



Car Design Academy

2021 Issue

Web Pamphlet

**You will find a special offer somewhere in this Pamphlet.
Please make sure to read it until the end.**

Vision

"I Love the creation"

"I enjoy imagining designs."

"I want to create products that capture many people."

"I love everything related to transportation."

**For those people who have such feelings,
what the world needs now?**

"To offer anyone, anywhere in the world the opportunity of learning car design at a professional level -this is the main goal of our academy."

Our challenge has just begun.



Welcome to
Car Design Academy.
Principal **Takeru Can**

Features

Here are 3 features of the Car Design Academy.

01 Study

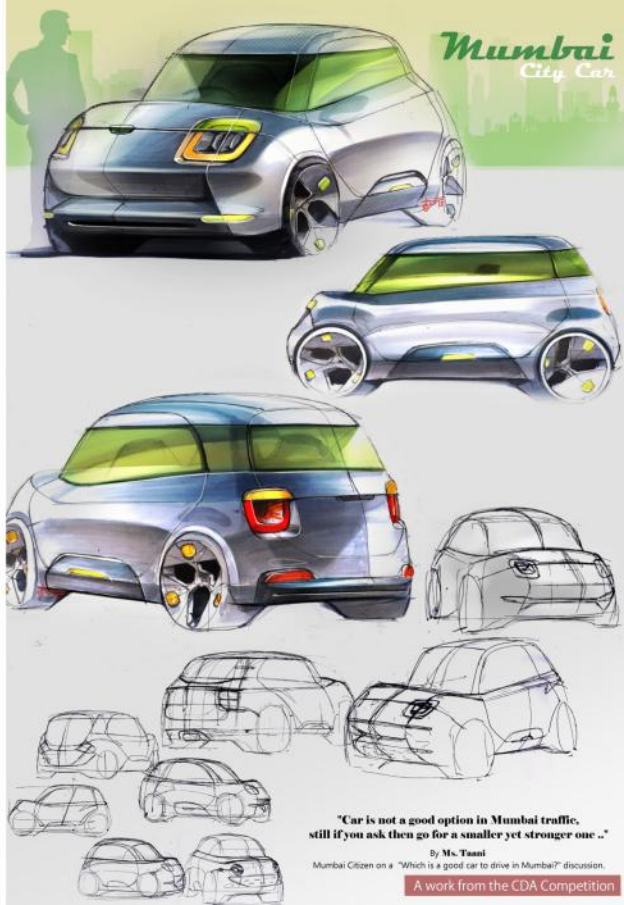
Our curriculum is designed to acquire the necessary skills for becoming a professional car designer. Students learn on a one-to-one basis with instructors who actively work in the industry, which ensures all the covered material is relevant to updated information in the field, which you never find in other texts or books. Students receive a personalized feedback video from the instructors in each lesson, and it

02 Rivals

Our courses are taking from over the world today, and more than 200 students are learning at CDA now. Students interact with each other by online. They enjoy the communications, sharing their thoughts and dreams with other students, and able to inspire each other to improve.

03 Support

Nori, Inc., as a car design company, frequently coordinates with design department of car companies. So, CDA has knowledge on car companies's latest needs, which reflects on our advices to students.



Study

We create a system in which anybody on the globe can receive our education. In addition to the instructors who actively work in the industry, you will learn at the professional level with the curriculum and course contents in CDA.

We guarantee your dramatic improvement by a precise evaluation and appropriate instructions from CDA instructors who are all working as professional car designers.



A video check&correction and feedback will be provided at every lesson.



An original textbook and reference materials.



A sketch before taking our course



A sketch after 6 months

One-on-one lesson with our instructor via video chat

At the beginning and the end of a course, there will be a meeting with your course instructor.

Questions are always welcomed.

When you are in trouble during your practice, you are welcomed to ask for help using our web system.



Colleagues

Boasting 200 registered students, the highest number in Japan, we have a system that students can compete, through which students improve their design skills, creativity, and motivation. By commenting on each other's works, students will realize many things. Also, we hold our in-school competition, supported by car companies.

CDA Competition Students compete their skills and ideas.

