

BMW GROUP + QUT
DESIGN ACADEMY

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MARCH 2023

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NEWSLETTER

BMW GROUP QUT

WELCOME



Welcome to our March newsletter! This month has been really exciting and busy as the teaching semester kicks off for the year! This means that our projects across our Academy Work Integrated Learning Internship Program as well as our Impact Lab students have officially begun after a couple of weeks of applications and selection process. This year we've also launched another exciting year-long project with a cohort of Games Design students from the Engineering Faculty to work on an exclusive project exploring in-car experiences as part of a new vehicle launching in 2025 for BMW Group. In all, we are now currently working with 10 students from School of Design and from School of Information Systems through the program, which is our busiest semester ever. Make sure you read our Internships Program update in this month's newsletter - and congratulations to all of the talented students who have been selected for these unique activities!

Another exciting event that we were involved with in March was the Virtual Production screen project at QUT Kelvin Grove. The team from XR Screen Futures Hub, in collaboration with Vizion team from Sydney, asked to use our BMW M8 Competition Coupe as a prop to showcase the world-class virtual production screen here at QUT that we use for research and teaching in the film industry. Check out the Briefings section of this newsletter for more information and some photos of this exciting week-long showcase.

Enjoy reading!

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.

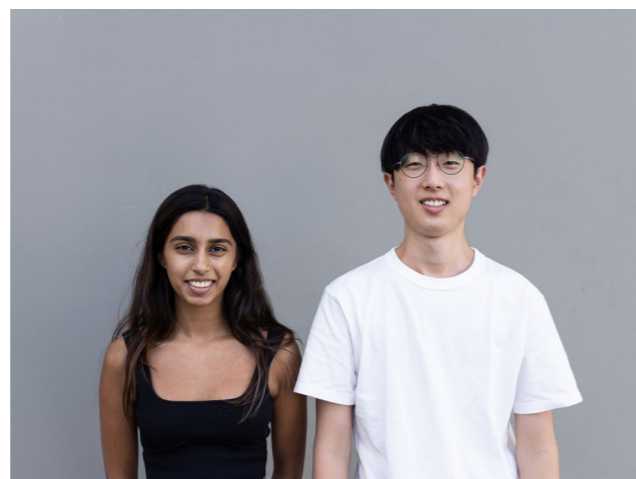
Another Semester, Another Group of Academy WIL Interns!

We are pleased to announce that Olivia Caulfield (Interaction Design), Max Malouf (Industrial Design), Finn Pohlner (Industrial Design) and Weibo Ye (Interaction + Visual Design) have joined the team this semester as Design Interns. Olivia and Weibo will be working on an interactive billboard project with some colleagues in Munich. Max has chosen our future autonomous supercar interactions project, while Finn is completing our idealworks iw.hub packaging design project.

2023 Games Design Capstone Unit

Last year we were made aware of an opportunity through our connection with the Digital Products department at BMW, of a project to explore in-car experiences as part of a new vehicle launching in 2025. Given the desired outcome and skills required for the project this was the perfect fit for a Games Design capstone unit.

We have selected the Supermassive Black Hole Studios team for this project - Freya Sambain, Will Hughes, Dasha Grigoreva and James Ellem - which will run across Semester 1 and 2 this year. We are bound by a confidentiality agreement, so unfortunately we can't say or show anything about this project until 2025. This is a really cool project however and we are super excited to see what the students produce.



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 Papers Coming Soon

We are actively working towards more research projects across our key research themes including Human-Robot Interaction, Human-Machine Interface and Design Thinking. There are some exciting options that we are working on including exploring the cutting-edge of tacit and expert knowledge in design as well as future interface design for autonomous driving scenarios. One other area that we are exploring is wearable tech for Industry 4.0 and manufacturing contexts. Finally, we are also in the midst of publishing two short papers from the work of our recent Design Associate Mo Faramarzian and our previous Research Associate James Dwyer - so keep an eye out for those papers soon.

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.

Hams Hall Future Vision

This month we submitted a v1.5 for our Hams Hall Future Vision project. Version 1 was completed at the end of January, and we made some revisions in time for an internal event and presentation within BMW in the middle of the month. So far we have received great feedback on the animation, and we continue to work towards the polished Version 2 animation which we expect to deliver in August this year.

