

BMW GROUP + QUT
DESIGN ACADEMY



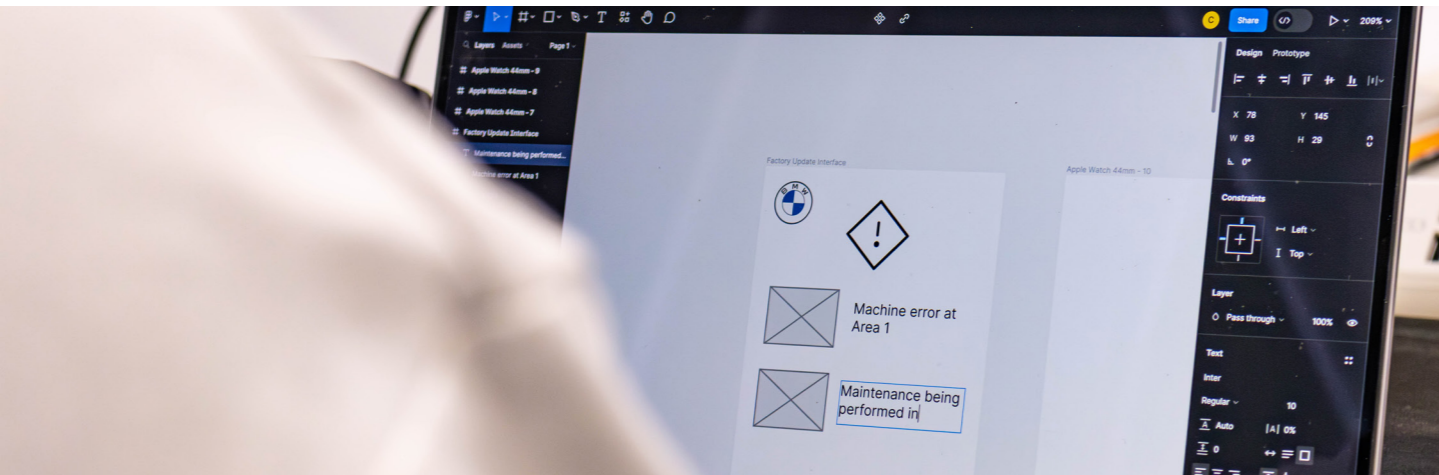
OCTOBER 2023

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

NEWSLETTER



WELCOME



What an exciting month it has been! Our students wrapped up their internships via the BMW Group + QUT Design Academy Internship Program among the Industrial Design Capstone projects. The results from our students never cease to amaze, showcasing an exceptional level of quality, meticulous attention to detail, and utmost professionalism.

As we said goodbye to our Interns from semester 2, 2023 we immediately started preparing for our 2024 BMW Group Interns. Applications were open during the month of October, and we are delighted to see so many students eager to join.

After coming back from my European trip and visiting the the QUT students currently in Munich, I am always amazed by the internship opportunity provided to students. Witnessing firsthand how the BMW Group + QUT Design Academy Internship Program helps students progress in their career is always a great experience. It shed light on the immense value of this program and how it helps students develop professionally.

We also had the privilege of hosting students from the Massachusetts Institute of Technology and the University of Auckland in our Academy space. It was an incredible opportunity to collaborate with these bright minds and share our knowledge and expertise with them.

Enjoy the read!

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.

Work Integrated Learning (WIL) Academy Internships

The interns who participated in our Semester 2, 2023 Academy WIL program have successfully completed their projects and have now presented their designs. We were deeply impressed by their dedication and the exceptional quality of their ideas.

Sabina has completed the idealworks iw.hub branding package project and Presented an innovative design approach within the current branding. Chelo, on the other hand, presented his ideas for wearable tech explicitly designed for BMW factory workers, focusing on ergonomics and usability, which served as the foundation for his design. Lastly, Sri and Keagan have showcased their STEM-themed in-vehicle entertainment for children.

BMW Internship Applications

Applications for the 2024 BMW Group were open and submitted in the month of October. The internships provided came from various teams within Germany and the UK. These include internships from the Idealworks Digital Design, Idealworks Hardware, TechOffice Munich, Logistics Robotics and Hams Hall team. We had various students across all disciplines apply and we are eager to announce who will have the opportunity to undertake the internships.

Capstone Unit Projects

Mitchell Hoye participating in our Semester 2, 2023 Academy Capstone program, has been busy working on his final project. We are excited to see his final project which will be presented early November. The Game Design Capstone students are also finishing of there year long project. There commitment and dedication is truly outstanding and we cannot wait to see the final results.

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.

PhD Scholarships

Currently our Research Program is progressing well, although there are few updates. Both projects are in the early stages of development and will be publishing some short papers in the near future. Keep an eye out for updates very 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.

SORDI ANIMATIONS

This month we've started on 2 animations for the Tech Office team; both to illustrate new Artificial Intelligence functions of the growing SORDI project. The first animation is to show interactive 3D factory environment generation with user text prompts, while the second is for 2D image creation, also with human text prompts. Our Design Associate Epifanio Pereira has creative freedom on these and, as usual, is cooking up some incredible motion graphics with the assistance of our Tech Office design interns, Hsuan Lee and Emily Boehmer. We will likely be able to share these two animations with you before the end of the year.

