BMW GROUP + QUT
DESIGN ACADEMY

March 2024

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External Collaborations

NEWSLETTER

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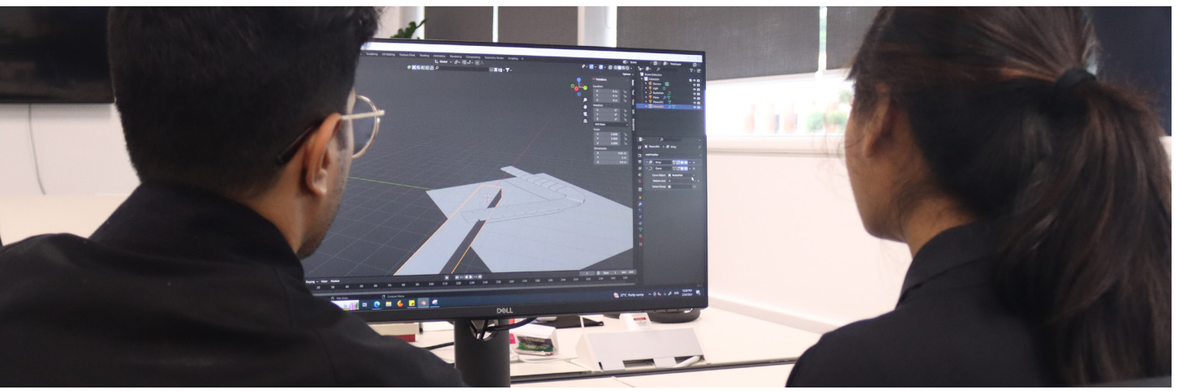
WELCOME



As the summer days come to a close, we're rolling up our sleeves and focusing on the growth of our academy.

In saying that I am excited to announce that our Academy Work Integrated Learning Internship Program is in full swing! After receiving applications and going through a selection process, we finally have our hands on some amazing projects. This year, we have another exclusive year-long project with a group of Games Design students who will be working on exploring in-car experiences for the BMW Group.

We've selected eight talented students from the School of Design and the School of Information Systems to participate in the program. They will have the opportunity to work with experienced professionals, learn from industry leaders, and gain practical experience in their field of study. We're excited to see what they will achieve!

We want to congratulate all the participants for being a part of this innovative and unique program. We're proud to provide such a platform for students to grow, learn, and succeed
Enjoy the read!

Dr Rafael Gomez
Founder + Academy Lead

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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

We are pleased to announce that Chloe Leung (Visual Communication), Avery Wang (Visual Communication), Lewis Webb (Industrial Design) and Aalisha Kiri (Industrial Design) have joined the team this semester as Design Interns. Chloe and Avery will be working on developing our Academy branding and presenting ideas for refreshed designs for our social media, documentation and website. Meanwhile, Lewis and Aalisha are working on creating 3D assets to develop their modelling and visualisation techniques, and will contribute to an ongoing project we have with BMW TechOffice Munich.

Games Design Capstone

We were made aware of another opportunity to continue our connection with Alexandra Tran who works closely with the Digital Products department at BMW. Given the desired outcome and skills required for the project this was the perfect fit for a Games Design capstone unit.

We have selected an amazing group for this project - Rebecca Jeffries, Nathan Prestidge, Jake Harkins and Mark Auman - 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.

PhD Scholarships

This month has been busy with all the PhD students adjusting to their workloads and continuing their research in their chosen fields. It's amazing to see the Beta Lab in use with more PhD students working while progressing on their chosen topics.

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.

Tech Office Munich + idealworks Project

Throughout this month, we have been actively working on several projects, some of which are in the final stages of completion. Although we are thrilled about the progress we have made, we are being cautious about revealing too much information about the projects at this point in time. However, we want to keep you engaged and excited about our upcoming projects. Therefore, we have packed our blog with plenty of hints and teasers for you to enjoy

