

# contents

<b>FOREWORD</b>	Jaguar design director Ian Callum on why design really matters	<b>6</b>
<b>INTRODUCTION</b>	The car industry is changing fast; you could help design that change	<b>8</b>
<b>CHAPTER 1</b>	<b>design defined</b> Leading designers talk about their inspirations, their art and their approach	<b>10</b>
<b>CHAPTER 2</b>	<b>from sketch to showroom</b> How studio inspiration turns into street-level reality	<b>18</b>
<b>CHAPTER 3</b>	<b>interiors</b> Design – up close and personal	<b>30</b>
<b>CHAPTER 4</b>	<b>concept cars</b> Showtime specials that fast-forward the future	<b>38</b>
<b>CHAPTER 5</b>	<b>designer profile</b> Jean-Pierre Ploué has restored Citroën's design vitality; now he must do the same for Peugeot	<b>54</b>
<b>CHAPTER 6</b>	<b>designer's diary</b> Behind the studio doors with Oliver LeGrice of Land Rover advanced design	<b>66</b>
<b>CHAPTER 7</b>	<b>the design process</b> The nine stages of a car's creation – from idea to industrialisation	<b>74</b>
<b>CHAPTER 8</b>	<b>what is good design?</b> Professor Dale Harrow, head of vehicle design at London's Royal College of Art	<b>78</b>
<b>CHAPTER 9</b>	<b>design and identity</b> Why brand identity is essential in today's multinational world	<b>82</b>
<b>CHAPTER 10</b>	<b>new frontiers in car design</b> New forms of propulsion will allow designers to reshape the automobile	<b>90</b>
<b>CHAPTER 11</b>	<b>change or continuity?</b> Which sells best – a steadily evolving design or one which reinvents itself regularly?	<b>104</b>
<b>CHAPTER 12</b>	<b>student work</b> The designers of tomorrow share their views and their designs	<b>112</b>
<b>CHAPTER 13</b>	<b>tutorials</b> Perspective, tone, rendering, highlights – we get you started on sketching	<b>132</b>
<b>CHAPTER 14</b>	<b>design and the great designers</b> The men, the machines and the firms that shaped car design	<b>150</b>
<b>CHAPTER 15</b>	<b>concept cars that transformed car design</b> Twelve show cars that shook up our thinking	<b>162</b>
<b>CHAPTER 16</b>	<b>right idea, wrong time</b> These were great ideas, but the buyers weren't ready for them	<b>172</b>
<b>CHAPTER 17</b>	<b>landmark designs</b> Fifty cars that define 110 years of automobile history	<b>180</b>
<b>GLOSSARY</b>	All the insider terminology used by designers, explained by a design expert	<b>194</b>
<b>DIRECTORY</b>	Design colleges and courses; global car brands; studios and design directors	<b>201</b>
<b>ACKNOWLEDGMENTS</b>		<b>206</b>
<b>INDEX</b>		<b>207</b>