

**imagination  
is a career.**



# what is Stellantis?



*These are the brands that make up Stellantis*

# who is Stellantis?

*Our designers come together from diverse backgrounds & skill sets to create new products. These are some key departments:*

interior design



exterior design



color & materials



clay sculpting



user experience



***Interior Design!***



# meet Ryan

***As an interior designer, Ryan spends his time designing the look and feel of vehicle interiors. He focuses on how key features like the instrument panel, center console, seats, and doors contribute to the sensation of driving the vehicle.***

***Exterior Design!***



# meet Taylor

***As an exterior designer, Taylor sketches cars. When a new project comes up, his team gathers inspirational images, then splits up to sketch their ideas. From there it's a friendly competition to see whose ideas will make it all the way to the show floor.***

***Color & Materials!***



# meet La Shirl

***As director of the color & materials studio, La Shirl's team is responsible for all of the materials that you can see and touch on the vehicle. This includes exterior colors & wheel finishes, and interior materials on seats, doors, and steering wheels.***

***Clay Sculpting!***



# meet Michelle

***As a clay sculptor, Michelle works closely with interior and exterior designers like Ryan and Taylor. She brings 2D drawings to life by sculpting full-scale clay models. This allows the design team to see & edit the final design before it's ready for the road.***

***User Experience!***



# meet Emilio

***As a UX designer, Emilio works to make sure that the in-vehicle experience is as good as it can be for users, especially when it comes to the screens that drivers and passengers interact with. He works directly with consumers to test, refine & validate his designs.***

# our vision

***As technology advances, the demand for creative minds will continue to grow. At Stellantis we believe that cultivating creativity is one of the most important things we can do to ensure a future full of successful, fearless thinkers.***

technology



art & creativity



fearless thinkers





**let's see**

**design**

**in action**

# designing the future: Portal



*Portal is a concept car created by Stellantis' design team.*

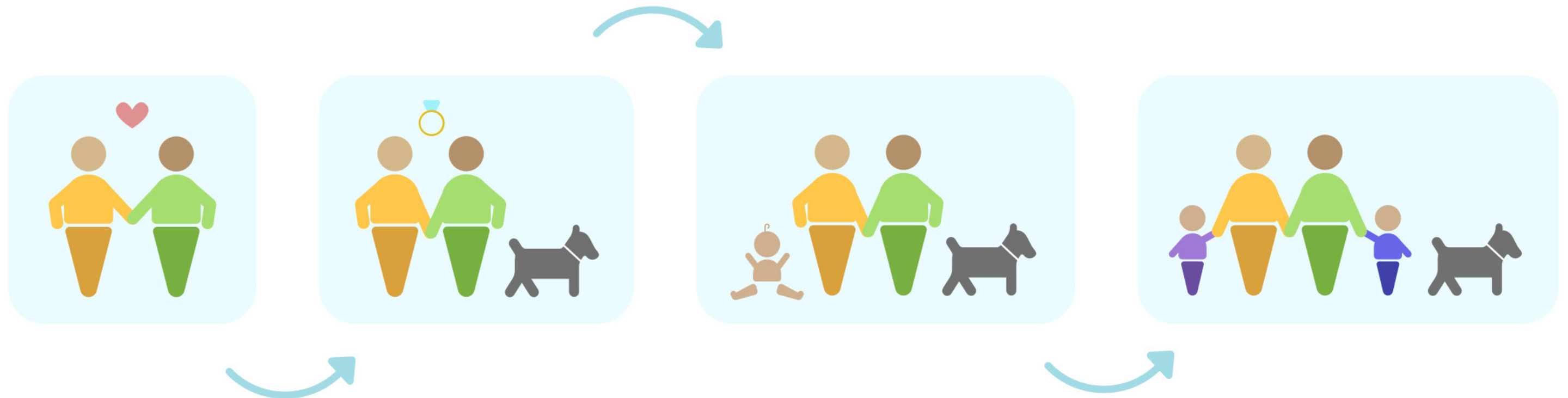
*It utilizes new technology and clever design to fit the rapidly changing needs of millennial families.*

***Project brief: What does the self-driving car of the future look like?***

# 1. discover & define

*At the beginning, Portal designers learned about the challenges that young adults face as their lives change rapidly from one stage to the next.*

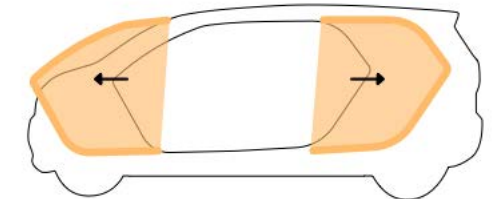
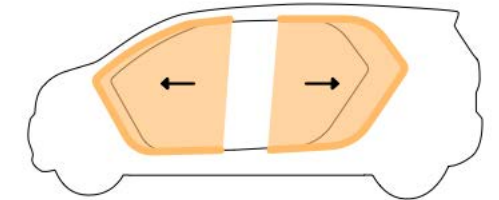
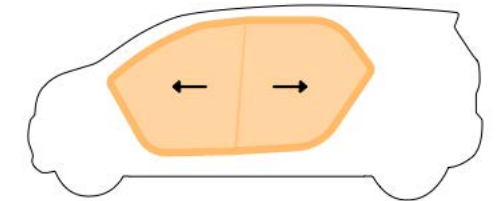
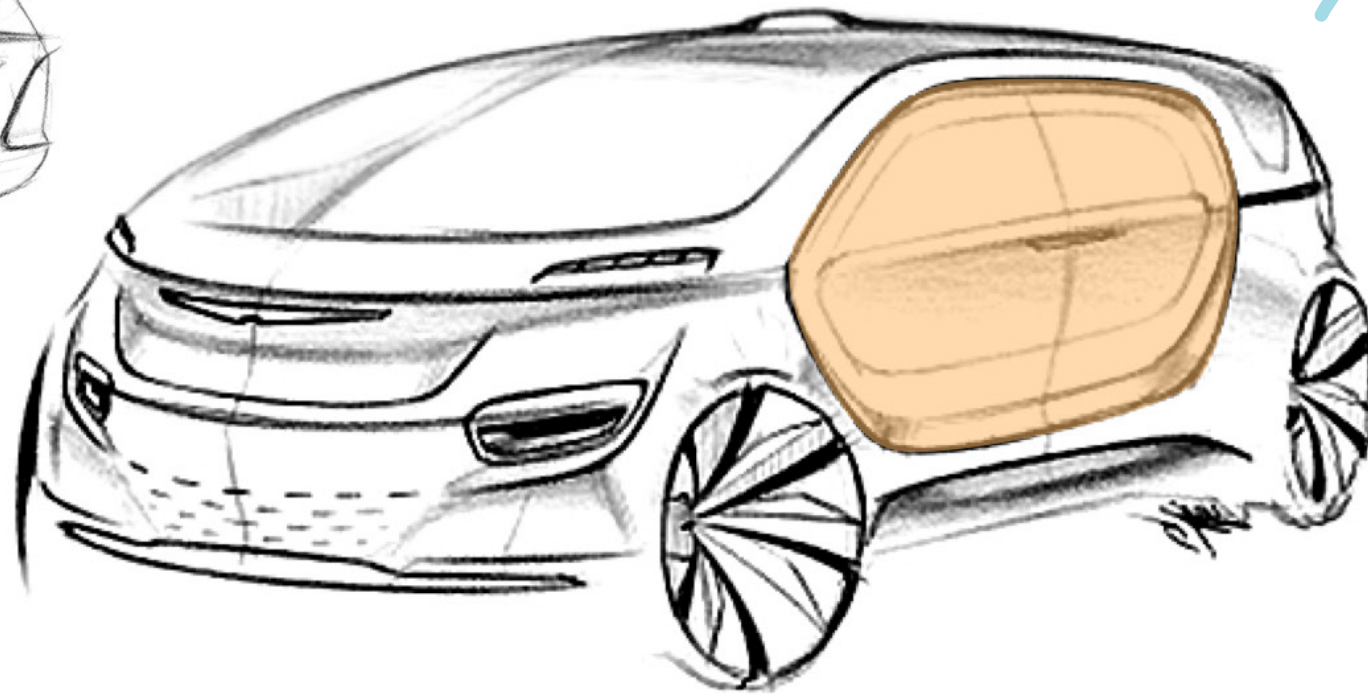
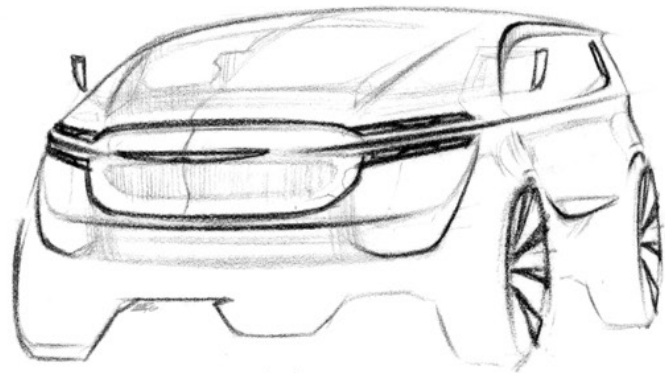
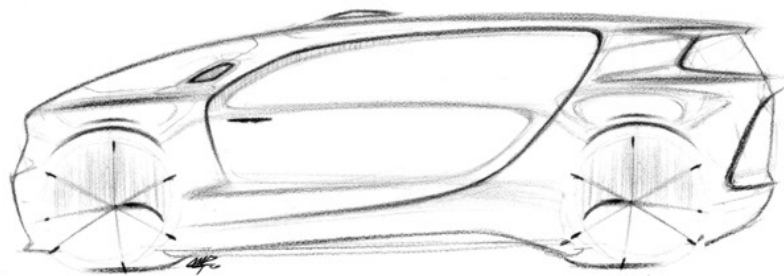
*This discovery drove the design of the vehicle!*



# 2. exterior design

*Exterior designers gave the vehicle a rounded, family-friendly form. They also designed the signature “Portal” doors, which open away from each other to make a single large entry.*

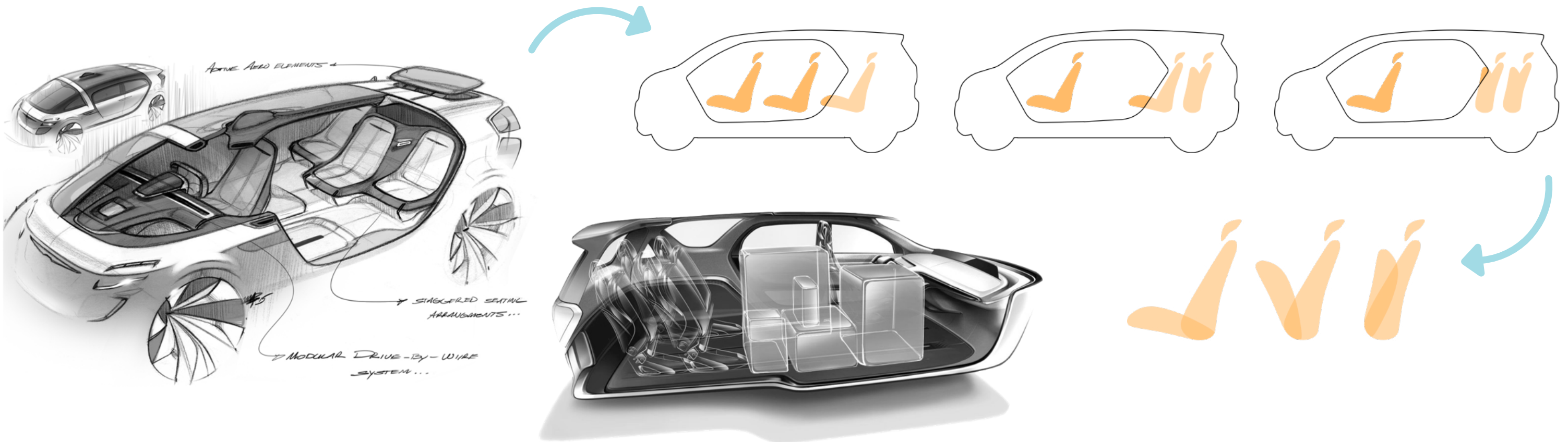
**“Portal” doors for easier access!**



# 3. interior design

*Interior designers maximized flexibility in Portal's interior by designing a reconfigurable seating pattern.*

