

# DESIGN

DECISIONS OF  
FORM + FUNCTION



**KYLE TRIPLET**  
**SCHOOL OF DESIGN**  
LOUISIANA TECH UNIVERSITY

WHAT IS  
DESIGN  
?

creating something meaningful

making decisions

WHAT IS  
**DESIGN**  
?

being creative

making something work

problem solving

making something appealing

accomplishing a task

# WHAT IS DESIGN ?

“In life we make **observations**. A deeper understanding and appreciation for how things work, and came to be, is the observer’s **reward** in life.

What sets a **designer** apart from a ponderer is the will to affect change, to **create**, and to make better. Our discontent is the basis for wanting to **improve** the things we observe.”

Morgan Knutston  
Graphic Designer



# WHAT IS DESIGN ?

A series of investigations, research, experiments and ultimately decisions that result in a solution to a specific challenge.



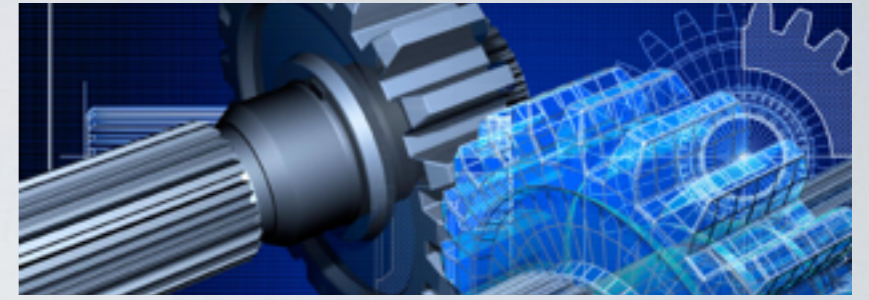
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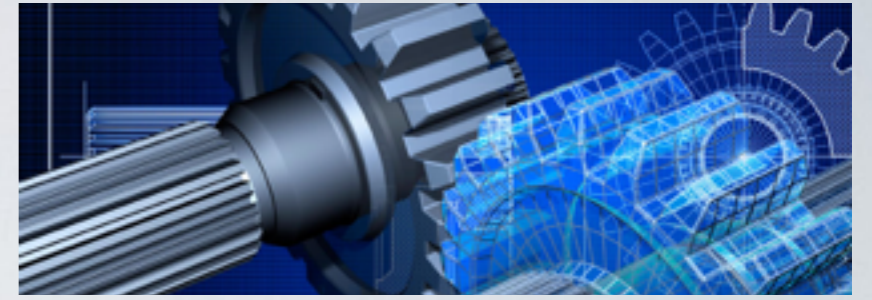


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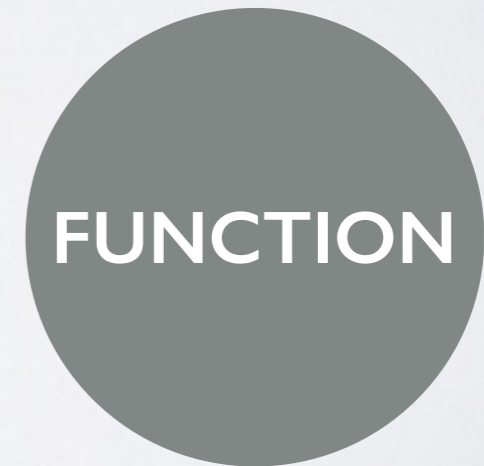




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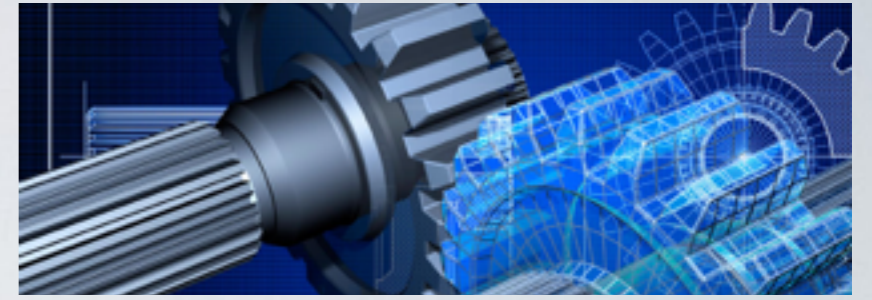


