

General Motors Design Brief

December 1st, 2009 - GM chairman Ed Whitacre announced in a prepared statement that president and CEO Fritz Henderson resigned yesterday.

Steven Frost of Shapleigh Middle School has been named as his successor. It is believed that Mr. Frost's extensive experience with Mousetrap Vehicles will enable him to guide GM out of their current desperate financial straits.

Your task, as a newly hired GM car designer, is to design a concept car that can be refined into a production model to **revitalize** the GM brand!

The successful design will include the following:

1. Identify a demographic- who is the target consumer- age, gender, occupation....??
2. An original and compelling **name**.
3. Marketing "**Hook**": What's the basis of the sales pitch? (Economy, utility, luxury, etc.)
4. A logo to instantly bring the vehicle to mind
5. A **detailed** freehand **sketch** of the prototype. Show all features that would normally be found on a quality car- lights, glass, mirrors, door handles, grille, wheel covers... Every one of them is a way to set your vehicle apart from the rest of the pack!
6. An **exquisite 3D CAD drawing** of the prototype, using ProDesktop. It should include all the aspects of the sketch.
7. A **one-page advertisement** extolling the virtues of your latest GM design. It should include several **rendered** views of the vehicle, as well as any design information, blarney and propaganda that you feel will generate insatiable demand for the new product. You may use the WP or graphics program of your choice for this advertisement.

Projects will be evaluated on the basis of quality, detail, effort and creativity. I expect that you will push yourselves.

The future of General Motors lies squarely upon your shoulders! Do not let us down!