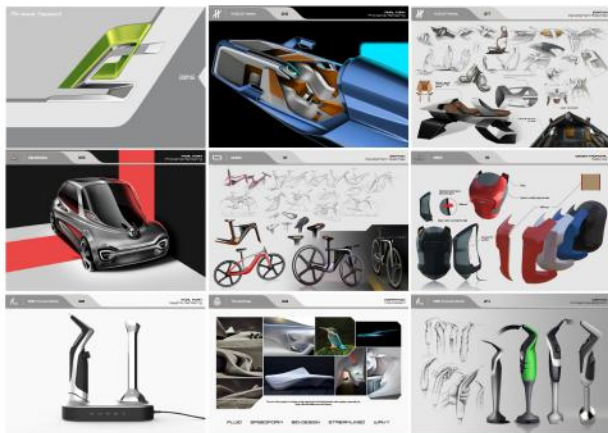


The 4th CDA Design Competition held at Daihatsu's Tokyo Design Office

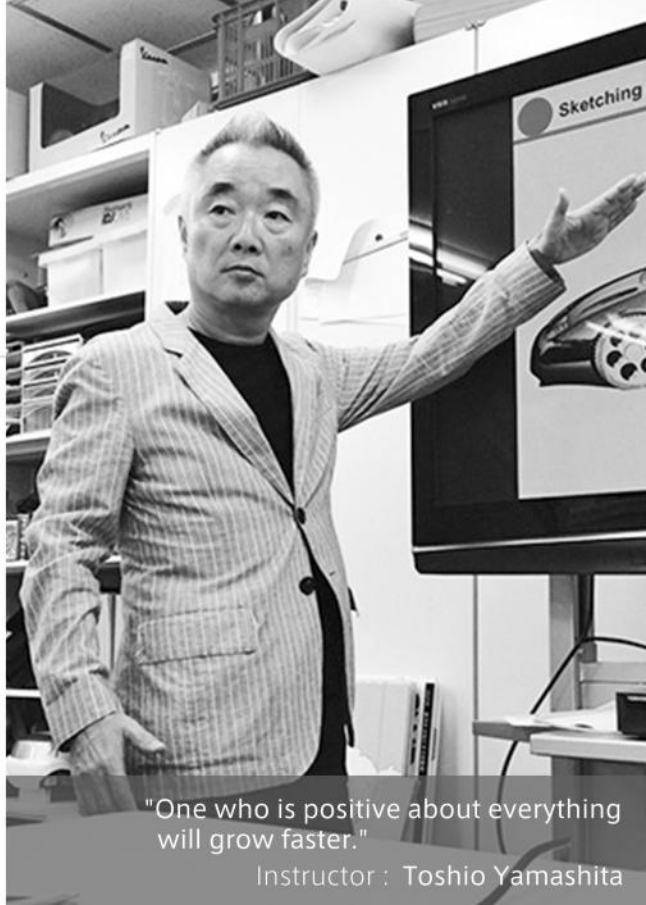
Support

We support your job hunting. Our instructors will help polishing up your portfolio. In the video meetings before and after the course, you are welcomed to discuss about your job hunting. CDA has been producing professional car designers every year since its founding year.

Our instructors' advice will make your portfolio even more attractive.



Aside from our course works, CDA also help students' works for their school assignments.



"One who is positive about everything will grow faster."

Instructor : Toshio Yamashita



JAPAN
2018

TOKYO 2018

TOKYO CROSS OVER

TOKYO 2018

20/8

A work from the CDA Competition
Theme: 2018 Tokyo SUV



What is valuable is to try all
and every possible ways.

Instructor Miki Hattori



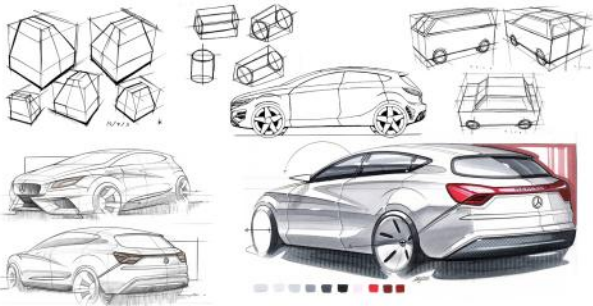
To output, quality input is important.

Instructor Takayuki Yamazaki

Curriculum

Car Design Total Course

A special program contrived by professionals to help acquire car sketch skills, creativity, idea development abilities



First Half of the Course (12 Lessons): Acquiring car sketch skills

Lesson 1,2 Learning sketch > Lesson 3,4,5,6 Line Drawing > Lesson 7,8,9 Marker Techniques > Lesson 10,11,12 Digital Techniques

In the first part, line drawing (a basic in sketching!), basic knowledge of perspective, and styles ad categories of cars will be covered.

