

Career in Automobile Designing

The Art of Automotive Innovation



If you are passionate about cars the way some are about music and movies, if you can tell the make and model of a car with only a fleeting glance and if your favourite magazines are Popular Mechanics, Road Track, Motor Trend, and Car and Driver, here's the most suitable career option for you! Most companies that hire automobile designers prefer candidates who hold a bachelor's degree in industrial design or transportation design. Automotive engineers are also considered for the role. Students with sculpting and drawing skills have a natural edge in this profession.

Engineering design, CATIA and Autodesk AutoCAD are some of the core technical skills taught in the design schools. Other topics taught during the course include drawing, 3D design, design and colour theory, model-making and industrial materials. Most universities also teach students to create a portfolio of their work showcasing their artistic and design abilities.

In India, some of the top colleges offer undergraduate and postgraduate courses in automotive and transportation design. B Des. and M Des. courses are available at IIT - Guwahati, IIT Delhi, Bombay, Kanpur, National Institute of Design, Ahmedabad offers a 4 years B Des. program in product design. IDC at IIT Bombay offers a course in 'Mobility and vehicle design.' It also offers an M Des. degree programmes in Industrial Design, Visual Communication,

Top Colleges:

India

Duration: 4 Years

Fee per course/annum:

₹ 160,000 - 5,20,000

- National Institute of Design, Gandhinagar, Gujarat
- DSK-International School of Design, Pune, Maharashtra
- MIT, Pune, Maharashtra

USA

Duration : 4 Years

Fee per course/annum:

USA \$40,000 - \$50,000

- Art Center College of Design, Pasadena, California
- College of Creative Studies, Detroit, Michigan
- Pratt Institute, New York City, New York

UK

Duration: 3years

Fee per course/annum:

£30,000- £45,000

- Royal College of Art, London, UK
- IED, Turin, Italy
- Strate School of Design, Paris, France

Career Prospects

Following are some of the job profiles that automobile designers work as:

- Interior and Exterior Automotive Designer
- Automobile Accessories Designer
- Motorcycle Designer
- Aeroplane Designer
- Watercraft Designer
- Recreational Vehicle Designer
- Alternative Personal Transportation Designer
- Transit and Urban Planning
- Specialist Vehicle Designer
- Aircraft Interior Designer
- Automotive Design Strategist
- Transportation Product Strategist

In India, Maruti Suzuki, Tata Motors, Force Motors, Mahindra and Mahindra, and Hindustan Motors are some of the Indian companies that make passenger vehicles. The manufacturing units of foreign companies like Volkswagen, Toyota, Nissan, Hyundai, Honda, Chrysler, Fiat, General Motors, Ford and BMW are also present in India. Eicher Motors and Swaraj Mazda make commercial vehicles. Manufacturers like Hero Motocorp, Bajaj Auto and TVS make two-wheelers. The manufacturing units of Royal Enfield, Vespa Scooters, Yamaha, Suzuki and Honda are also present in some major cities in India.

Specialized Certifications in Automobile Designing:

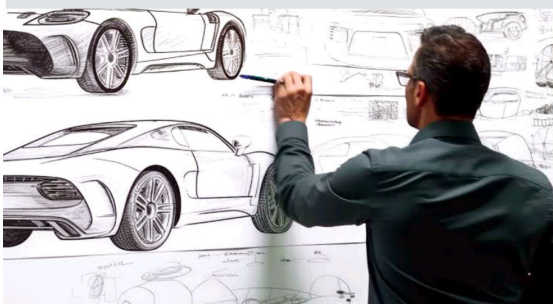
- Automotive Design Certification
- CATIA for Automotive Design
- Alias Automotive Certification
- Vehicle Dynamics and Aerodynamics Certification
- Electric Vehicle Design Certification
- Interior and Exterior Automotive Design
- Automotive Clay Modeling
- Advanced Surface Design Certification
- Sustainability in Automotive Design
- Transportation and Mobility Design Certification
- Advanced Automotive Engineering Design Certification

Pros

- Work satisfaction in designing vehicles for practical use.
- Opportunity to travel abroad and work from client's site.
- Allows for regular creative outputs.
- Work in various sectors like luxury cars, electric vehicles, or concept designs.
- Contribute to designing eco-friendly and energy-efficient vehicles.

Cons

- Heavy reliance on creativity becomes a hindrance when inspiration is lacking.
- High pressure and tight deadlines.
- Limited job growth opportunities.
- Ethical and moral dilemmas related to the social and environmental impacts of their designs.
- Receiving criticism and feedback from clients and stakeholders.



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