FEATURE



RESUMING THE BMW INTERNSHIP PROGRAM A/Prof. Dr Rafael Gomez + Jordan Domjahn

The entire Academy team are very happy to say that we are officially resuming the BMW Group Internship program this year, after a couple of years on hold due to international travel restrictions and general disruptions around the world. The BMW Group Internship program started in 2016 with Industrial Design student Dylan Sheppard, and since then it rapidly grew traction as more QUT design students completed paid internships with BMW in Germany. This BMW internship program was arguably the ignition source for establishing the Academy and structure that we have today. It remains the core of the BMW Group / QUT partnership and is administered through the Academy under our Internship Program.

Over the years the number of teams and departments who have welcomed QUT students has grown, in addition to the number of students accepted into the program; as of March 2023 there have been a total of 35 QUT design students accepted for internships within the Group. Now that we have confirmed the names of the 2023 Interns, our Founder + Lead A/Prof Dr Rafael Gomez and Design Associate Jordan Domjahn have noted down some of their thoughts regarding the BMW Internship program.

Rafael – Relaunching our Cornerstone Program

The BMW internship program is perhaps the foundational program that helped establish this unique collaboration between BMW Group and QUT. It is beyond exciting to see this program re-established and to have so many interns heading overseas to work with this incredible company. And for the first time ever we are not only sending Industrial Design students, but we are also sending a double-degree Design and Engineering student to BMW Group and idealworks. Furthermore, as our partnership and collaborations expand, we are

happy to say that we are sending interns not only to Germany, but also to work at Hams Hall factory in the UK.

We can't wait to update you on the progress of our BMW Group interns. They are involved in an exciting journey which will hopefully propel them further in their design career. They join a very unique group of students who have had the opportunity to travel and work at the worlds premium automotive company – and get to enjoy being in a thriving environment to live and play in.

We thank our incredible partners at BMW Group and idealworks for having the confidence in our QUT students and who continue to provide these exclusive opportunities to them.

Jordan – My Thoughts and Supporting Role

As a previous BMW intern (2019) it is great to see that the program is still going strong and that there is continued interest from students each year. My personal internship experience was filled with positives – I learnt a lot, met new people, saw a lot, and the icing on the cake was being offered a job at the Academy when I got home to Brisbane. To see that there's a lot of genuine interest from students who are chasing opportunities like this, is awesome. It's also good to see that most of our 2023 BMW interns came through the Academy in-house Internship Program

While it was unfortunate that we couldn't send interns to BMW across 2021 and 2022 (luckily most of the 2020 interns happened to travel and get settled in Germany prior to lockdowns), it was a necessary move. It took a while to get the ball rolling with the various BMW teams last year in preparation for the early 2023 intake, but we are now on track and have settled back into a rhythm with the program. As we resume the internships my goal is on documenting the application, contract and Visa processes, plus any tips and tricks as much as possible for future interns. It's always a daunting experience when you have to pack up and move overseas (even more so when there's a language barrier) and understand their processes and structures around Visa's, so my aim is to make these steps as streamlined and easy as can be to remove some of the stress for future interns – based on information provided by current, recent and other interns before my time.

I'm also keen on expanding the network of BMW Group teams and design disciplines involved in these internships. In 2023 we have 8 Industrial Design students and graduates going to idealworks (both Digital Design and Hardware sub-teams), Tech Office Munich, Logistics Robotics and Plant Hams Hall in the UK. Fortunately for us Christian (Plant Hams Hall) had already reached out to us last year asking for QUT students after moving from the Logistics Robotics team in Munich. Moving forward we have our sights on the Digital Products departments and creating opportunities for students from Interaction Design and/or Visual Communication Design. BMW Motorrad is another team on our radar, and I'm sure there will be additional departments that we'll explore in future.

In short, it's great to have the internship program resuming and see that students are super excited and focused on making their international placements a reality. I'm fortunate to be able to support this initiative for QUT students and help it grow and succeed. Hopefully this time next year we are typing another blog post similar to this one, but instead announcing a larger number of interns and new BMW Group teams.