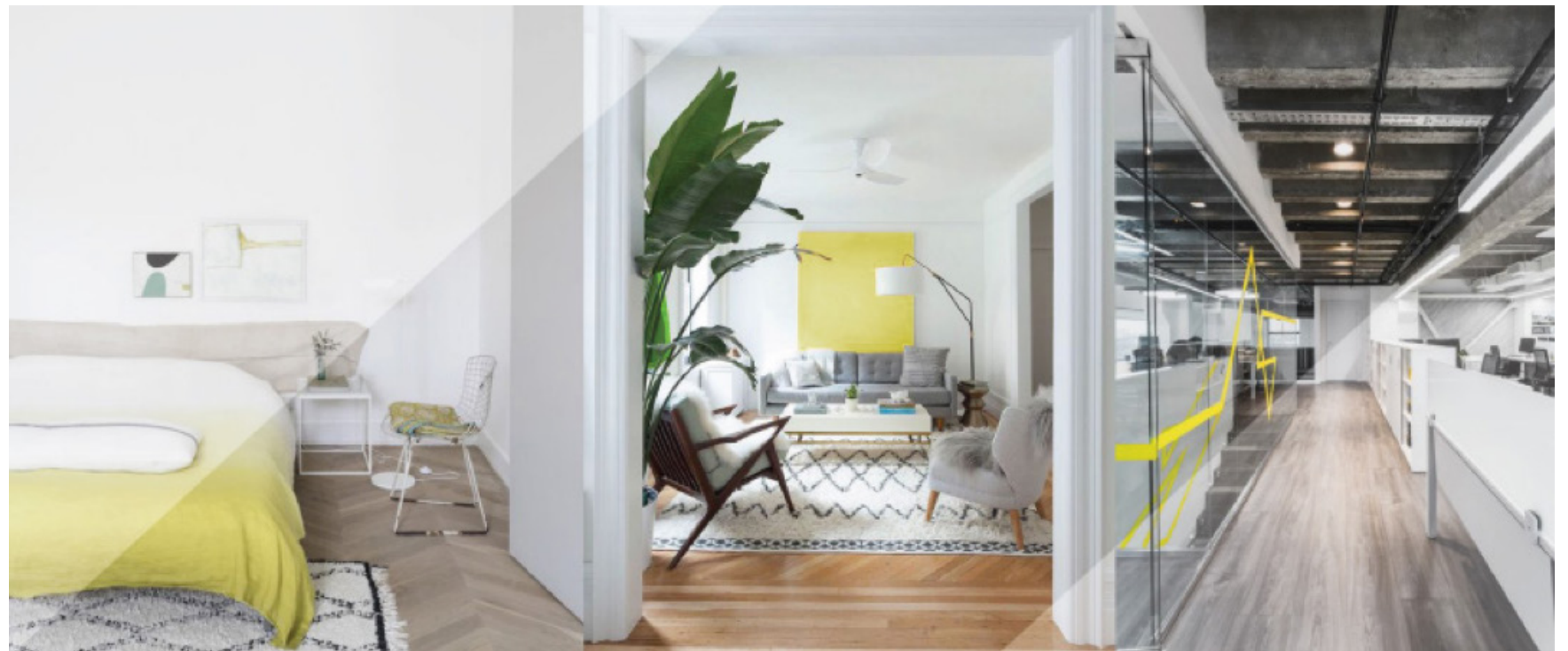
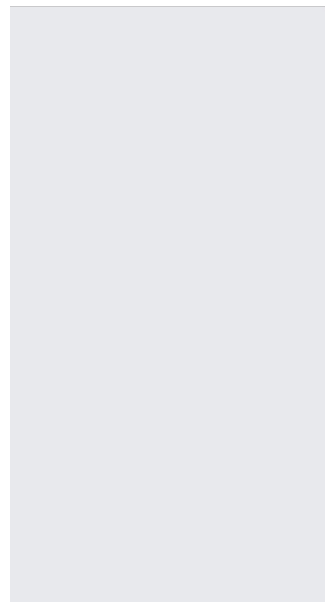
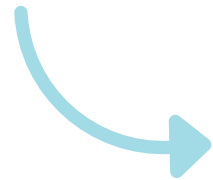
*Seats fold & slide to transform the space!*



# 4. color & materials

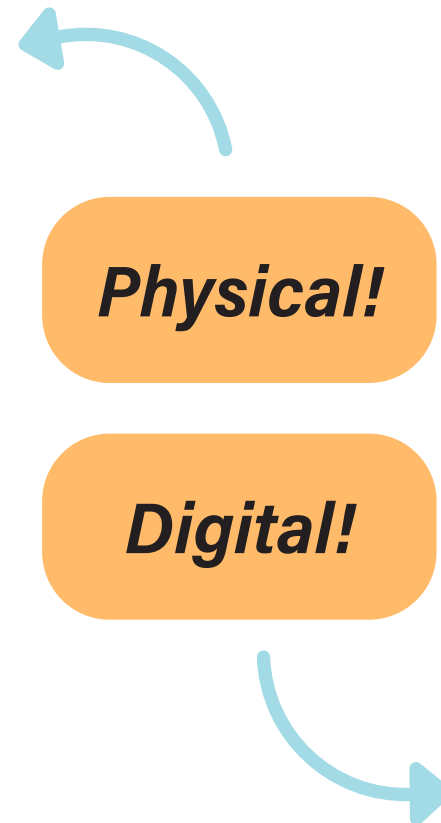
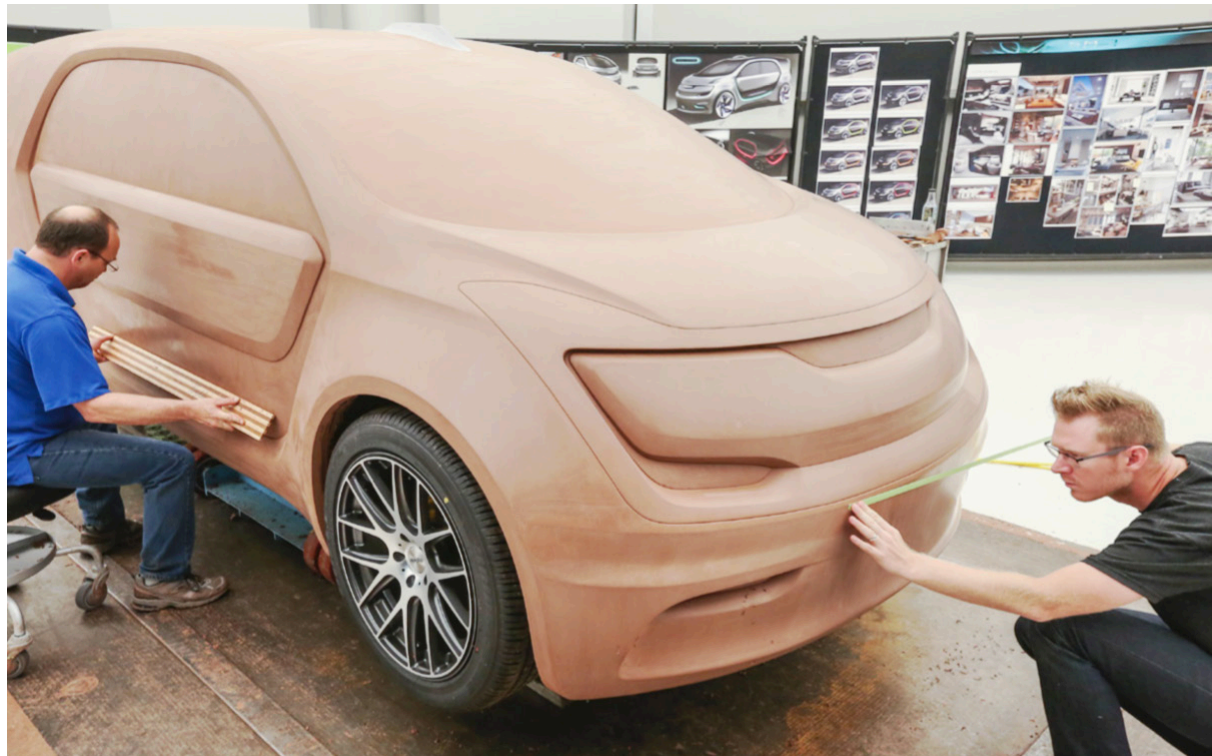
*The color & materials team wanted Portal to have a living room feel. They chose warm neutrals to make the space cozy, but accented them with a bright chartreuse to symbolize the vehicle's electrification.*

*Inspiration images!*



# 5. prototyping

*During the prototyping stage, designers work closely with clay & digital modelers to turn their 2D sketches into 3D forms.*

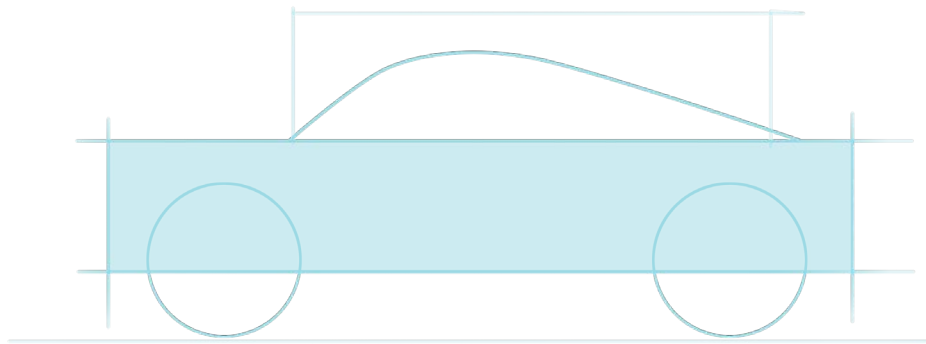
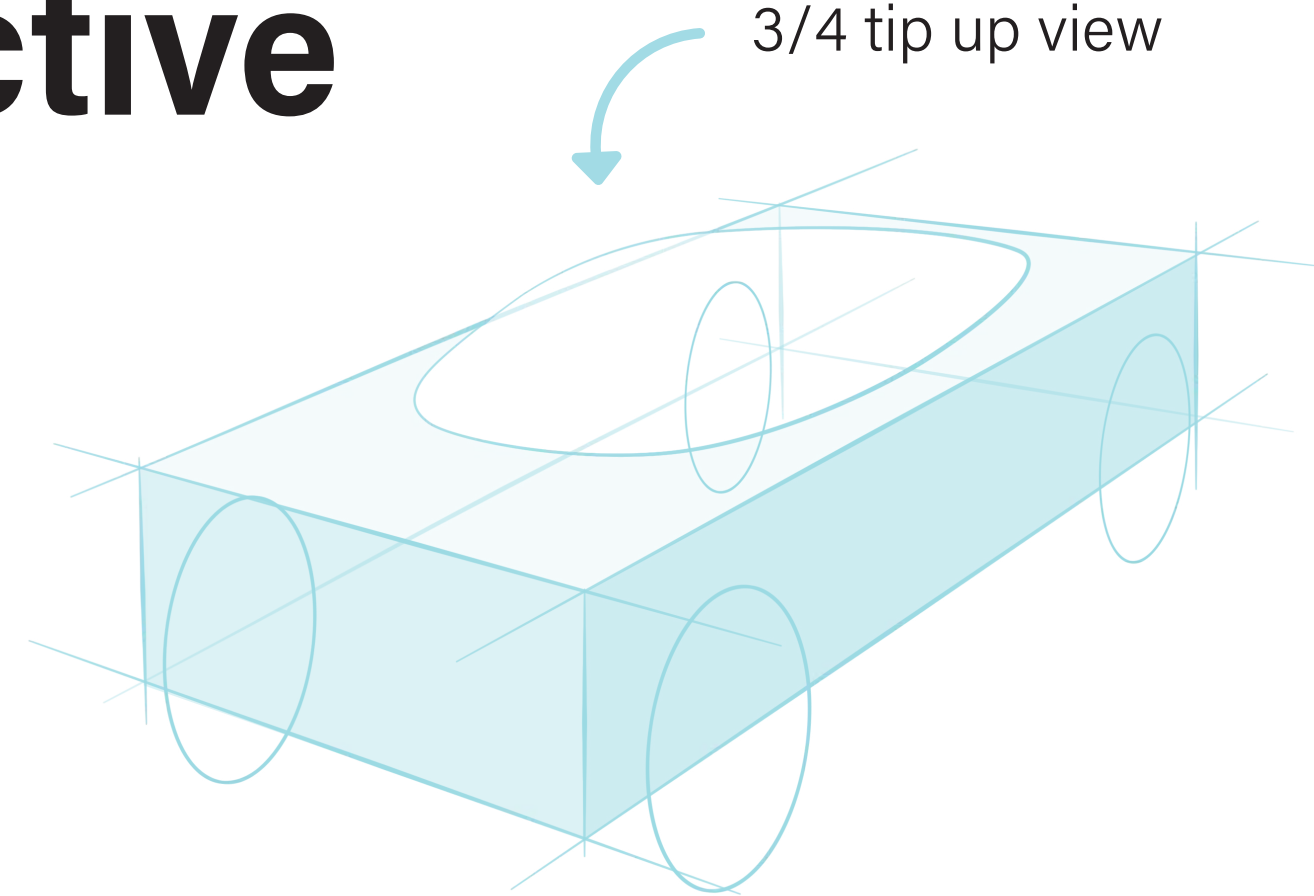




