

MIT INSTITUTE OF DESIGN



MIT-ADT  
UNIVERSITY  
PUNE, INDIA  
A Step towards World Class Education

# Shape your future in Automotive Industry

MIT ID Post Graduate Programme in  
Automotive Sculpting- Digital & Clay



Automotive Clay Sculpting Programme in collaboration with





Courtesy: Shelby Cobra (Full Scale Hard Model)



Courtesy: Aston Martin (Full Scale Soft Model)

## Who We Are

MAEER's MIT Institute of Design established in 2006 is an initiative started under the guidance of today's leading minds of Design education in India. In a short span of 11 years, the institute has developed its identity as one of the best research and training institutions offering the highest quality of design education.

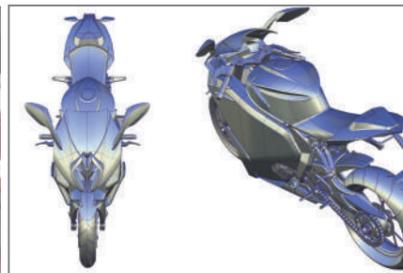
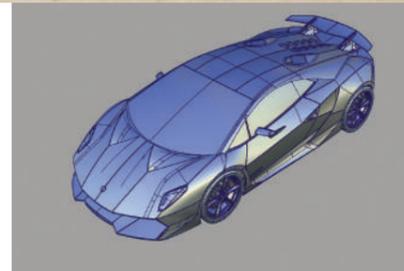
## About SIAM

Society of Indian Automobile Manufacturers (SIAM) is the apex Industry body representing leading vehicle & vehicular engine manufacturers in India. Through its Styling & Design Group, SIAM is committed to strengthen the Indian automotive-design ecosystem. A part of this effort is undertaken through the proper training and mentoring of students as well as practicing designers, digital & physical modellers. Automotive Clay Modelling was identified collectively by Indian OEMs as an area with a gap between the supply & demand of skilled personnel.

The importance of clay and digital sculpting in helping to visualize & sell concepts that cannot be overstated and though the related skill sets are much in demand, their availability well below was is need by the industry be it transportation or product. With the aim to address this gap, SIAM is supporting MITID, Pune for starting an Automotive Sculpting programme. This programme will be intensive skill based, which will have inputs in design fundamentals, form studies, technical design, digital modelling, clay modelling and mix materials.

## Programmes Offered

Post Graduate Diploma in Automotive Sculpting - Digital & Clay (2 Year)



## Transportation Design

The rapidly changing growth of India's economic growth demands an increase of a corresponding growth in the domain of infrastructure. This is especially so in the different sectors of transportation – of goods and people. This specialist industrial design course offered by MIT's Institute of Design is concerned with addressing holistically the needs of transportation devices and systems in a broader context. It acknowledges the need to reconsider transport products in the framework of the present day scenario vis-a-vis the economic and social needs, the need to analyse the success or failure of existing systems and devices, and to propose future transport solutions.

## Automotive Clay Sculpting

Automotive Clay Sculpting help translate a designer's vision into a tangible reality. Clay modelling is still commonly used by OEMs in automotive and product design industry. This is a way to pre-visualize concepts which help in decision making before taking the products further for manufacturing. MITID has developed this programme in close collaboration with SIAM.

## Automotive Digital Sculpting

Automotive Digital Sculptor prepares mathematical data or 3D model using concept anticipated by a designer. This data is needed for various downstream activities of a vehicle design & development programme. This requires ability to understand the creative design process, work with fine details, trade-off between design & engineering and work at a high level of skills in Alias® & allied softwares. The digital sculpting is an essential part of the creative design process and the common chord between Designers and Engineers.



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