The 2023 BMW Group Interns are; Isaac Bonora (Idealworks - Digital Design) and Emily Campling (idealworks - Hardware), Hsuan Lee and Emily Boehmer (BMW Tech Office), Benjamin Cornelissen and Damian Noviello (Logistics Robotics), David Quick and Pieter Barkhuizen (BMW Plant Hams Hall).

BRIEFINGS



ACHIEVEMENTS

- Academy WIL Interns selected and internships commenced
- Games Design Capstone students confirmed and project started
- Impact Lab 4 students selected and projects started
- M8 Competition vehicle used in Virtual Production Screen demo for QUT staff and students

EXTERNAL COLLABORATIONS

This month we had our M8 Competition vehicle in front of the amazing Virtual Production screen which is set-up at QUT through the XR Screen Futures Hub. The VP Screen displays realistic environments created in Unreal Engine, and is used in the film industry for backdrops and creating scenes that would otherwise be impossible, too dangerous or too expensive to create or film in.

Demonstrations were run by [Vizion Studios](#), a virtual art department specialising in real-time animation and virtual world creation. The Vizion team gave QUT students and staff a better understanding of how VP screens are used in industry; information about how the environments are made; lighting; how you can use objects and actors in front of the screen, plus general considerations for working with a VP screen.

Thanks to Damian Candusso for the invite to be part of this, plus Paul Van Opendenbosch, Joe Carter, Andrea Moor, Harley Coustley and all others who made this happen. Pictured here are some behind-the-scenes shots of the four different scenes that were shown, 3 of which used our M8 - which looks great in front of the screen if we say so! Photos taken by our Design Associate Jordan Domjahn.

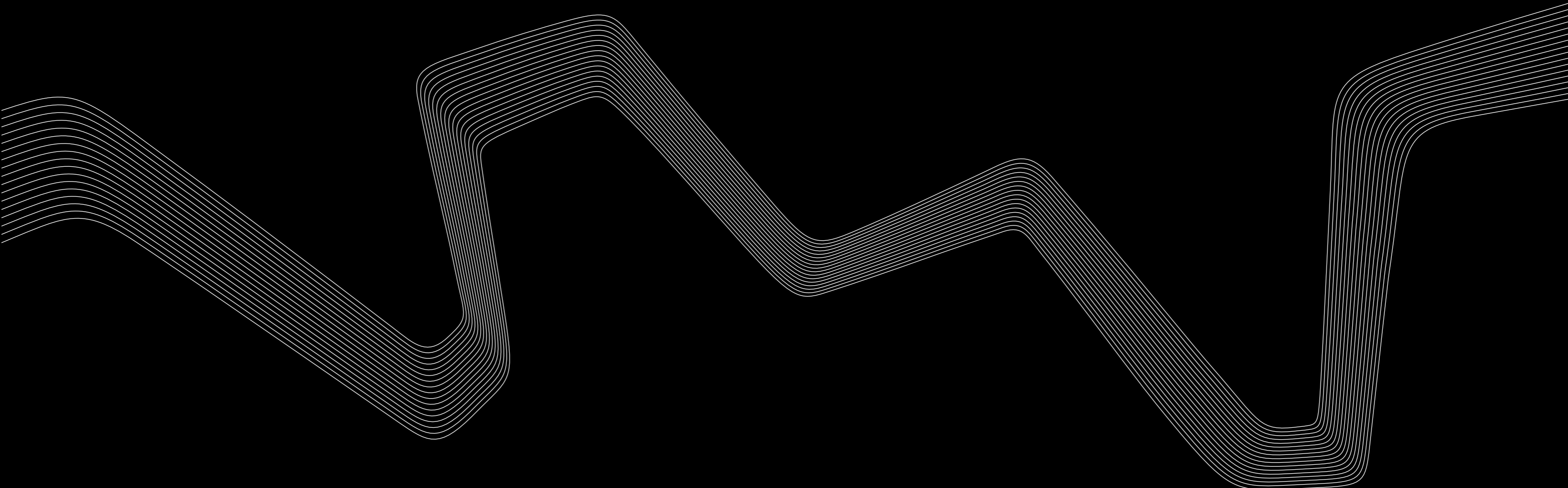


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