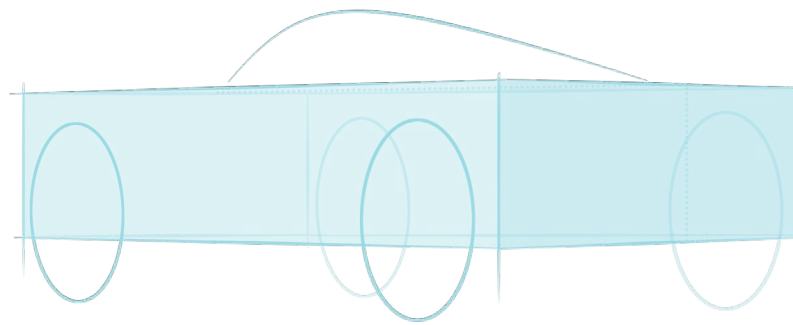
**now let's try  
sketching**

# setting up perspective

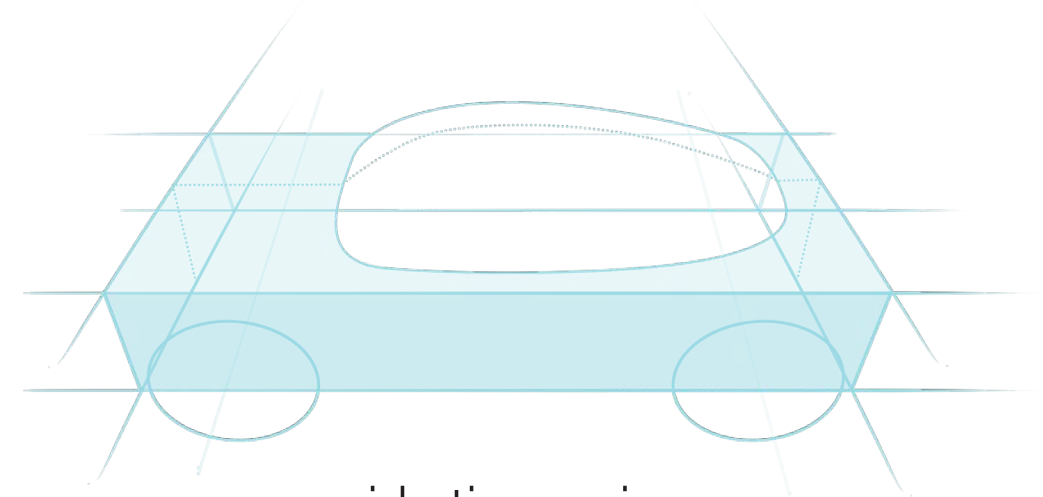
*The simplest way to sketch a car is by starting with a box. These are some of the most common views for exterior designers to draw. Our Portal sketch will use a 3/4 tip up view.*



side view



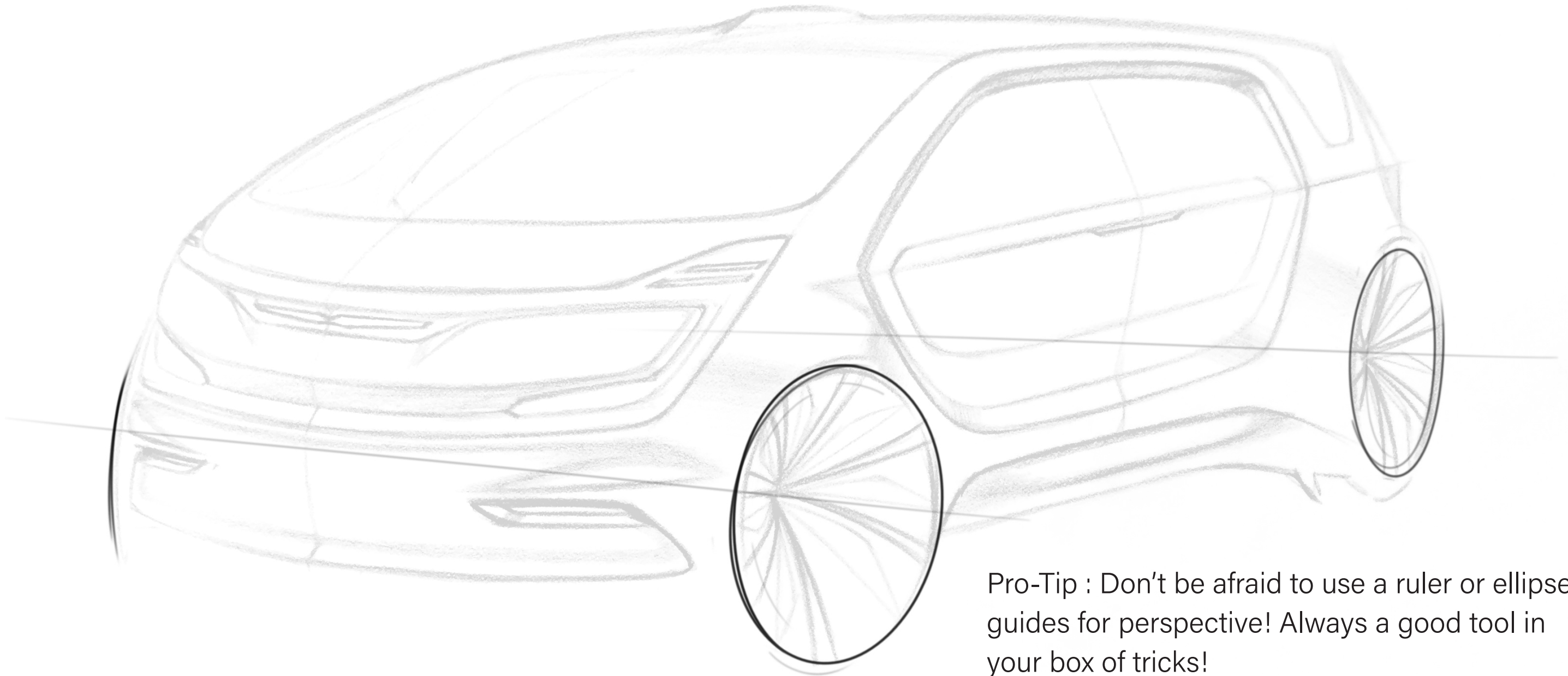
rear 3/4 view



side tip up view

# step 1

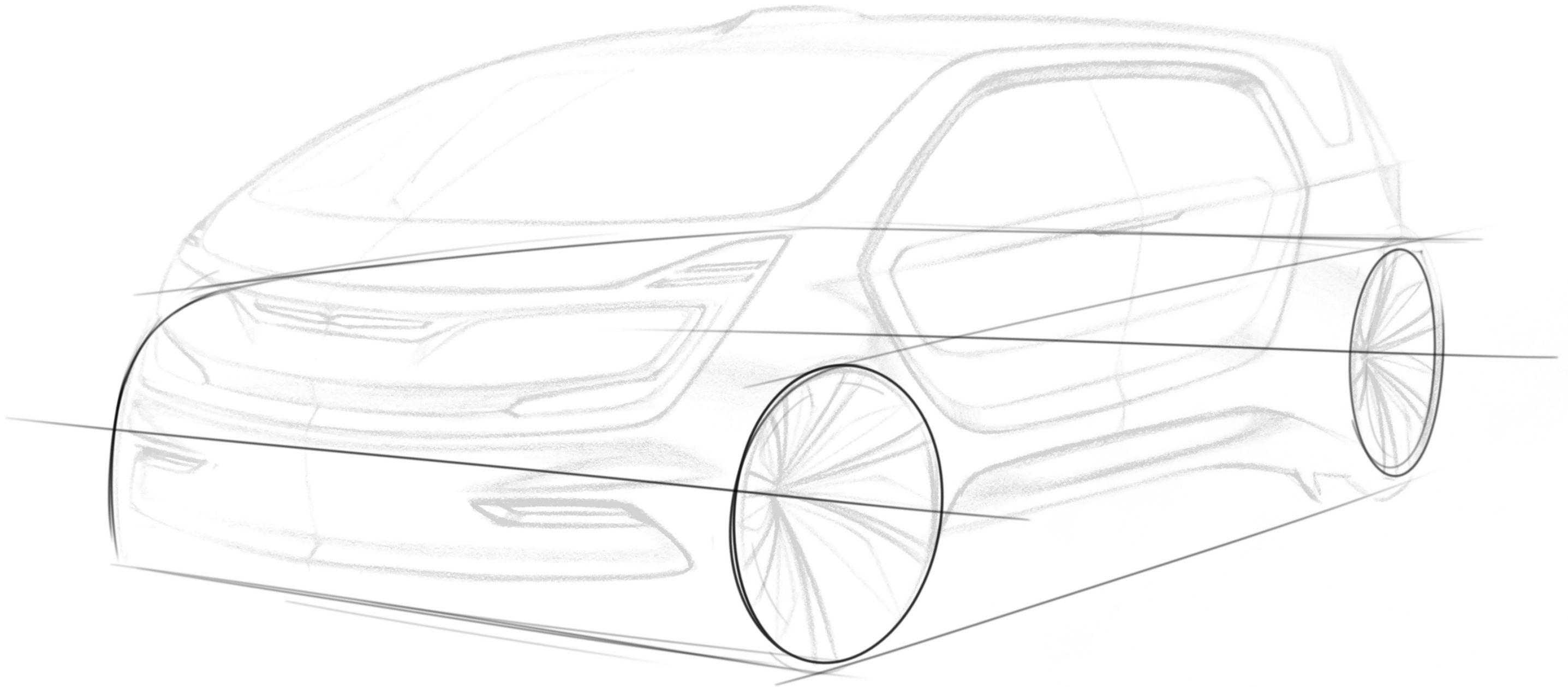
*Establish your perspective for reference by drawing axles and wheels of the car.*



Pro-Tip : Don't be afraid to use a ruler or ellipse guides for perspective! Always a good tool in your box of tricks!

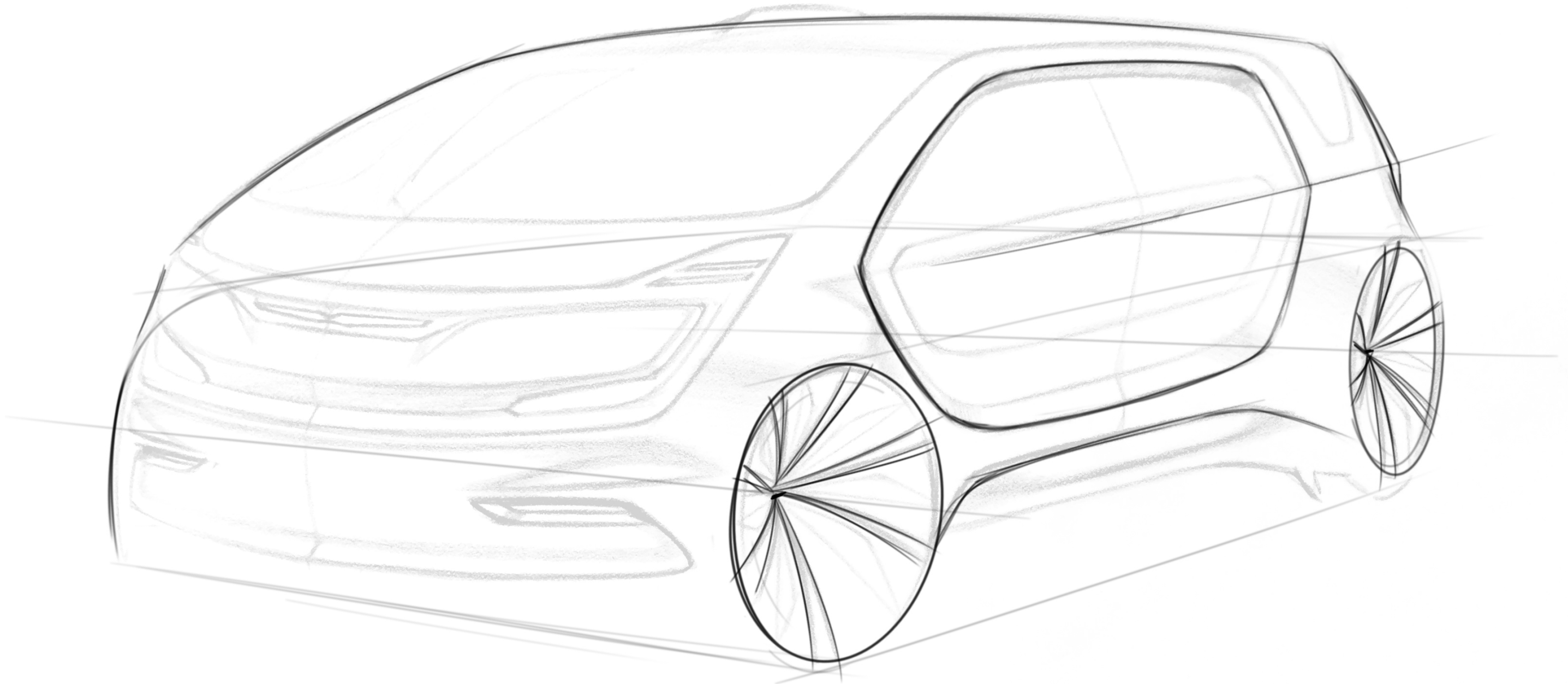
# step 2

*Set up the perspective "foundation" for the rest of the sketch by drawing through the car.*



