

BMW GROUP + QUT
DESIGN ACADEMY



AUGUST 2022

- Welcome
- Program Updates
- Feature Article
- Briefings
 - Academy Achievements
 - External Collaborations

NEWSLETTER

BMW
GROUP



WELCOME



Another busy but exciting month for the BMW Group + QUT Design Academy. The month of August involved the selection and confirmation of our new Academy interns for Semester 2, 2022 and once again the calibre of student applications were very strong! It seems that every semester the bar keeps moving higher and higher and we couldn't be happier. Our interns will be working on some exciting and live projects with the Academy team as well as the BMW Group and idealworks colleagues in Munich. We wish them the best and can't wait to update you on their progress in the coming newsletters.

We are also very excited to be welcoming Leo Liang, Jordan Sheather and Blake McCormick to the Academy team. Leo was selected as the talented designer for the Industrial Design capstone project with the Academy as he works on an innovative peripheral for enhanced experiences for future autonomous vehicles. Jordan and Blake were selected as the Impact Lab BMW Academy Project students working on a coffee station design and camping accessory. We wish all of the students involved across the Academy Internship, Capstone Project and Impact Lab Project the very best!

Finally, it was very fun and enjoyable to be able to have the entire Academy team at Mt Mee for our mid-year retreat. The retreat was an opportunity for everyone to have fun, unwind, talk all things design and be able to get to know each other in a relaxed and beautiful environment. We look forward to having more of these retreats as we continue to build and strengthen the Academy team.

Enjoy this month's newsletter!

All the best,

A handwritten signature in black ink, appearing to read 'Rafael Gomez'.

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 Internships (Australia)

This month we have confirmed Jack Castles, Bianca Durcau-Vaida, Kenny Lin and Natalie Smith as our Semester 2, 2022 Academy interns. Jack and Kenny (Industrial Design) are completing an idealworks iw.hub robot and packing design, while Bianca and Natalie (Interaction Design) will be working on an infotainment design project with some colleagues at BMW in Germany. This semester was, by far, our most strongest round of applications - so choosing just 4 students was quite the challenge. Congratulations to Jack, Kenny, Bianca and Natalie!

Further to our Academy Interns, we have selected Leo Liang to complete our Industrial Design Capstone unit project this semester. Leo will be designing a smart peripheral for future autonomous vehicles. Blake McCormick and Jordan Sheather will completing our Impact Lab 4 projects this semester; a coffee station design and a BMW M8 Competition camping accessory design respectively.

BMW Group Internships (Germany)

We are very close to confirming a handful of students who will join Søren Waldmann in Germany as one of our 2022 BMW Group interns. We have some new teams and positions available, in the form of BMW Motorrad

and BMW Plant Hams Hall (UK), to compliment our existing opportunities with idealworks and BMW TechOffice Munich.

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.

VR Prototype Study

This month James Dwyer has been conducting his second study as part of his master's research; a VR prototype study exploring social interfacing with industrial Autonomous Mobile Robots to improve interactions. The results will form part of the discussion and analysis within his thesis publication.

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.

Keeping Busy

We have continued our progress on the BMW Hams Hall project, specifically mapping out the timeline of the project and getting some initial planning and ideation underway. This is in addition to starting our AR project for Brisbane BMW, which our Design Associate Intern, Mohammad Faramazian, is assisting with. We are looking forward to sharing the Brisbane BMW project once it has been completed and demonstrated at the end of the year.

Below: Leo Liang (ID Capstone), Jordan Sheather and Blake McCormick (Impact Lab 4)



FEATURE



A BIT ABOUT ME

Mohammad Faramazian

From a background in film and animation, I began my career as an animator, quickly mastering different disciplines of animation such as character animation, both in 2D and 3D by working on cartoon network animations such as Marvo the Wonder Chicken and game cinematics at Quark System Energy.

Later I moved into TV production, as a Motion Graphic animation. Then, to a more demanding, fast-paced working environment in realistic animation production within the architecture visualisation industry. There, I took the initiative to improve their workflow allowing for better vehicle animation along with simulated physics and realistic human motion capture implementation.

