

Summary

The MacMillan Lecture

Car Design in the 21st Century

Close to 400 people attended this inspirational talk on Monday 18 September 2017. Ian Callum is Scottish born and educated and is one of the world's most acclaimed car designers. He has worked with many major car brands including Ford and Aston Martin. In 1999 he became Director of Design for Jaguar. His work has resulted in the transformation of the range, with many award-winning designs. In April this year his Jaguar F-PACE won the "World Car of the Year" and "World Car Design of the Year" in New York.



Ian Callum RDI
Director of Design
Jaguar



Jaguar Land Rover is the largest automotive employer in the UK. More than 1,450 graduates have joined their two-year graduate programme over the last five years. They have a world-class team with over 10,000 engineers and designers.

The design team that Ian Callum leads is a multi-disciplinary department, with skills ranging from design to model making, digital animation, 3D scanning, technical and through to programme management.



Many of the attendees were unaware that clay models are used in the car design process.

Activities in car design include: drawing, digital CAD modelling, digital concept sculpting - exterior and interior, clay modelling, visualization and augmented reality, digital surfacing, materials technology.

From initial design to final product, Ian's team consider: Brand, Cost, Engineering, Legislation, Packaging, Investment, Safety

"Design creates order out of chaos, but chaos is often required to simply be creative."

"Clarity of intent. I believe there must be clarity in a design. The intent of line, form and function must be clear and without ambiguity. Form and function must relate and take place in order. We define that order from a scale of practicality and emotion. All objects should have fascinating and dramatic visual architecture."