A comprehensive studies on drawing side view and quarter view sketches paint techniques using markers and digital tools will be offered.

Second half of the Course (12 Lessons): Creating a portfolio to be hired

Lesson 13,14 Concept development > Lesson 15,16,17,18 Idea sketch > Lesson 19,20,21 Rough rendering > Lesson 22,23,24 Presentation board

In the second half, you will create your own design work. Tips for developing thumbnail sketches from concepts, ways of development, and fully digital rendering techniques will be covered.

At the completion of the course, you will have a finished portfolio in your hands.



Compact Car
2011 Mumbai



Mumbai
City Car 2



CARLOS RIVERA



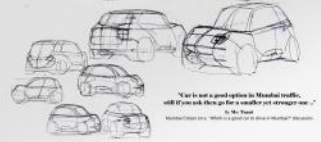
Mumbai
City Car



Crossover



Compact Car
2011 Mumbai



"It is not a good option in Mumbai traffic, still if you ask them go for a smaller yet stronger one."
- S. M. Patel
Mumbai City Car - Which is good to be in a Mumbai traffic.

A work from the CDA Competition
Theme: A compact car which will be used in Bombay in the near future



How do I become a car designer?

"I want to become a car designer." That is what you think in your head, but, you do not know how to?

Points

Start early

What is in common with many students who have been offered a job is that they started early. It is important to always think what to be done to become a car designer from day one at college.

Efficient Studies

Aside from the regular school assignments and course works, how can you improve yourself in your limited spare time? What is important is to know what to improve further and what to be supplemented. The fastest way is to have

Creating Peers

Your creativity will be stimulated by creating peers. Also, a healthy degree of competition will speed up your growth. There are matters only understood by such peers. The experience with your peer is an important element to become a professional.

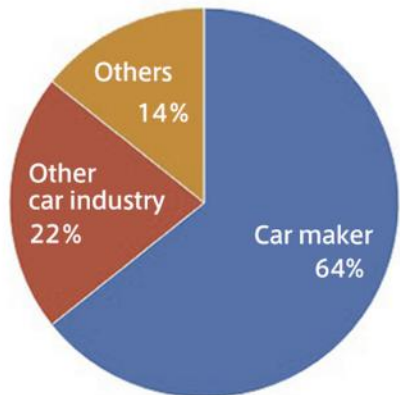




What is Car Design Academy?
Can I really become a professional?

CDA DATA 2017

■ The results of job-hunting



■ Car makers

HONDA

DAIHATSU

Other leading car companies

■ Car design modeling company

■ Car parts company

■ Leading consumer electronics company

Interview with an appointee for a job

Agri Bisono

CDA has helped me build my portfolio, and the things I have learned were very similar to my internship. Also, I feel that many schools across the world do not support the job search process, but CDA was very aggressive in the job search process in the Car Design industry.

Never surrender and be positive. Be an idealist. I was always comparing my works with great designers' works. By taking my time to look over my own work, it gave me time to put aside my competitors' works and helped me find some room to improve in my own works and made me feel freer.

[More Info](#)





Will I be able to continue?

I am a little worried because it is online.

Study online. You may be worried if it is the first time for you. Stop worrying. A method that you can grow through online lessons is ready at CDA.

Follow

Difficult things to tackle on by yourself may be easily overcome if you have buddies. To have good competitors help you grow at your best. CDA not only provides a good learning environment but also fosters your connections with peer groups.



Events

Supported by corporations such as Car Styling Magazine, Mazda, Yamaha Motors, Subaru, Japan Transport Engineering Company, Too, Daikanyama Tsutaya, among others, CDA held the first 'Ultimate Car Design Battle' in August, 2015. Candidates who had passed regional selections competed their sketch skills, design quality, and creativity using just their pen and markers.



Courses and Fees

CDA coaches individual students from beginner to freshman designer matching the level to each student.

*For more details of CDA Exterior course , [click here](#).

Monthly Payment Plan

The tuition is paid every month for the course until completion. You can select a plan depending on your learning pace.

Plan	Tuition	Entrance Fees	Feedback/Month
Plan L	\$449	\$349	3
Plan M	\$349	\$349	2
Plan S	\$199	\$349	1

Plan L: You will receive 3 feedback videos from your instructor per a month. This plan would suit learners who would like to improve their skills in a short period of time.