ART



ENGINEERING

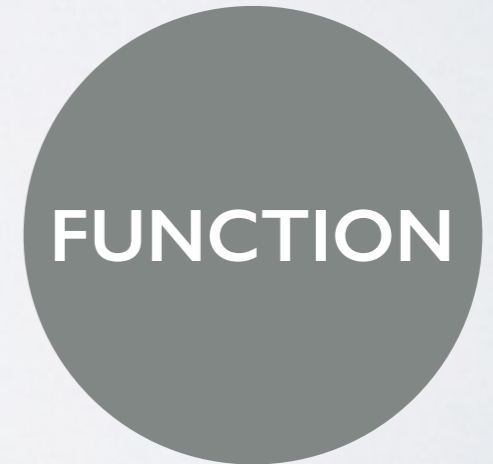




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ART

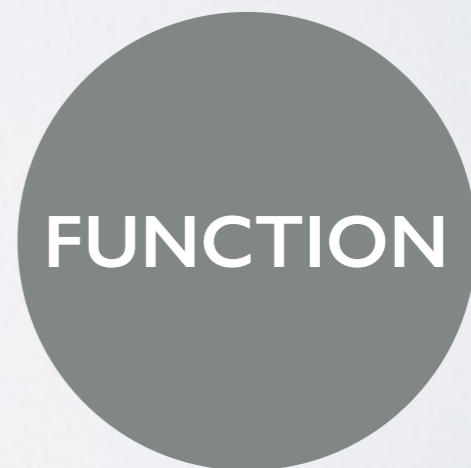


ENGINEERING





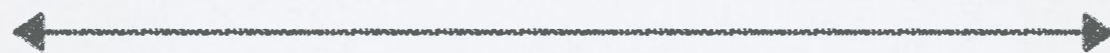
which is this?







MEANING

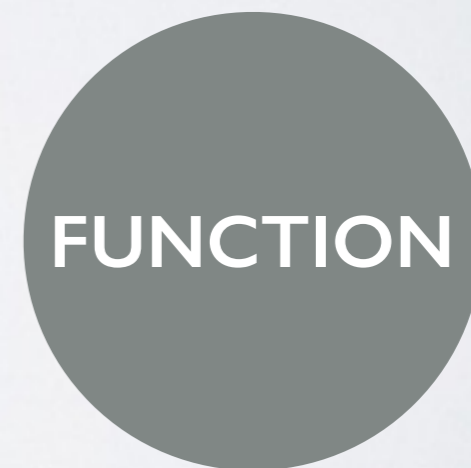
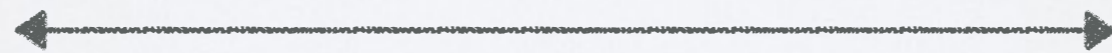


FUNCTION





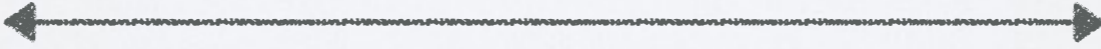
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which is this?

**MEANING**

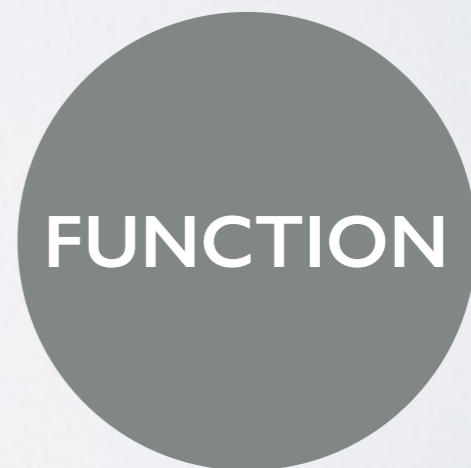
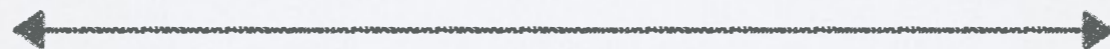