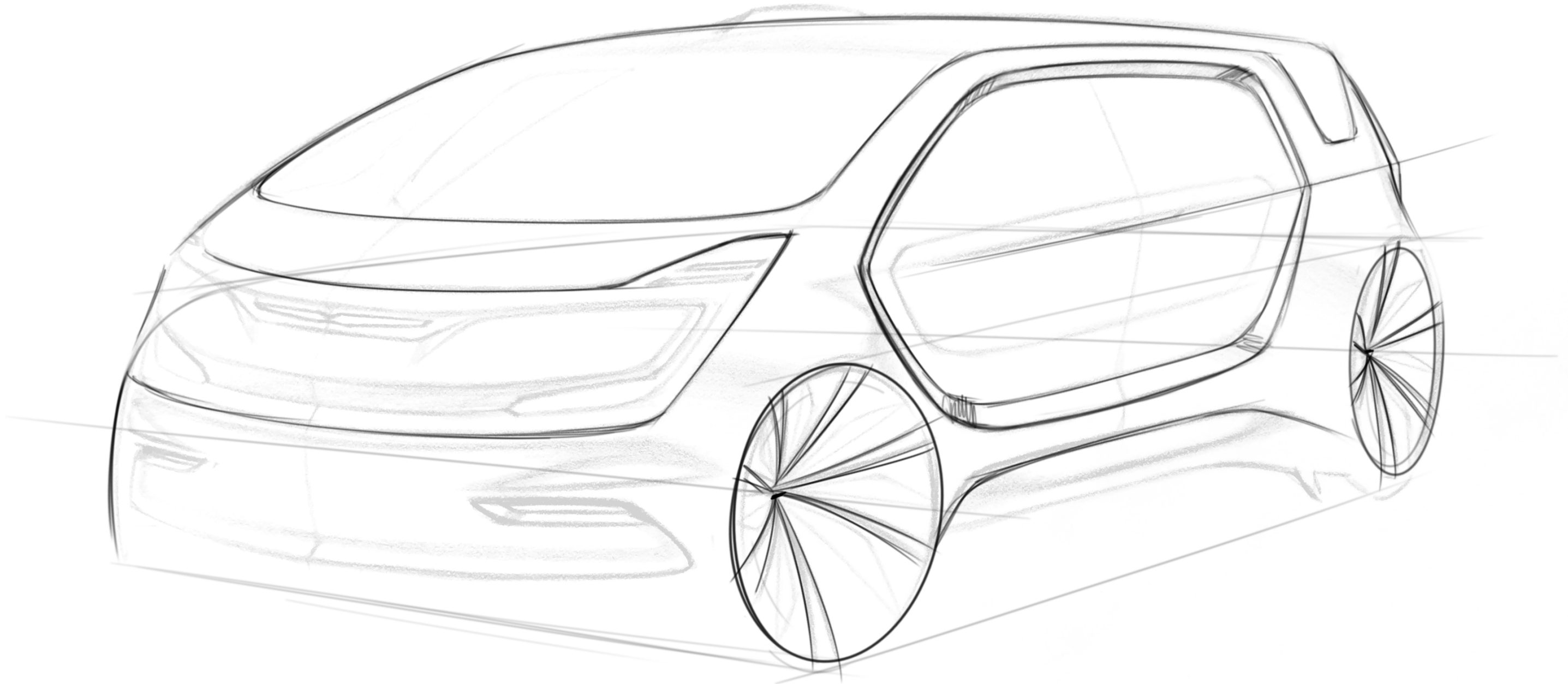
# step 3

*Add wheel detail and sketch the outline of Portal connecting the front to the rear. Conclude step by drawing door shape.*



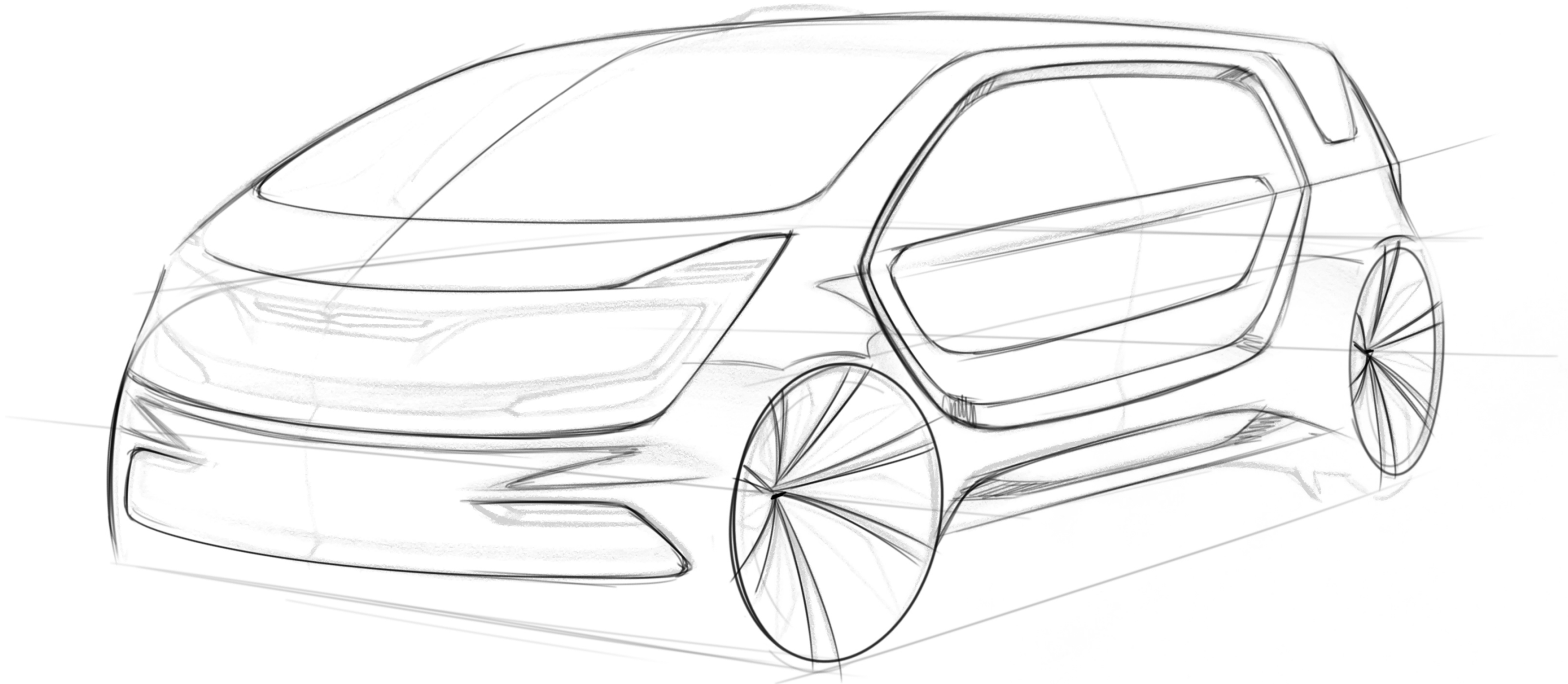
# step 4

*Now that the building blocks are in place, use your Perspective reference lines and begin drawing the rest of the elements around the car.*



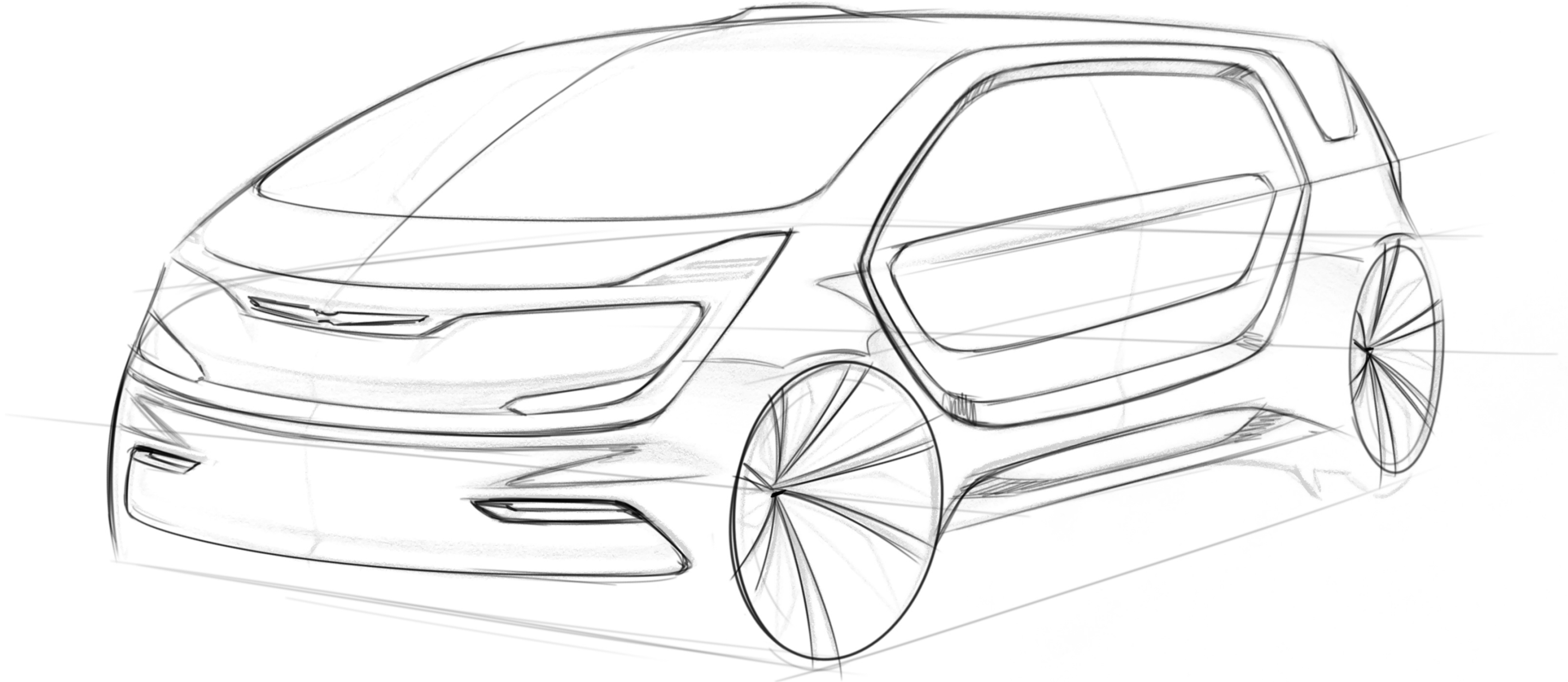
# step 5

*Continue sketching, adding more descriptive shapes and sculpture you intend to communicate.*



# step 6

*Finish the sketch off with a little bit more detail in the front!  
Add the headlamp details and the Chrysler "wing badge".*