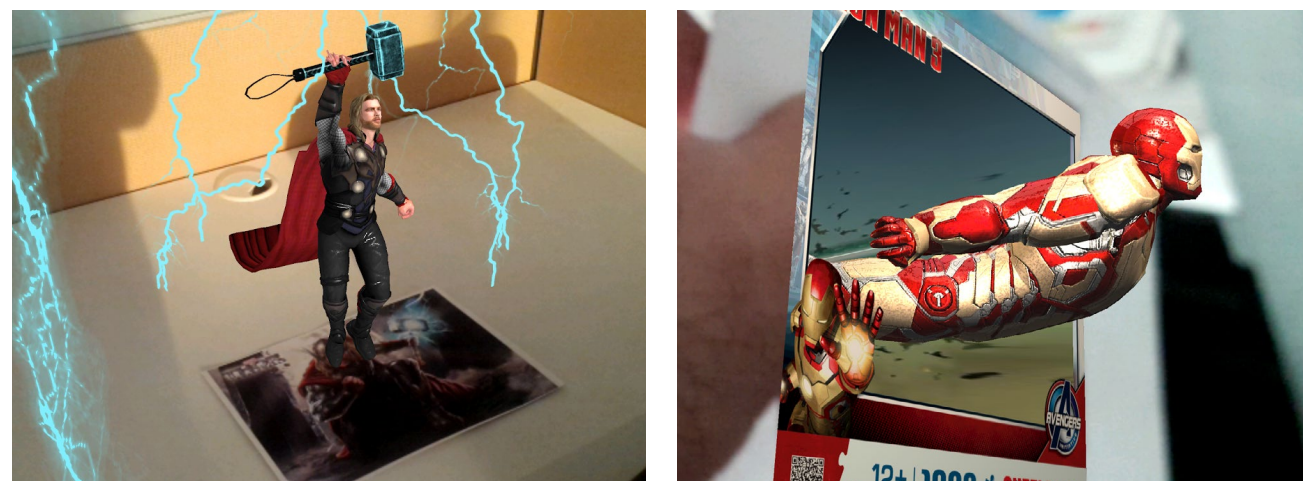
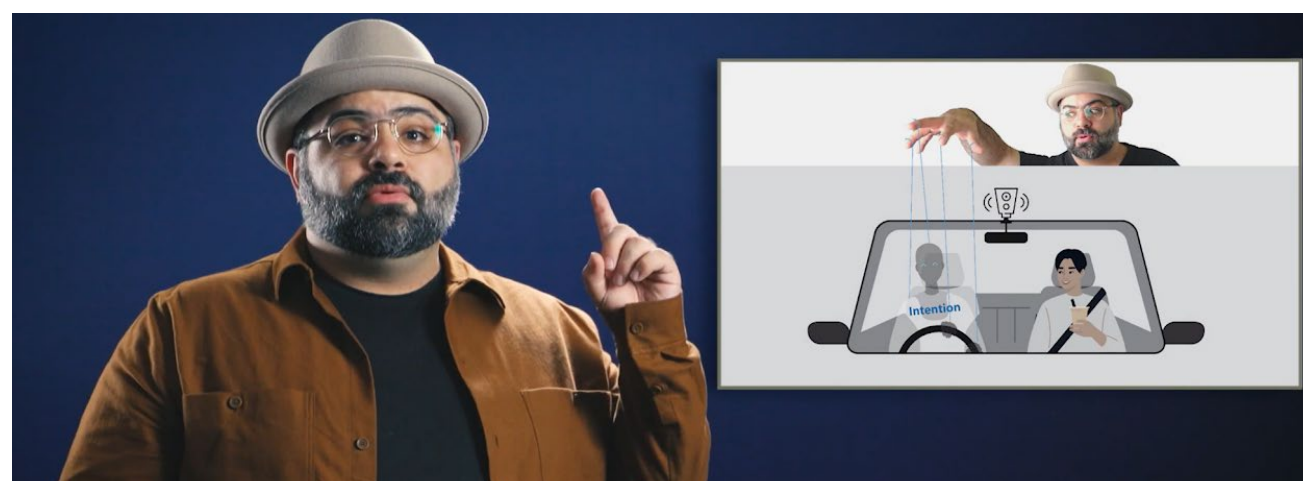
Next stop was research and development of new Augmented Reality (AR) and Virtual reality (VR) products to gain a competitive edge in the industry. Upon achieving my goals, my efforts were recognised by the MDEC's Multimedia Super Corridor (MSC) and gained the award of MSC status for his company. The last 2 years of my decade long experience in the industry was managing production of Architectural, commercial animations and development of AR mobile applications from clients around the world, including Marvel.

I have been lucky to receive a scholarship working on an Australian Research Council (ARC) Discovery Project which explores cooperative driving behaviour between human operators and self-driving cars. I am currently a PhD researcher discovering how front-seat passengers are able to anticipate the drivers decisions in a real-world driving concept. The acquired knowledge will inform the design of human-machine interfaces in self-driving cars of tomorrow.

In the meantime I am working together with a wonderful team of devoted and inspirational designers at the BMW Group + QUT Design Academy to produce augmented reality experiences which inspire, inform and enhance the interaction experience with BMW products and services.

Where will I be next? With great people doing amazing things, as always.

<https://www.faramarzian.com/home>



BRIEFINGS



ACHIEVEMENTS

- Semester 2 Academy Interns confirmed
- Semester 2 Industrial Design Capstone student confirmed
- Semester 2 Impact Lab 4 students confirmed
- New Special Project with Brisbane BMW commenced, with delivery in November

EXTERNAL COLLABORATIONS

In the first half of August we hosted a showcase event in partnership with [QUT Reality Labs](#), a student lead club at the Uni with a focus on all things mixed reality (AR, VR, etc.). For this event we demonstrated the AR and VR experiences we developed as part of our M8 Competition unveiling event earlier in the year. We then provided a detailed breakdown on the process, tools and considerations as part of these experiences. As a team, we thoroughly enjoyed this evening and having the opportunity to share our work with other people.

We also welcomed a group of students at the Australian Industry Trade College, who reached out to us with interest in our programs, the M8 Competition vehicle, our previous work with emerging technology, and potential pathways into large automotive companies like BMW. Our Design Associates, Jordan Domjahn and Epifanio Pereira, hosted the group and highlighted some of our previous projects.

BMW GROUP + QUT DESIGN ACADEMY

BMW Group + QUT Design Academy © 2022

info@bmwgroupqutdesign.academy
www.bmwgroupqutdesign.academy
@bmwgroup_qut_designacademy

Z2-308 + Z2-407, QUT Kelvin Grove
Brisbane, QLD



BMW GROUP + QUT DESIGN ACADEMY