Plan M: You will receive 2 feedback videos from your instructor per a month. This plan would suit those who take our course while going to school or working.

Plan S: You will receive 1 feedback video from your instructor per a month. If you would like to learn at your own pace or at a slower pace than the rest of plans, this plan would suit you. This plan is also preferred by people who would like to try our courses.

*You can carry over unused feedback into the next calendar month (up to 3 months).

*You can change your plan at any time; however, in that case, you cannot carry over unused feedback.

FAQ

Q. I am a total beginner. Am I going to be fine?

A. These courses are designed in such a way students of all levels can learn — with great considerations to beginners as well. Our system accepts questions at any time, and we thoroughly support you thorough to help you master skills. There was even a case a student who was a complete beginner got hired right after his graduation from college.

Q. Can high-school students participate?

A. Yes, they can. We have a student who is freshman at a high school. URL for guardians.
<https://cardesign.jp/global/guardian.html>

Q. I am a little skeptical about CDA because it is an on-line school. Would I really improve?

A. Yes, you will. You will not be by yourself. You can always ask questions, and we have a video chat session before and after the course.

Q. Are professionals allowed to register? If so, what are main reasons for such people to take

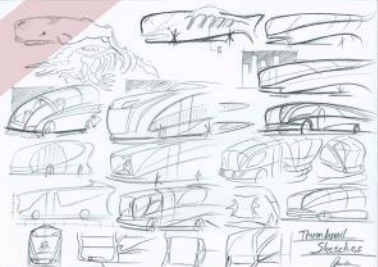
A. Yes, off course! Most professionals are workers for car related companies. Most of them take our courses for one of the two following reasons: to change jobs as car designer; or to expand their perspectives and improve their performances at their current jobs.

Q. Tell me an appropriate amount of homework.

A. It depends on individuals' sketch level and speed of comprehension, but I would say 1 hour a day during the week and 2 hours a day on weekends should be secured. You can access course materials and other students' works online even after your course period has ended.

Q. What should I have to start this course?

A. Just a PC is the only requirement in the beginning. You need to get markers, digital tools, pen tablet within the first 3 months. Recommended markers are either Copic Classic or Copic Sketch. (colors: C1, C2, C3, C5, C7, C10, RM02, RV29,B41) The recommended digital tool is Photoshop or paint tool SAI. For pen tablet, Wacom products are recommended.

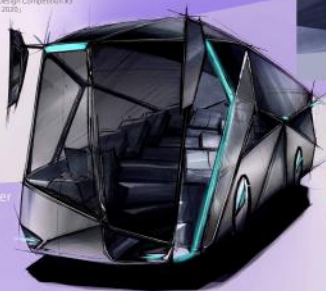


Tommaso
Staschke



Jumbo Whale

Car Design Academy Monthly Design Competition #3
Theme: "Long Distance Bus in 2020"

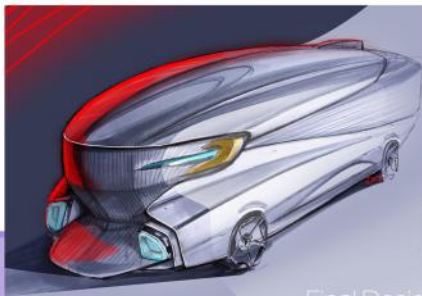


Landscape Theater



視界をイメージしたウインカー一体ミラー

タイヤカバーと視野性の高いサイドマーカー



Final Design



Commercial Mode

7.0m x 2.5m x 2.5m
L2D for Commercial operation
& 10m x 2.5m x 2.5m



A work from the CDA Competition
Theme: "A large bus in 2020"

Interview

An interview with a CDA student who gets accepted into the auto company

We had an interview with a former student of the Car Design Academy's Total Course to know how his experience in Car Design Academy has prepared him for his career.

I want to work for different design studios to get different experiences and get new contacts to grow as designer.



Jonathan Kasumba

Country
Uganda
Employer
Car Company
Job
Car Designer

“The biggest thing which helped me was participation in competitions, in which everybody was allowed to express themselves and bring all they had learnt.”

Why did you choose CDA?

I chose CDA because it was more affordable option than other schools. More importantly, it was the teachers, they are real professionals who know exactly what car design is. Also, the Japanese car industry is very unique to me. Each design is always different.

What is your current work?

I work for Mureza Auto Company in South Africa. I mostly draw to explain what the product should look like to give different design ideas and technical solutions. The current designs are not as futuristic as I want, but the company has a lot of potential to grow into the future.