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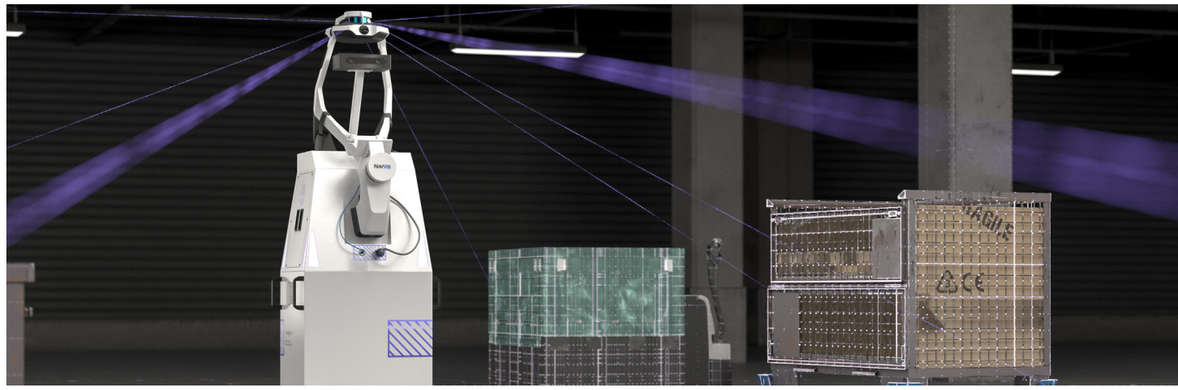
FEATURE



SPECIAL PROJECTS PROGRAM: A SNEAK PEEK INTO OUR PLANS FOR 2024!

JORDAN DOMJAHN
Senior Design Associate

It's been quite a while between blog posts for me, so I thought I would take a few moments to outline what our Special Projects program is looking like (so far) for the year. First, however, there is some short background info for those reading this who perhaps have limited knowledge of our Special Projects program. This program is one of the key outputs for our BMW Group partners, where we provide design-focused skills and services to support their projects across robotics, intralogistics, AI, and other areas. This can be anything from 3D modelling, rendering and visualisation, animations, or graphics, to name a few. However, it often ends up being a mix of these skills and specialties, or sometimes new areas that require us to put our L Plates back on and discover new technologies and software.

This year, we will continue to work with the BMW TechOffice Munich and idealworks teams. Currently, our resident animation and motion graphics wiz, Epi, is working on some animations for an event in April which TechOffice is part of. This project is especially top-secret for now, but I can tell you that the level of quality Epi is producing is really quite amazing. I am very excited for this project to be made public so that Epi's work can be enjoyed and appreciated by many. Other TechOffice projects this year include some texturing exports for AI defect detection training (just

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completed), plus an end-of-year presentation, for which we have yet to define the deliverables and content. Of course, there will likely be other projects that pop up along the way that we don't know of yet. Also on the cards is a self-initiated project to present a concept for a re-designed SORDI website. The aim of this will be to keep our graphics and UX skills sharp, with the added benefit of showing what other skills and services we can offer BMW Group teams.

Late last year, Tim and I took the lead on the idealworks 3D scanning robot renders. For this project, we 3D-modelled the robot, dolly and charging dock, plus the VLX scanner that sits upon it. We spent a little bit of time early this year on another render with some lasers and a glowing grid pattern to suggest how the scanner reads and maps the environment around it. It would be at this point I direct you to our website or Instagram to see these renders of the ScanBot, which adorns the idealworks graphics we designed in the earlier part of 2023. This year, we are looking at producing a new package of iw.hub renders to replace the existing set of renders we did in late 2020 when the company launched. There are also some opportunities to contribute to the idealworks AnyFleet application in the form of new 3D models and assets, visualisation and new features.

More broadly, we are working on expanding our network within BMW Group to bring in new Special Projects and new teams, which we hope will create more internship opportunities for QUT design students overseas, too. Our existing connections at BMW Plant Hams Hall (UK) and Logistics Innovation + Robotics (Munich) have expressed interest in projects with us this year, but for now, we must wait for the all-important green light from the respective management or confirmation of our level of engagement, before we can really kick-off any new projects with either. In between the big projects, we're continuing to upskill so that we can bring new knowledge into our Special Projects program and trickle this down to the Internships program to the benefit of the students. We're also working on some additional or revised display 3D print models, branding, website updates, posters, graphics and the progress reports in the background.

2024 is shaping up to be another year full of learning, creating, and delivering. We are excited to share the project work with each of you throughout the year.

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– BRIEFINGS

ACHIEVEMENTS

– 2024 BMW Group + QUT Design Academy WIL interns commenced
– 2024 Games Design Capstone Unit students project commenced
– 2024 Research team induction
– Renovations completed in the Beta Lab

EXTERNAL COLLABORATORS

This month, we continued to promote our work through various streams at the Academy.

We had the opportunity to present to some students from the Interaction Design faculty regarding what we do and the pathways to be involved with our work potentially. These presentations are always a great way to involve students with us and gain a deeper insight into who we are.

We are looking forward to bringing more innovative and engaging events, so stay tuned for updates and mark your calendars for the exciting events we have planned for the coming year!

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