**FUNCTION**





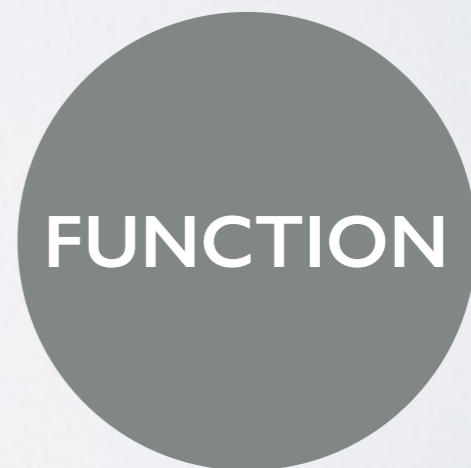
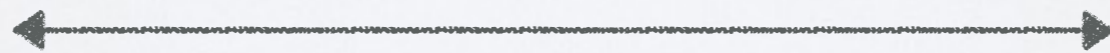
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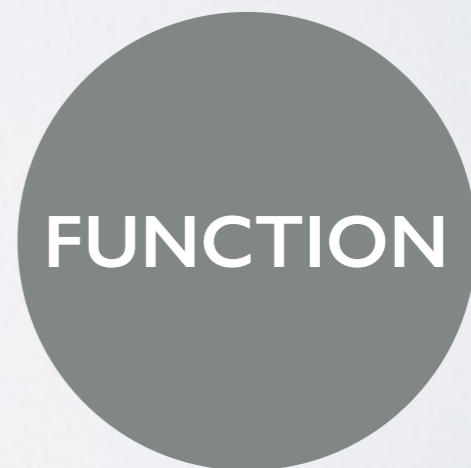
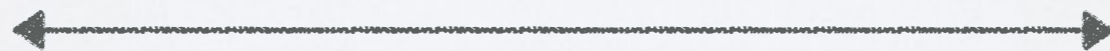
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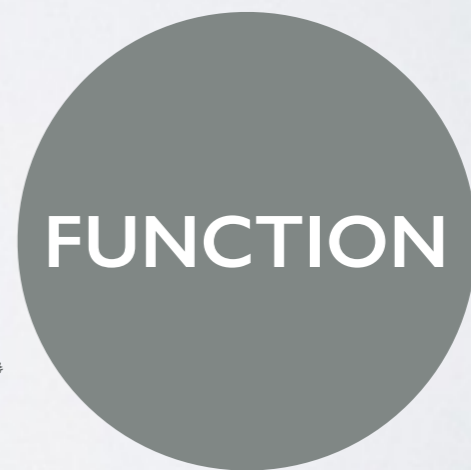




ART



ARCHITECTURE  
**AUTO DESIGN**  
PRODUCT DESIGN



ENGINEERING



...AND NOW ITS YOUR TURN



## VEHICLE BODY DESIGN COMPETITION

Each Team will receive  
4 plaster car models

Tip:

As a team create preliminary drawings, research car design and other source material.





...AND NOW ITS YOUR TURN

## VEHICLE BODY DESIGN COMPETITION

Each team will sculpt a plaster model into a unique design based on the team's identity

### Tips:

- Make a plan, use your drawings.
- Be detail oriented.
- Practice sculpting on a car model the team is less interested in.
- Great plaster carving how-to videos on YouTube.
- It may be helpful to sculpt 2 or 3 car designs and decide which is the strongest after seeing the completed object.



The image is a composite of two photographs. The left side shows a close-up of a grey clay car model, focusing on the front end with the headlights and grille. The right side shows a white car body, possibly a concept car, with a focus on the roof and rear window area. The text is overlaid on the right side of the image.

# VEHICLE BODY DESIGN COMPETITION

QUESTIONS?