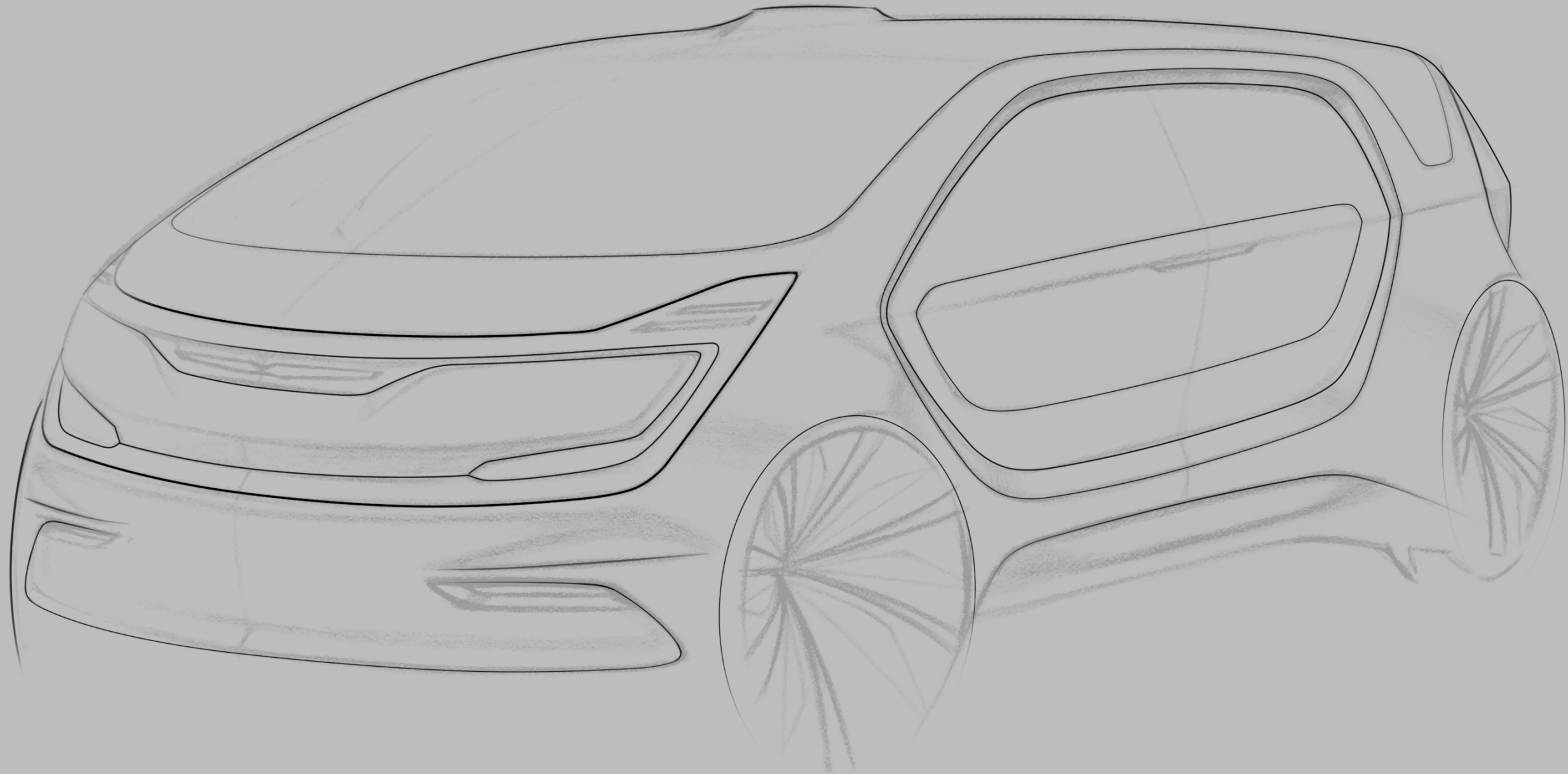
**have**

**photoshop?**

**let's render.**

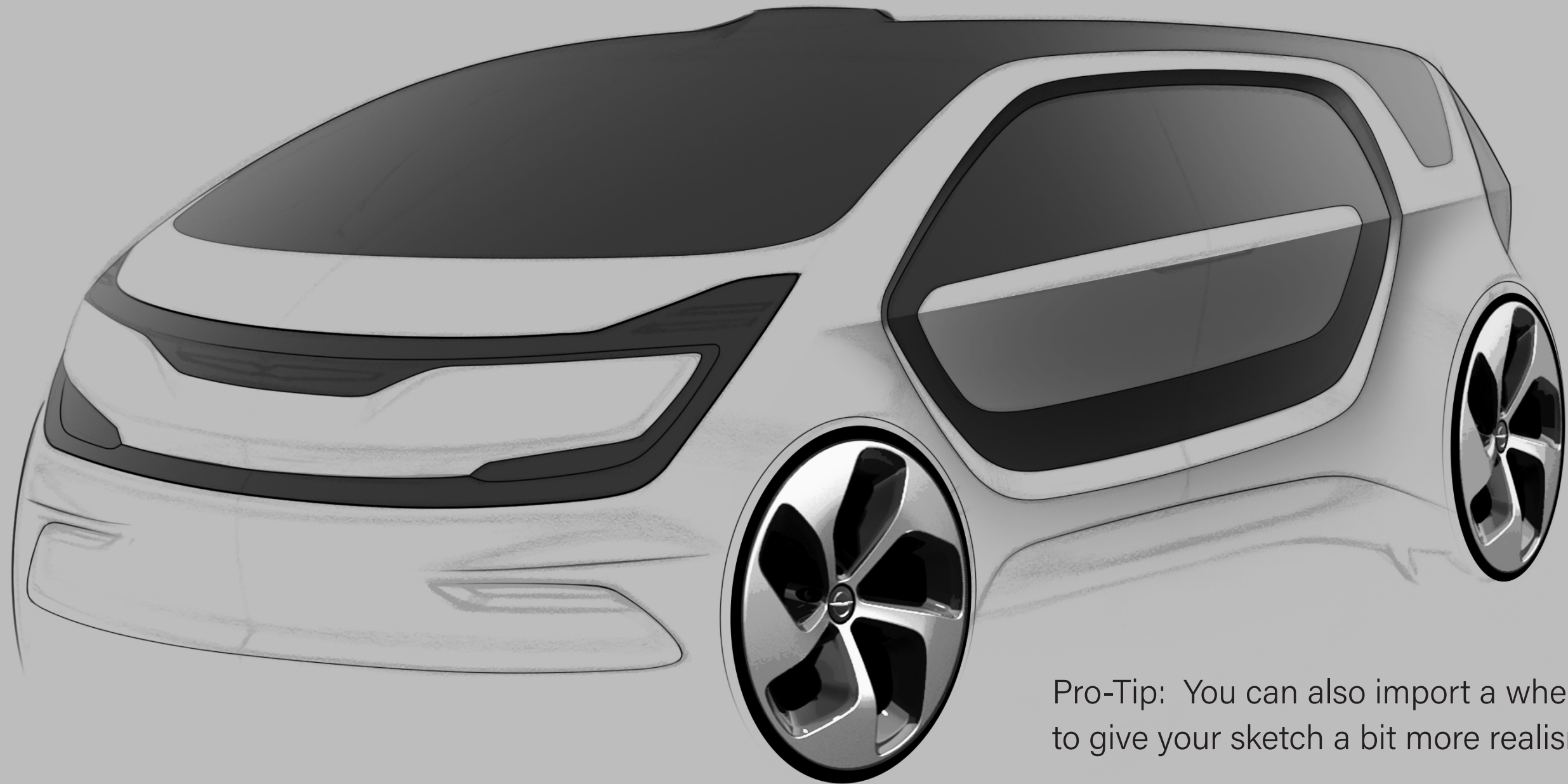
# step 1

*Using Photoshop, create paths that outline the vehicle's key shapes and design features.* Photoshop > Path Tool



# step 2

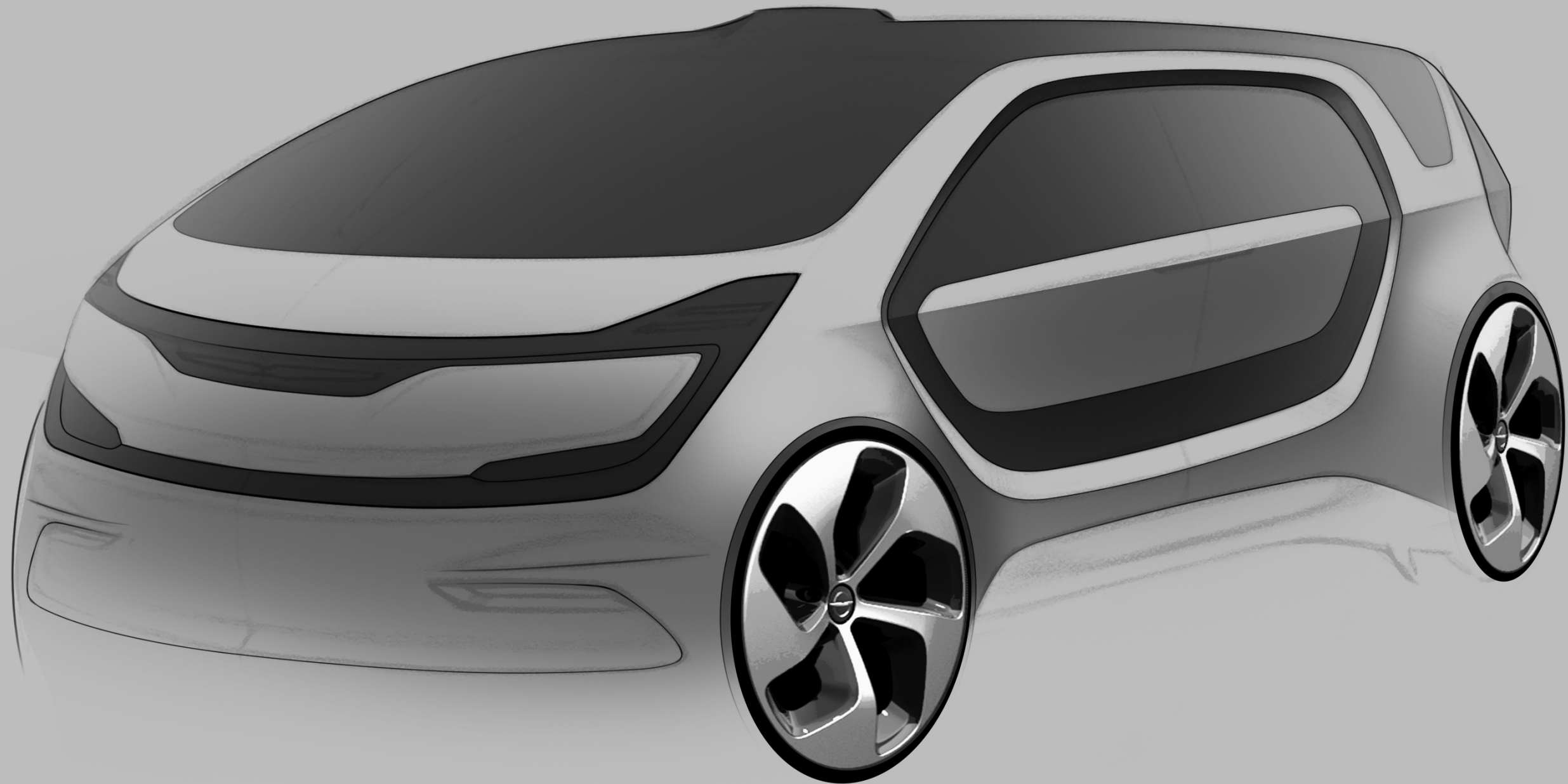
*Begin rendering by darkening the windows, wheels and front end.  
(Glass, Cores, and Surface).* Photoshop > Brush Tool



Pro-Tip: You can also import a wheel design to give your sketch a bit more realism.

# step 3

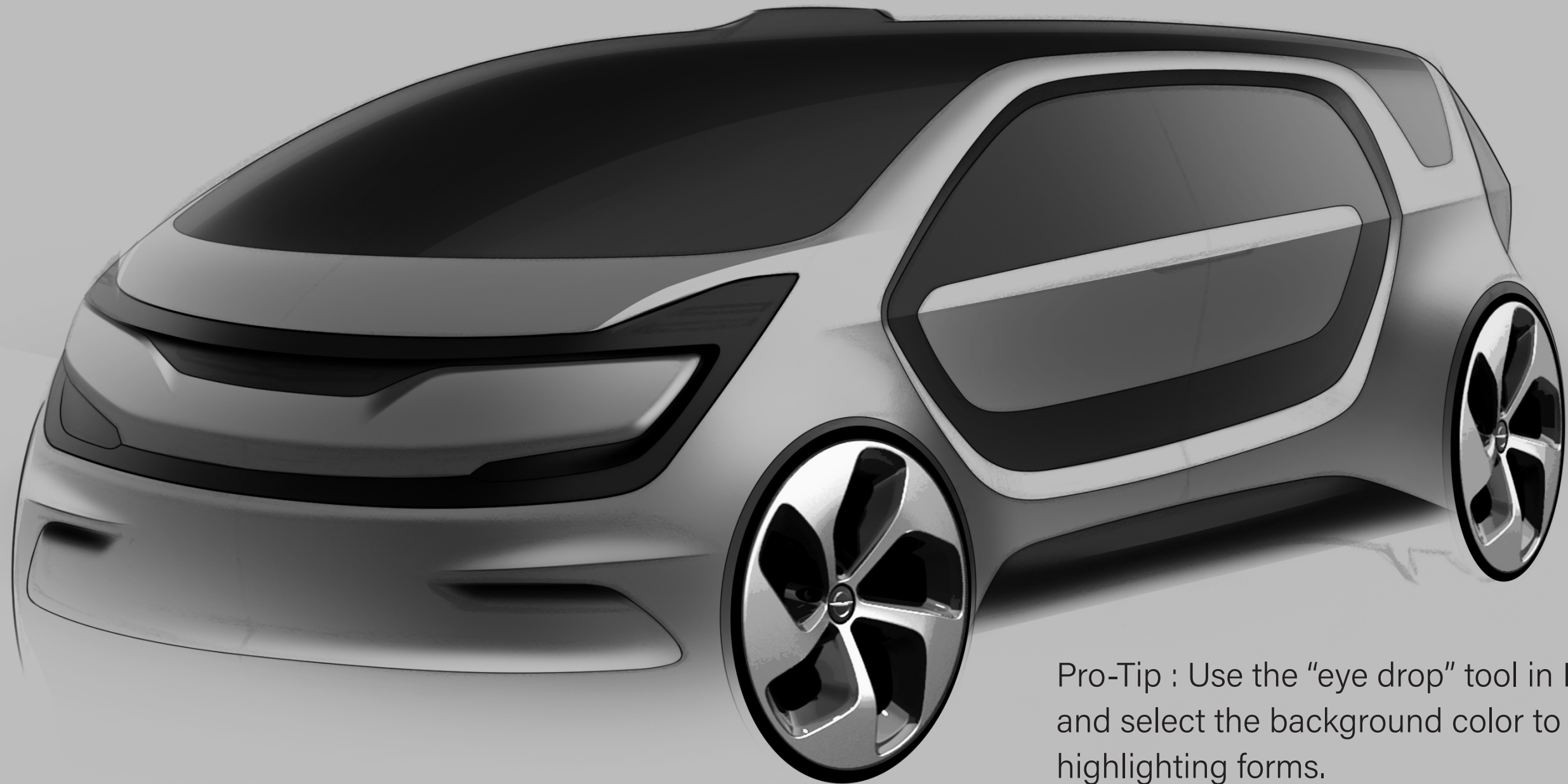
*Continue rendering by adding dark shades to create volume & shape in the body.* Photoshop > Brush Tool > Soft



