

A Comparative Study of Automotive / Transportation Design Programs and University: Industry Cooperation Models in Higher Education

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Abstract : This study aims to discuss and compare i) widespread and generic design, particularly industrial design education in relation to the specific needs of the automotive/transportation industry, and ii) an automotive/transportation design education model within and under to provide the conditions of design education and automotive industry, especially in Turkey and T.R.N.C. The automotive industry is the 11th largest in the world (\$1.51 trillion). One of the most important departments in this industry, along with sales, marketing and engineering, is the design department. The automotive industry is known as the locomotive industry, but there is a non-automotive design department on the academic side of Turkey. This suggestion; includes the presentation of a program proposal that meets the needs of the industry for Turkey and T.R.N.C., the second largest automobile manufacturing country in Europe. On the education side, industrial design education has become a generic title. Automotive design studios are divided into several subgroups. Even in the higher graduate education, the automotive design departments get their subgroups like exterior design and interior design. Transportation design, which is a subfield of industrial design, is offered as higher education in transportation design departments, particularly in America and Europe. In these departments, the curriculum is shaped to the needs of the sectors. Higher education transportation design programs began in the mid-20th century. Until those high education programs...Until these high education programs, the industry has adapted architectures and engineers for designer workloads. Still today transportation design graduates are not the majority of the design studios. The content of the study is an in-depth comparison of these institutions and how the requirements, demands of the industry are met in this regard and revealed. Some of the institutions are selected from Europe and US. To be analyzed under the headings of staff, courses, syllabus, University-Industry collaboration, and location selection. The study includes short, mid, and long term proposals and a hypothesis for discussion. In short, the study will not only provide a wide comparative scope of information on generic and specialized aspects of design education in different countries but also propose a higher education model for automotive / transportation design with solid data of requirements, methodology, and structure regarding learning outcomes, and especially industry cooperation.

Keywords : design education, automotive - transportation design programs, transportation design, automotive industry in Turkey /T.R.N.C., automotive design education in Turkey /T.R.N.C.

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