IDEALWORKS SCANBOT

We have also spent the last few weeks working on renders of a 3D scanning robot available through idealworks. Earlier in the year we presented concepts for branding and sticker application on the robot - which after some tweaks has now gone into production. We have modelled the robot and VLX 3D scanner that sits on top, and are currently producing some renders of the production robot for use in presentations and other documentation. We will be able to share these next month in our newsletter and online.

FEATURE



FROM BYSTANDER TO INTERN: MY JOURNEY WITH BMW GROUP + QUT DESIGN ACADEMY

Chelo Lechonsito
BMW Group + QUT Design Academy Intern, Semester 2 2023

In 2022, my friends and I would always go near the Z9 fashion block after volleyball, either to eat our dinner or to play some more volleyball on the grass. When we reached the fourth floor of the building, I noticed something that I didn't expect: a BMW car sitting inside a room. My curiosity led me to find out about the BMW Group + QUT Design Academy internship, and it surprised me how an international powerhouse was so close all this time. At the time, it never even crossed my mind that an opportunity that exuded so much prestige would be given to me a year later. When I received the email of acceptance to be a 2023 intern, I didn't know how much it would enrich my design journey.

I was given the BMW factory worker wearable tech project with the aim of exploring how the technology could be applied in a factory setting. The project was very open-ended, and being the sole designer for this solution meant that I had free reign to explore my ideas. I also had to consider what the current factory landscape was like, and how my solution would affect and be affected by these factors. Although there were some constraints and limitations to the design, I was surprised at how much freedom we were given for our work. This was the first design internship experience I've ever had, and I always thought that it would be much more structured and rigid compared to the boundless potential we could explore. If I'm being honest, it was really daunting at the start. The scope of the project was almost infinitely expanding, and I found it difficult to coherently organise my ideas. It didn't help that I subconsciously imposed unrealistic expectations on myself. I wanted to prove to them that I wasn't the wrong choice that I was capable of doing so much.

I knew that I had to contextualise the issue to begin narrowing the scope. This brought me to the preliminary stage of design development by extensively researching wearable tech and the BMW factory environment. As I continued to read on, I realised how much technological development had happened behind the

scenes. It was only until this internship that I discovered how deep automation in the workplace had gone, and it was all just fascinating to me. It revitalised an interest and passion in design that I hadn't experienced since my high school days. It further fuelled this interest whenever my colleagues or associates would eagerly talk about a new development or the general state of the design world during our free time. It made me realise that in the ever-changing and vast world of design, it was meaningless to mull over how I could move it as a whole. Rather, what I needed to focus on was how I could move throughout this world instead, to understand the landscape, to see what is and what could be. I didn't have to reinvent the wheel, I could just use it a different way. This invigorated passion and perspective for design was, I believe, what helped me overcome the initial creative block at the start, and I have the associates and my colleagues to thank for helping me.

The solution I composed for the project was the BMW Wearable Family, an interconnected hardware and software system that streamlines managerial/supervisor responsibilities and increases the effectiveness of worker health monitoring and maintenance. The experience consists of an AR-imposed interface through smart - glasses that outlined factory and worker data to allow managers/supervisors to make informed decisions based on real-time information. Worker health is monitored through a smart garment solution, through micro sensors contained throughout the clothing. Due to the product/physical nature of my solution, the associates suggested that I learn Blender to 3D model and visualise the design. In only a short amount of time, I've learnt how to comfortably utilise and navigate this new software. I was initially very intimidated by Blender before this internship, but the guidance and patience that Jordan, Epi, and especially Tim gave to me during the learning process made it both a fulfilling and fun experience. They also helped me significantly with my presenting skills, an area that I was heavily lacking in. Thanks to them, I created an amazing solution that I can be proud of, with the skill set to iterate upon it or for the next project ahead.

Overall, the BMW Group + QUT Design Academy internship was an amazing experience in the design industry. The skills I've learnt, the people I've met, and the change I underwent has opened the world of design significantly. I strongly encourage anyone looking for opportunities to heavily consider this one, which I believe to be one of the best places to learn, develop, and succeed in their design journey. From a bystander drawn by curiosity to an intern who successfully created a solution, I'll always look fondly upon this experience and remember the foundation they set for my future.



BRIEFINGS



ACHIEVEMENTS

- Applications for 2024 BMW Group Internship submitted
- Completion of 2023 Game Design year long capstone project
- Completion of 2023 Semester 2 WIL Internship

EXTERNAL COLLABORATIONS

During the month of October, the Academy had the pleasure of hosting students from the Massachusetts Institute of Technology and the University of Auckland.

This year's MIT/UOA/QUT Collaboration Sprint focuses on the "potential mobility and transport solutions for the 2032 Olympic and Paralympic Games". As such, the guests were able to receive a briefing on the vision of the BMW Design Academy and the current work we do - this allowed the guests to identify opportunities and challenges inherent to the transport and mobility requirements of the 2032 Olympic and Paralympic Games.