# step 4

*Use the brush tool in combination with the eraser tool to add more definition and sculpture. Use your paths to create sharp definition.*

Photoshop > Brush Tool

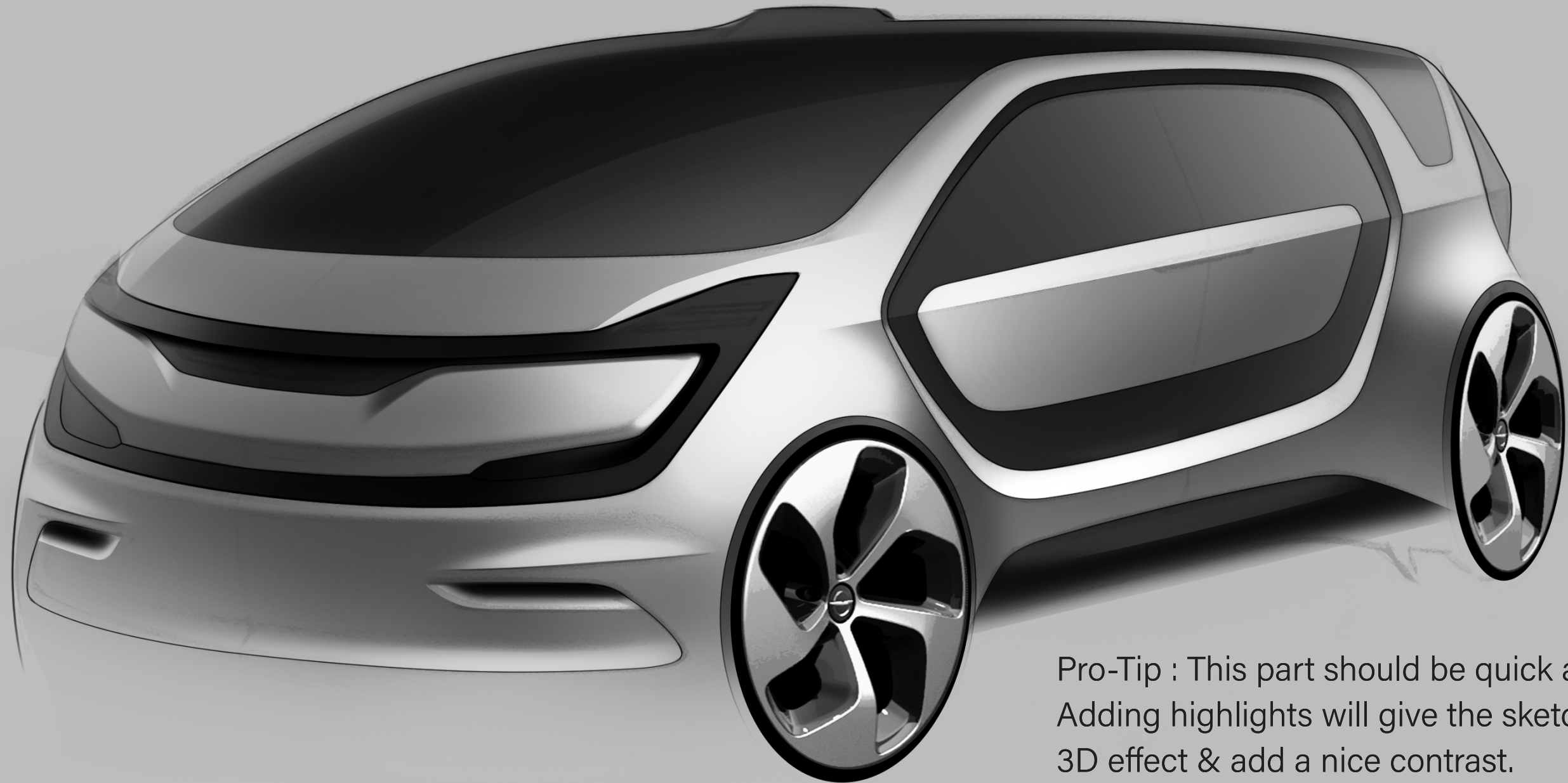


Pro-Tip : Use the "eye drop" tool in Photoshop and select the background color to use for highlighting forms.

# step 5

*Use the color white and a layer overlay to softly brush highlights on the front corner & door shape to give your sketch focus.*

Photoshop > Brush Tool > Soft



Pro-Tip : This part should be quick and fun. Adding highlights will give the sketch a more 3D effect & add a nice contrast.

# step 6

*Next let's add a background & shadow for a stronger 3D effect and more drama.*

Photoshop > Pen Tool > Lasso Tool > Paint Bucket Tool > Eraser Tool

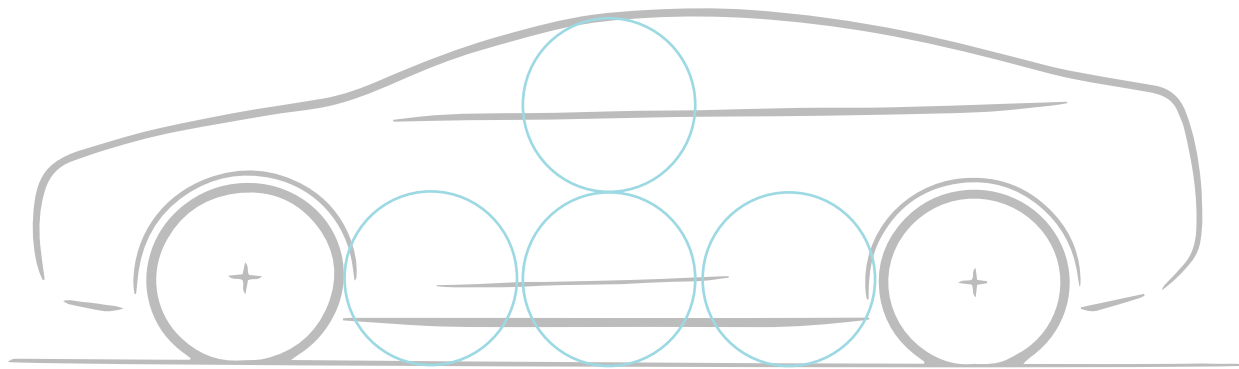


Pro-Tip : Add lights to the front end for an even more finished look!

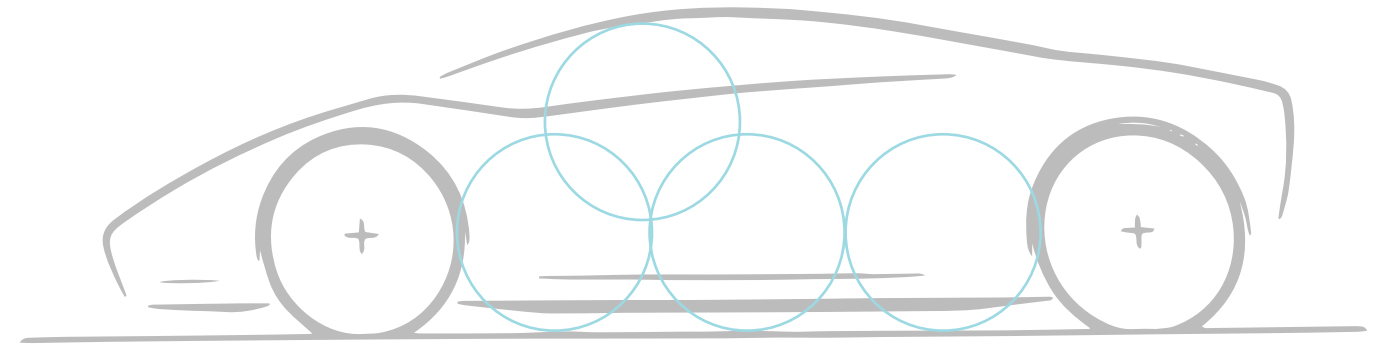
**now try your  
own exterior  
design!**

# proportions

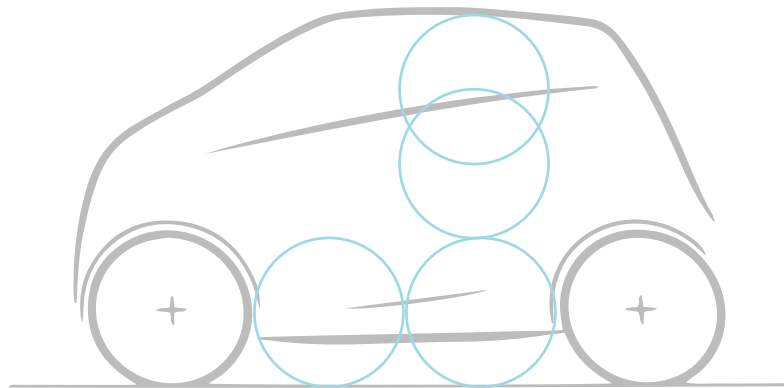
*Use this proportion guide to make your vehicle's ratio between height & length look accurate.*