What do you think good about CDA?

The way it is structured is very important because it starts from basics; gives you the grounding that you need to improve, and, especially, developing an idea. And more importantly, developing skills in sketch and perspective are, at times, not taken seriously, but the teachers are serious about these, which I like about this course.

And CDA walks you through. After each lesson, there is a video, which literally teaches all the points you need.

The biggest thing which helped me was participation in competitions, in which everybody was allowed to express themselves and bring all they had learnt.

Mr. Can has been very instrumental. He is genius in car design. The way he instructs works. And the video helps so so much.

Could we have your message to current students?

This course gives you a full foundation required to build your skills in car design to be able to direct you into the field of car design. And it gives you the whole picture of what car design is all about; how you can enter to the industry, understanding skills that you have, and realizing the importance of creative aspect of car design; many do not know the step by step breakdown of the creative part of car design. That is what CDA impressed me, and I believe it will help people who do not know about car design and also, people who already know about car design.

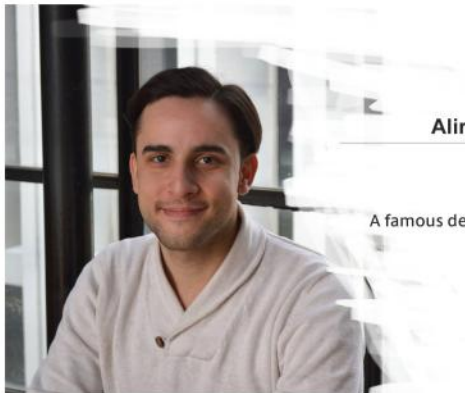
I encourage many to take this course, but, my advice is to be very driven because this course is so intense. You have to be driven and passionate.

Interview

An interview with a CDA student who gets accepted into the auto company

What are some tips and advice to get your foot into the auto company or auto industry? We had an interview with a former student of the Car Design Academy's Total Course, to know the secret recipe that allowed him to enter this exclusive and very competitive field.

The fact that I get to work with extremely talented people inspires me to improve and get better day by day.



Alireza Saeedi

Country

Canada

Employer

A famous design company

Job

Car Designer

“It was a great pleasure being instructed by Mr. Can. Although I got my feedback in a video format from him, the communication and the input that I got from him were amazing.”

Why did you choose CDA?

It was a difficult time for me to stay focused on car design while studying industrial design at school. I needed something to help keep me motivated. And other schools for car design were too expensive for me.

How did you like instructors?

I mostly worked with Mr.Can. It was a pleasure being instructed by him. Although I got my feedback in a video format from him, the communication and the input that I got from him was amazing. I would get 20-30 minutes of feedback every time I submitted my work. He pushed me a lot, and that helped me to get better.

What is your current job?

I work at Kiska as a designer. It is a combination of product design and transportation design which is the ideal combination for me.

Please share your word of wisdom with people who study or work in other field and want to become a car designer.

Anything you do in life is to express yourself to the best of your ability, no matter what you do as a job. Car design just happens to be a job, but as long as you love it and find it to be a path in life where you can challenge yourself and grow, then go for it.

However, there will be lots of ups and downs in design. There is and will be always somebody more talented than you, there will always be a different opinion than yours but what counts is to have drive and persistence. Persistence helps you to focus on the process, and not care about the final result. That's where the growth happens, as you go through the process. The process however can be frustrating and seem disappointing. But as long as you are willing to be honest to yourself, to know that you are not good enough, to know that the final result of your work is not guaranteed to be amazing or good, then you will focus on the task at hand. Work hard and do it every day, and you will see improvement.

But keep in mind to be conscious about the purpose of what you are doing. Don't design just for the sake of designing. Find your reason why it makes it significant to you. For each one of us that "why" is different, but that's OK as long as you know it and do it to the best of your ability.

Portfolio

Works by CDA students

Here we introduce some of works by CDA students.

TESLA

DESIGN AND DEVELOPMENT

With the new design, the car is more compact, more agile and more powerful. The new design is more compact, more agile and more powerful. The new design is more compact, more agile and more powerful.



High Price Level
The car is more compact, more agile and more powerful. The new design is more compact, more agile and more powerful.



Speed & Range 20
The car is more compact, more agile and more powerful. The new design is more compact, more agile and more powerful.



Autonomous Driving
The car is more compact, more agile and more powerful. The new design is more compact, more agile and more powerful.



