

IMAGE UNLIMITED
Advertising - Design - Project Management
409 Monroe Street
St Kilda 3182

Project: Images of the Future

Client: Syndicated Newspapers Pty Ltd

General Information:

Our client is producing a feature article in a major news magazine. They require several images of cars of the future. As the transport models and buildings will be photographed from one side only, they need not be working or complete models.

Image Unlimited is currently registering interest from designers to form a team to design and construct the above models, as well as provide digital images ready for publication with the feature article.

The Features Editor has provided a guide to designers, and we provide a copy of her description here:

The article we are planning will run three pages, and on each page will be several images of cars of the future. We need to convey a feeling of excitement, of wonder, a sort of science-fiction type atmosphere. Lots of imaginative colours, shapes and concepts. It is difficult to predict what cars will look like but very futuristic - sleek, space-age and designs that create interest in the reader and grabs their attention. The cars will certainly be next generation, and I would like images taken from the inside of the car, so that the dashboard of the future can be seen as well. A sort of computer control console instead of the steering wheel, and screen displays similar to fighter plane cockpits. I look forward to seeing your designs, and including them in what is shaping up to be a very exciting feature article.

Designers will be required to present examples of their work to a review panel before being selected for publication with the feature article.

Project Specification:

A major newspaper requires several images of three dimensional scale models to accompany a feature article on cars of the future (around 2020).

While designers are encouraged to prepare original and imaginative designs, they are requested to present models and images to match these aspects of future cars that will appear in the text.

- Single hand control instead of steering wheel
- Head-up display rather than instruments
- Advanced navigation and direction controls
- The development of single-person commuter vehicles
- Modular construction – several vehicle options linked with a single drive/control module.

Designers are encouraged to contact their site supervisor to discuss design concepts and clarify any questions as they develop their ideas.