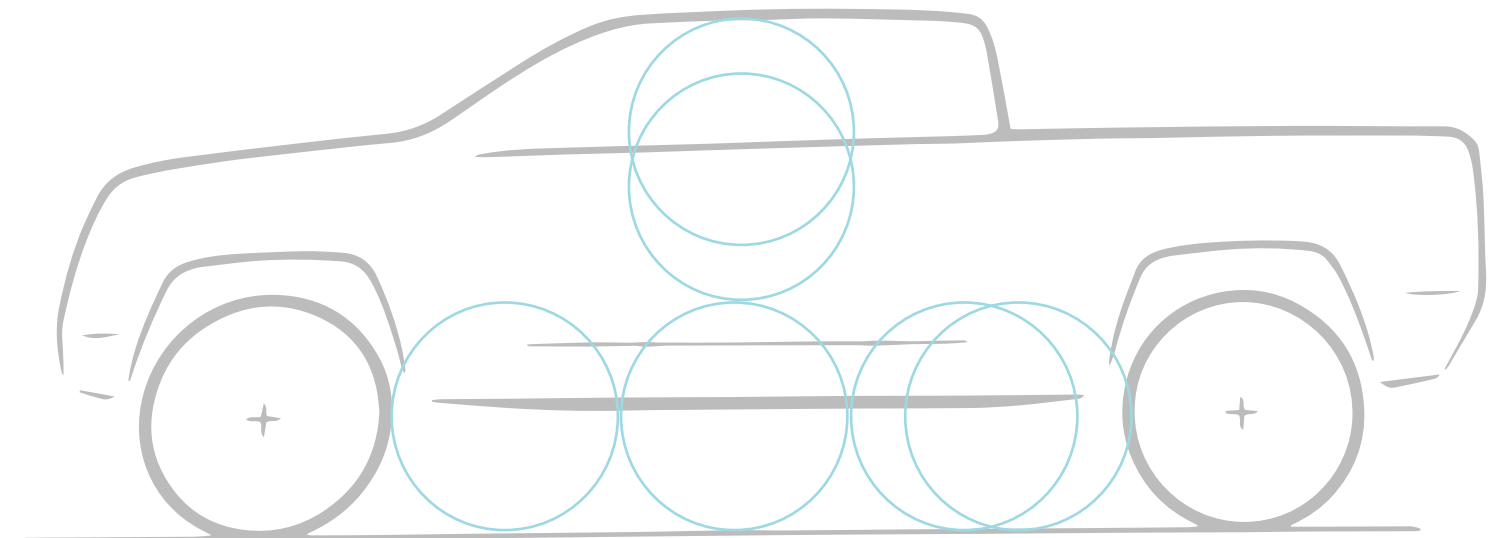
sedan



sports car



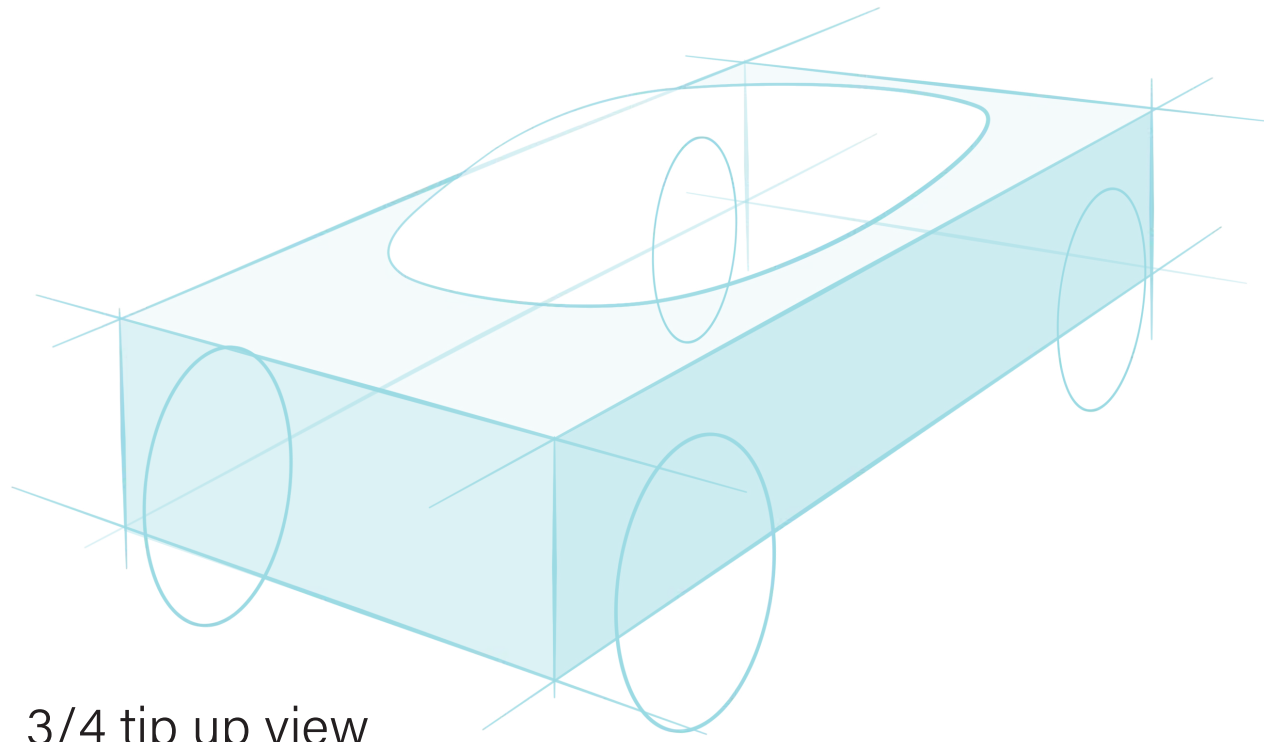
micro car



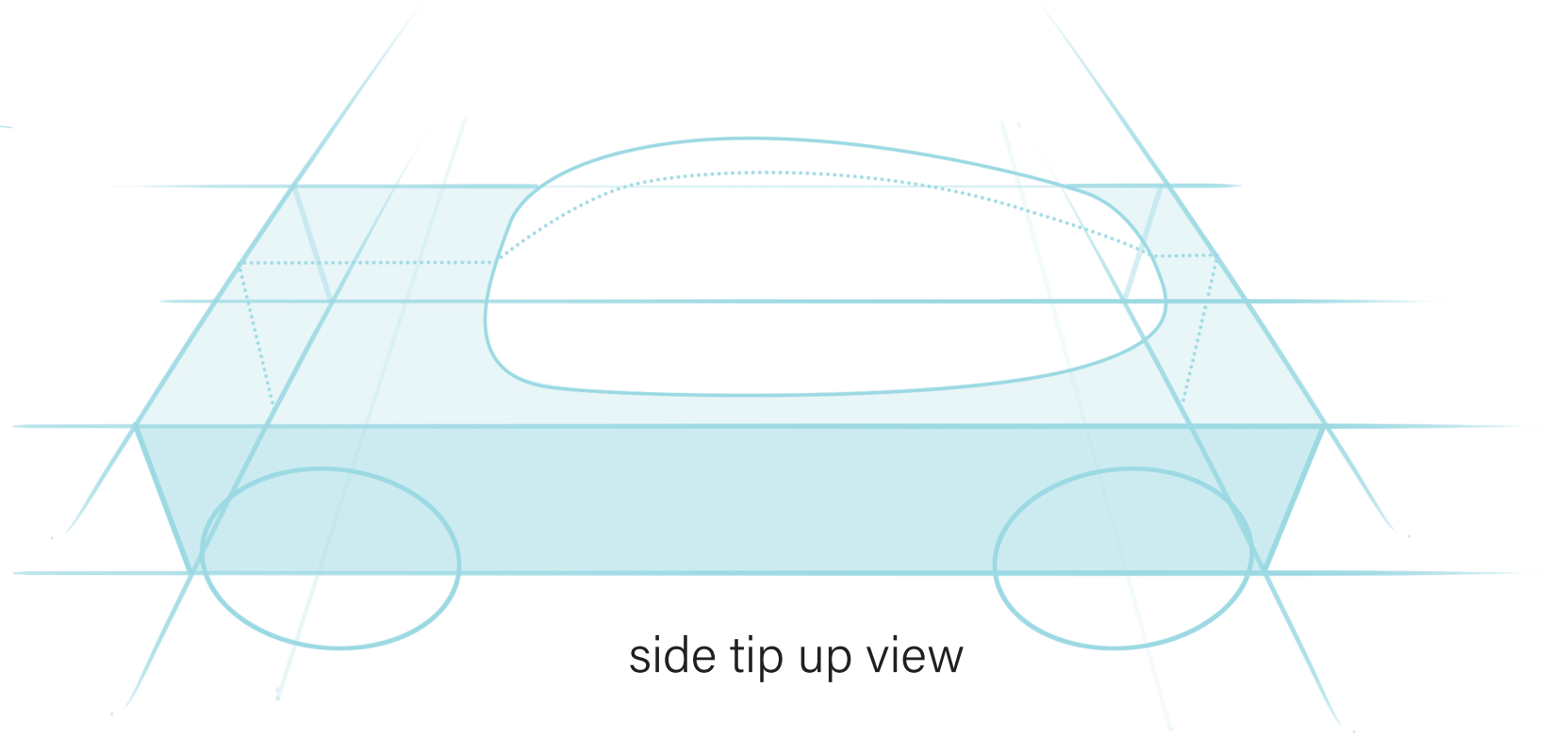
pick-up truck

# perspective box

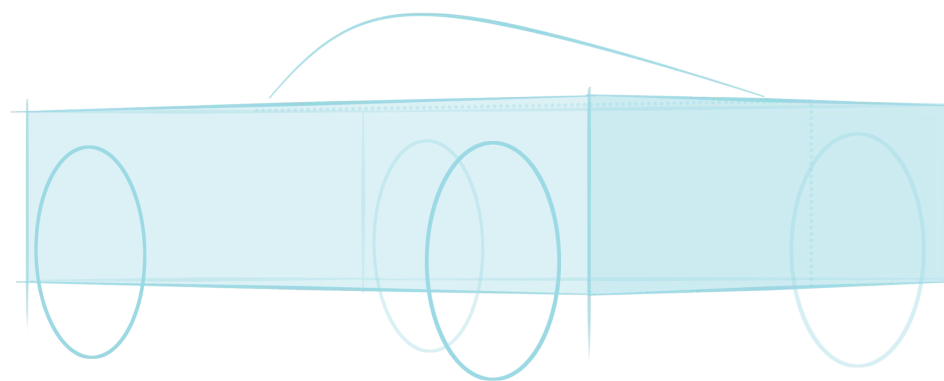
*Set up your sketch by choosing a perspective.  
Sketch a box and add ellipses for wheels.*



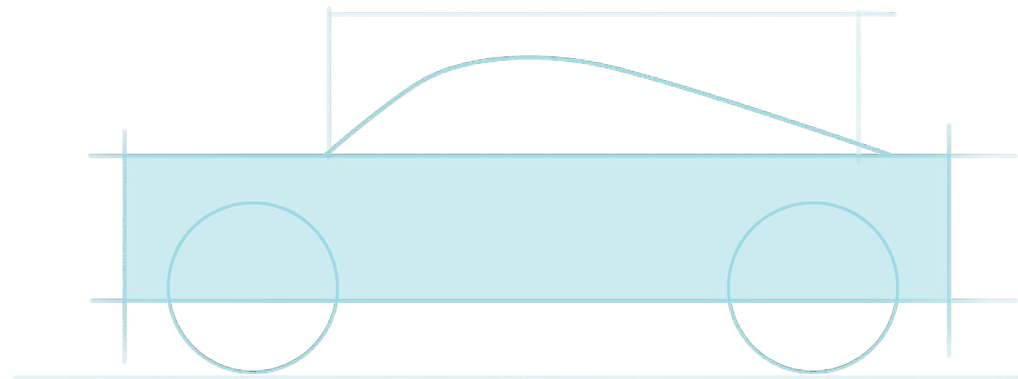
3/4 tip up view



side tip up view



rear 3/4 view



side view

Pro-Tip : Try sketching your design on tracing paper over these templates.