Self-Driving
The car is more compact, more agile and more powerful. The new design is more compact, more agile and more powerful.



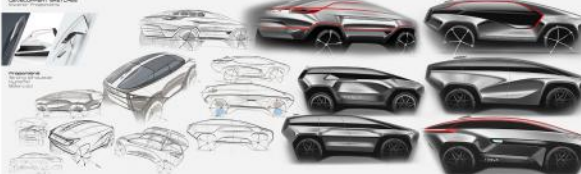
TESLA

DESIGN AND DEVELOPMENT



TESLA

DESIGN AND DEVELOPMENT



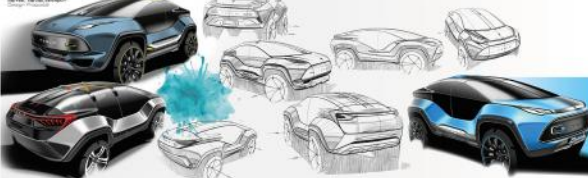
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DESIGN AND DEVELOPMENT



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TESLA

DESIGN AND DEVELOPMENT



TRIANGLE TUK-TUK PROJECT

www.trianglestudio.com



THE TRIANGLE TUK-TUK PROJECT IS A CONCEPTUAL DESIGN FOR A FUTURE TRANSPORTATION MODE. IT IS A SMALL, COMPACT, AND EASY-TO-USE VEHICLE THAT IS DESIGNED TO BE A SUSTAINABLE AND AFFORDABLE SOLUTION FOR URBAN TRANSPORTATION. THE DESIGN IS INSPIRED BY THE TRADITIONAL TUK-TUKS OF SOUTH ASIA AND THE NEED FOR A MORE EFFICIENT AND ENVIRONMENTALY FRIENDLY MODE OF TRANSPORTATION IN DENSE URBAN AREAS.

Target User



Age: 18-65 years old
 Gender: Male & Female
 Education: High school, college, university
 Income: Middle class
 Occupation: Various

Reason: Easy to use, safe, reliable, and affordable
 Environmentally friendly, low noise, and low pollution
 Suitable for use in urban areas

Situation



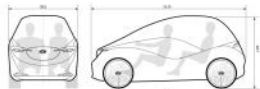
Source: Triangle Studio

Concept

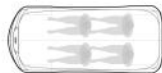
The concept is a small, compact, and easy-to-use vehicle that is designed to be a sustainable and affordable solution for urban transportation.

Cultural Heritage
 Passenger Oriented
 Lightness

Image Board



Unit: mm



Design Process

Initial Sketches



Source: Triangle Studio

40 Concepts Design



Source: Triangle Studio

Layout Drawing



Rendering



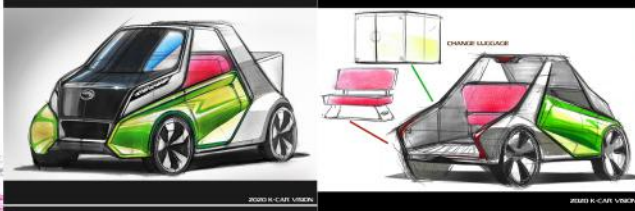
Thank you



Design Competition



Development Sketches



OSAMU IWANA

OSAMU IWANA



The doors can be opened on both sides if they are opening sideways. Also inside, closely packed car seats can be easily boarded by the driver and the passengers.

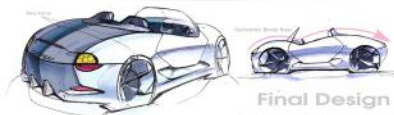


Concept : "Wearing My K-car"

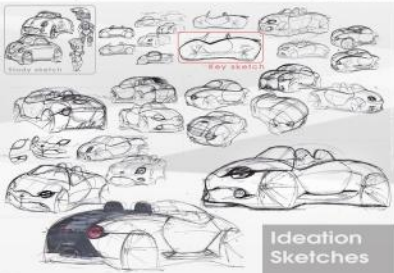
The K-car is very compact, functional, and useful in a daily life. So she would like to appeal for herself like one of accessories.



