

**LADA DESIGN  
PROJECT  
STROGANOV 2015**

**THINKING**

SKETCHING

**Start of concept research**

THINKING **SKETCHING**

**MARKET  
SEGMENTS  
PROPORTIONS**

A



B



C



C

SEDAN



D



E



< 3700 mm A



< 4100 mm B



< 4300 mm C



< 4750 mm C SEDAN



< 4900 mm D



5000 mm+ E



< 3700 mm **A**



3540 mm x 1478 mm x 1641 mm

< 4100 mm **B**



3970 mm x 1485 mm x 1682 mm

< 4300 mm **C**



4260 mm x 1452 mm x 1799 mm

< 4750 mm **C** SEDAN



4730 mm x 1452 mm x 1799 mm

< 4900 mm **D**



4860 mm x 1456 mm x 1832 mm

5000 mm+ **E**



5170 mm x 1450 mm x 1900 mm



A \_\_ Short - Tall - Narrow - Small Wheels

< 3700 mm

A \_\_

< 4100 mm

B \_\_

< 4300 mm

C \_\_

< 4750 mm

D \_\_

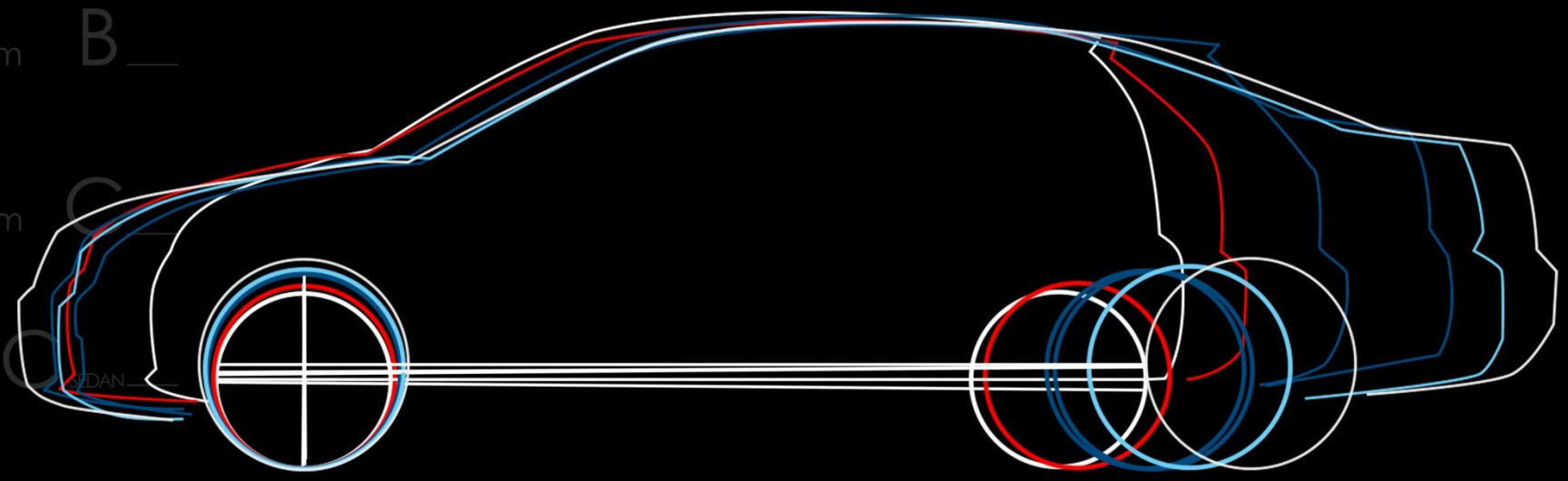
< 4900 mm

D \_\_

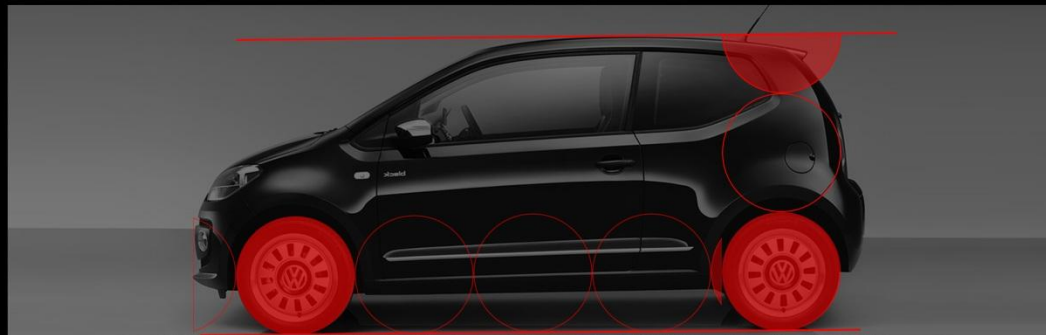
5000 mm +

E \_\_

E \_\_ Long - Low - Wide - Big Wheels



< 3700mm A



< 4100mm B



< 4300mm C

< 4750mm C SEDAN



< 4900mm D

5000mm+ E

- <3700mm A\_
- <4100mm B\_
- <4300mm C\_
- <4700mm C<sub>SEDAN</sub>\_
- <4900mm D\_
- 5000mm+ E\_



## EXERCISE 4

Choose 3 very different cars  
and do the same study







# **EXERCISE 5**

## **Sketching on Proportions**

A



→ 5 A3 Compositions

B



→ 5 A3 Compositions

C



→ 5 A3 Compositions

A



→ 5 A3 Compositions

B

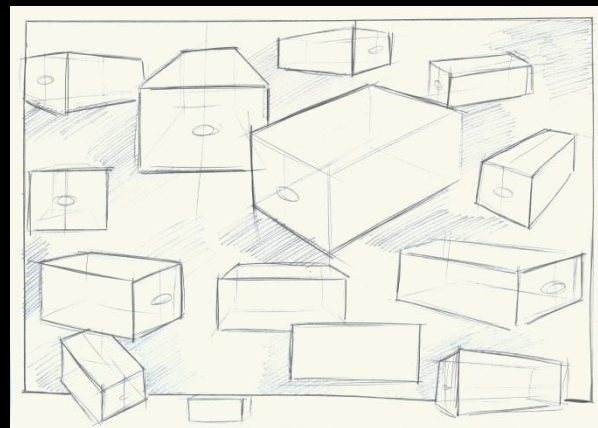


→ 5 A3 Compositions

C



→ 5 A3 Compositions





VW UP!



→ 5 A3 Compositions

VW POLO

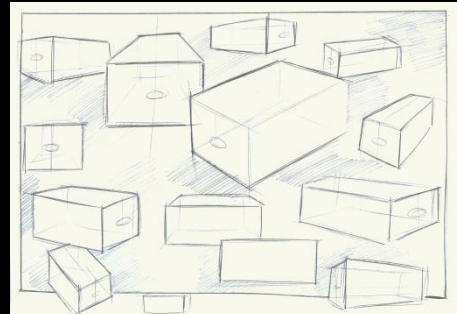


→ 5 A3 Compositions

VW GOLF



→ 5 A3 Compositions



# QUESTIONS