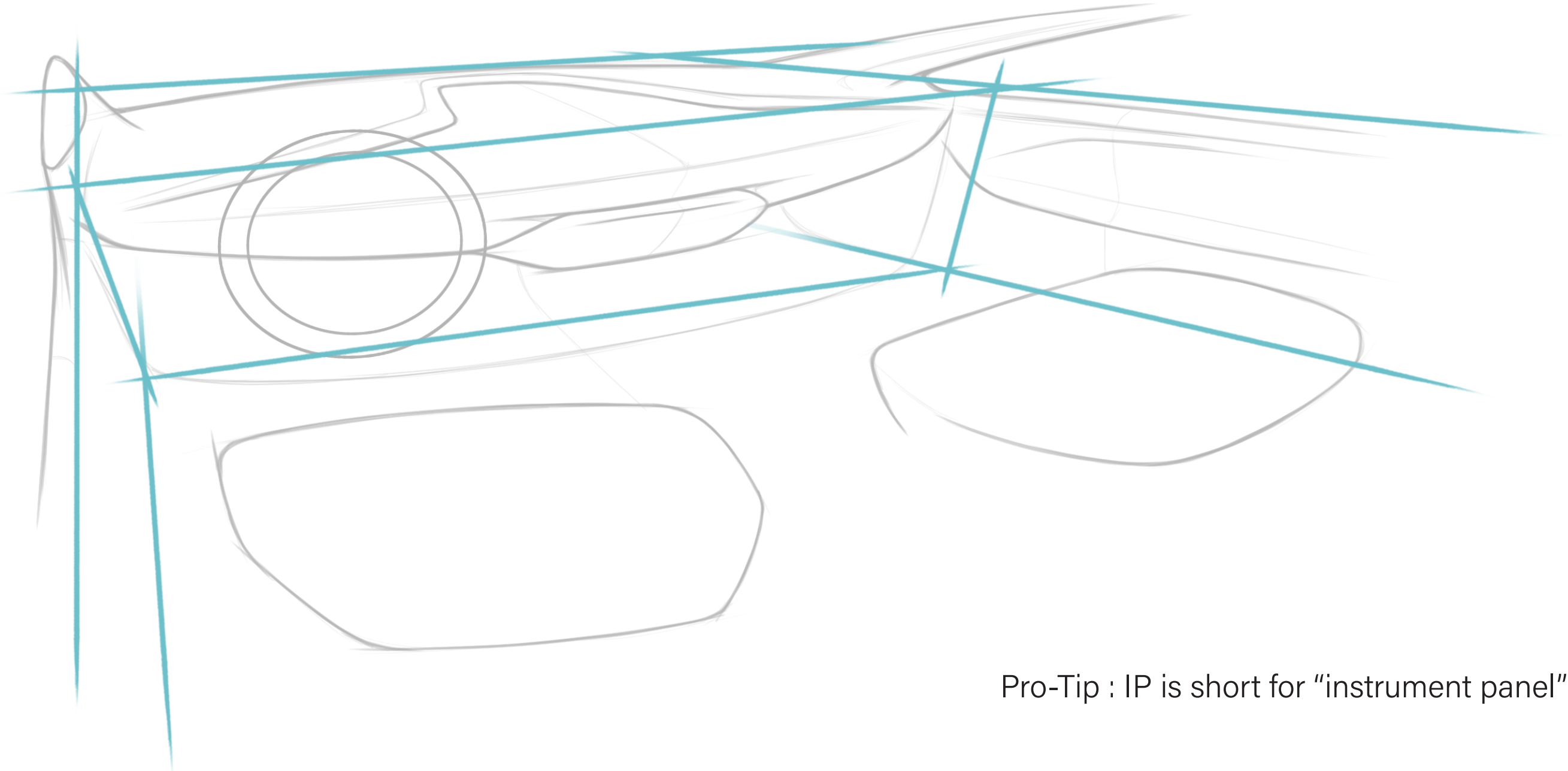
**what about**

**interior**

**design?**

# perspective box

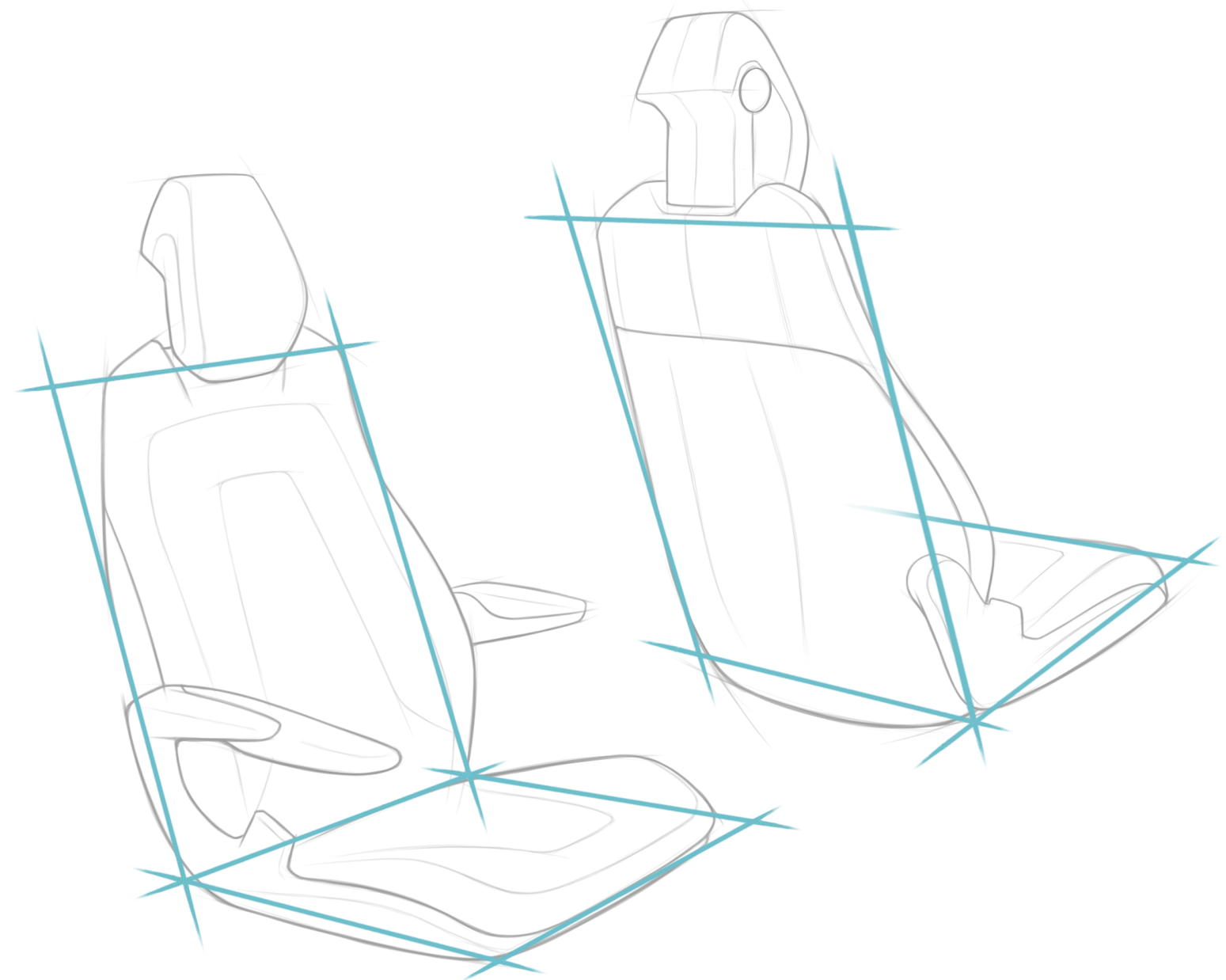
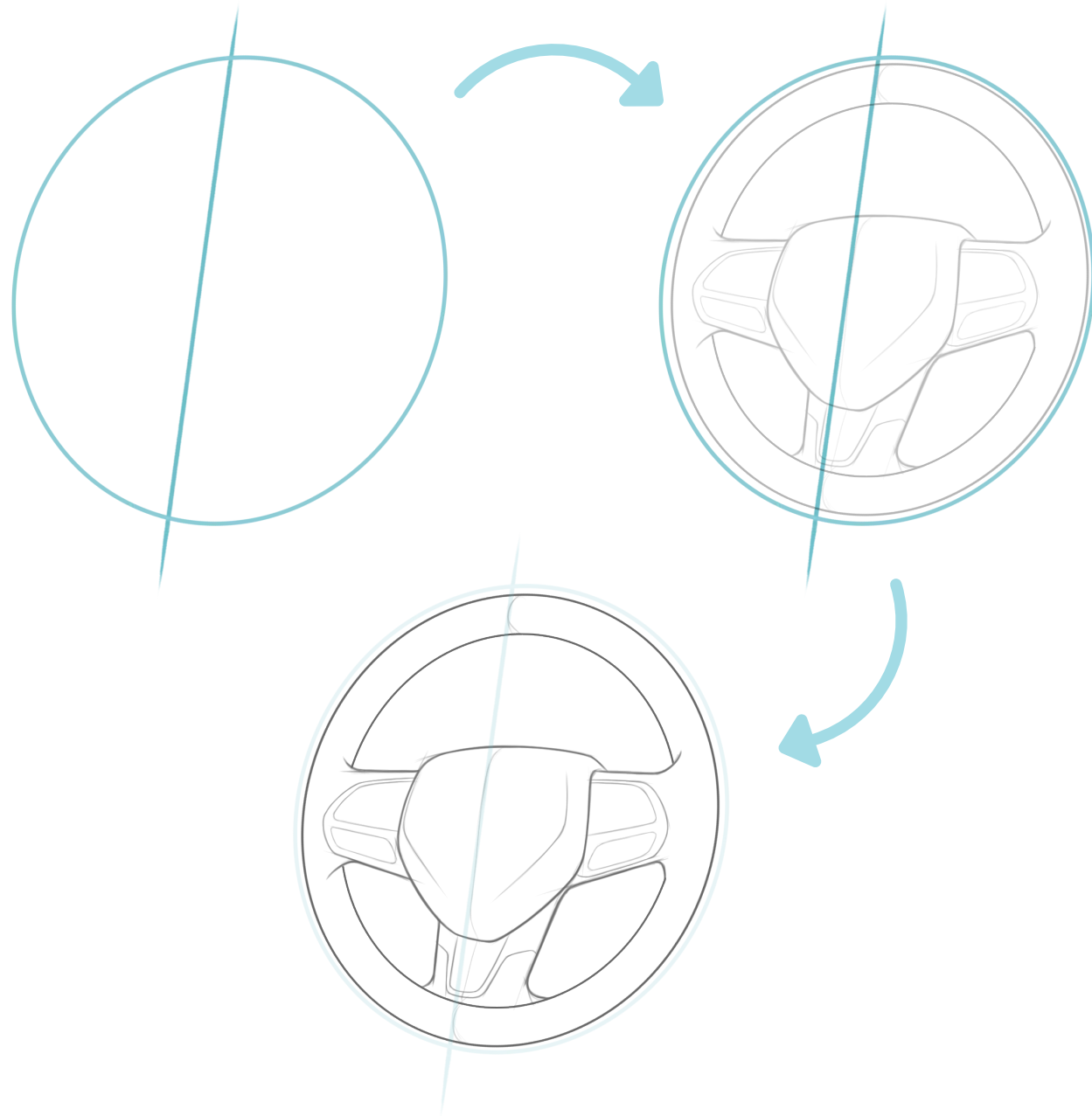
*This perspective allows you to sketch an interior & highlight the instrument panel, console, and doors*



Pro-Tip : IP is short for "instrument panel"

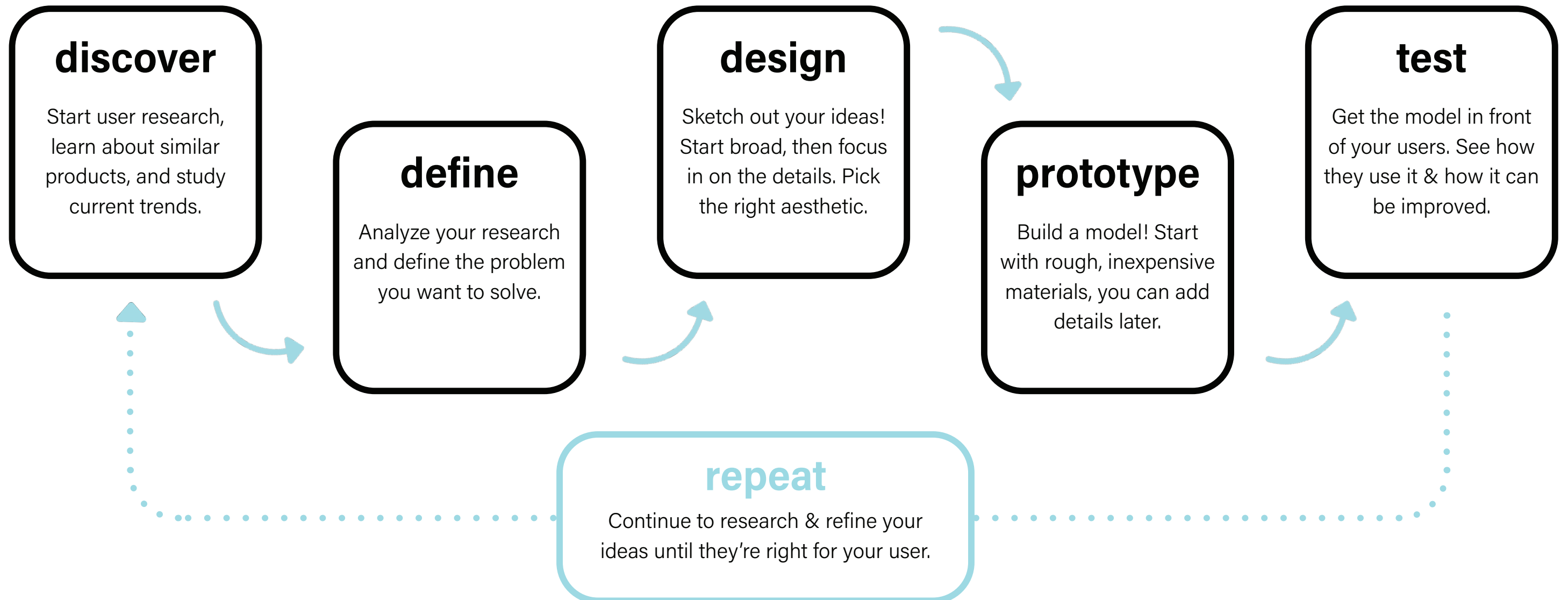
# key features

*The unique design of a vehicle's steering wheel & seat add to the overall feel & utility of the vehicle*



# design process

*We also call this iterative design. The idea is that each time we repeat this process, our designs get better and better.*





**want to**

**learn more?**

# www.stellantisdrivefordesign.com

## *Stellantis recruited design schools*

### **Academy of Art University**

BFA | Industrial Design  
San Francisco, CA

### **ArtCenter College of Design**

BS | Transportation Design  
Pasadena, CA

### **Carnegie Mellon University**

BDes | Product Design  
Pittsburgh, PA

### **Cleveland Institute of Art**

BFA | Industrial Design  
Cleveland, OH

### **College for Creative Studies**

BFA | Transportation Design  
Detroit, MI

### **College for Creative Studies**

Certificate | Clay Modeling  
Detroit, MI

### **Lawrence Technological University**

BS | Transportation Design  
Southfield, MI

### **University of Cincinnati**

BS | Industrial Design  
Cincinnati, OH

### **Macomb Community College**

Certificate | Clay / Digital Sculpting  
Warren, MI

## *designer story videos*

exterior



interior



c&m



sculpting



UX



# contact

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