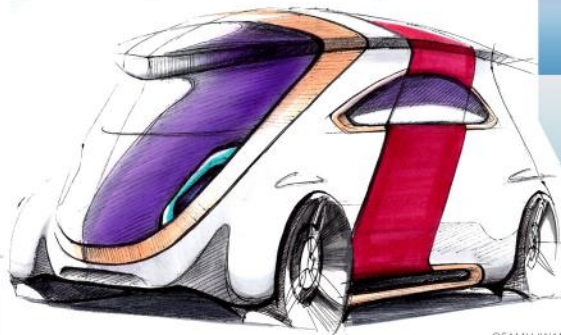
DAIHATSU Open
2020 Re-Vision



Final Design

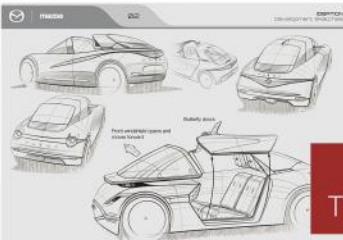


Ideation Sketches



OSAMU IWANA

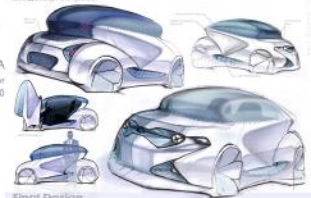
Car Design Academy Monthly Design Competition
Theme: "Design the future Kei Car for 20"



OSAMU IWANA

OSAMU IWANA

Design Competition



Final Design

A work from the CDA Competition
Theme: To think about a K-Car in 2020

Students

We introduce some of the voices of current students.



I wanted to choose car designing for my future but there was no course for car designing at my university.

Masanori Koshiro

Corrections and feedbacks of the instructor is very detailed. Works I though I submitted with perfection are corrected to make me realize that I had wrong understandings and reveal points I did not know. Absorbing such coaching is really helping my level-up.



It is very helpful to have responses to my questions very quickly.

Kenji Tanaka

Working makes it hard to act for change. It is not easy to go back to school once you start working. At CDA, you can work and study under a supportive environment. It is a very good environment for ones who are able to absorb quickly.



I look back the text and read about how to use Copic and PC renderings skills whenever I have time.

Shuji Urasaki

I draw at least 20 pieces every day and practice coloring using both PC and marker. Then I move onto creating pieces to submit to CDA and include in my portfolio. I spend all of my time on practice beside going to school and to a part time job to support my living. I can really feel the quality has changed when I compare my sketches before starting the course and after starting the course.



I practice myself, take lessons at Academy, and get stimulated through interactions with other students and the competition.

Kazuki Sakurai

It is impossible to have your work judged in clear ranking orders, unless you are a car designing major at a school, so, the CDA competition is such a precious stimulating experience. The CDA competition only accepts hand drawing, so, it is a good opportunity to learn Copic rendering. I absorb Copic rendering skills from other candidates' works. It really is stimulating.



Company Information

Company Name	NORI, inc.
Location	15F Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512 JAPAN
Board of Management	Chief Manager Takeru Can
Company Profile	Nori Inc. is a company specialized in product design, especially focused in automotive design. We also provide support business for making product prototypes and online education services for design.
Major Bank	Mitsui Sumitomo Bank, Odawara brunch
E-mail	cda_global@cardesign.jp
URL	https://cardesign.jp/global/



Updates

If you are considering taking our courses.

We offer Trial Course, a two-week introductory course.



https://cardesign.jp/global/cda_trial.html

We offer a trial course for those who are worried about taking an online course. You will receive 4 lesson, and one video chat session.

We believe your anxiety will disappear once you experience actual lessons.

If you are considering taking our course, do not hesitate to take Trial Course.



<https://cardesign.jp/global/orientation.html>

We have a free individual information session for those who want to know about CDA further.

We will show our textbook and movie samples; explain process of learning and getting a job; introduce portfolio of our students, and so on.

A Special Offer Just For Those Who Downloaded Our Web Pamphlet!

Thank you for taking the time to read the entire pamphlet!

We will offer special offers only for you who read this pamphlet to the end. When you apply a course in one of the following courses, You will receive 1 feedback video from your instructor per a month. If you would like to learn at your own pace or at a slower pace than the rest of plans, this plan would suit you. This plan is also preferred by people who would like to try our courses. The offers are only valid when you apply the course within 1 week from the date you requested this pamphlet.

Entrance Fees: \$349(Original price) → \$299

Tuition/Month: Plan-L→11%off, Plan-M&Plan-s→10%off

The discount of special offer applies to the first and second month only. You will pay the original price after that.

[Go to Special Offer page](#)

Take advantage of our best offer ever!

Organized by

 NORI, inc.