw.hub at the core of them. With increased capacity at the Academy, specifically staff and hardware, we can work on more projects that include the use of digital asset libraries and factory digitisation – the latter being part of the advanced AI space. In my

role as Design Associate + Special Project Lead, I am responsible for liaising with Dylan Sheppard (idealworks Digital Design Lead) and working alongside Epi and Tim here at the Academy. I consider myself fortunate to have the opportunity to be a part of such unique projects and learn so much along the way.

In addition, I also find it rewarding to see our Academy interns so enthusiastic about the work we are doing, or have done, in our Special Projects program. While they don't get to actively work on these unique projects, they are exposed to the work we do and to see them so interested is very positive.

Epi, Tim and I look forward to more work with Dylan and the idealworks team for the remainder of this year and into the next.

— BRIEFINGS



ACHIEVEMENTS

- James Dwyer's research proposal approved
- Work Integrated Learning semester 2 Academy interns are confirmed and commence their internships
- Impact Lab 4 students confirmed and begin their projects
- Initiation of further work through our Special Projects program

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