Autodesk® Alias® Surface Class-A: Accelerating Design Development

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Code MA3477-P

Come to this PowerTrack class to hear Class-A surface expert Simon Alford talk about how using Autodesk Alias industrial design software for Class-A modeling provides streamlined design development and delivers valuable business and technical benefits. He reviews internal and external challenges facing automotive design and describes the business and technical advantages of using Alias for Class-A surfacing. Finally, he discusses barriers and misconceptions that are encountered when spearheading adoption of Alias for Class-A surface modelling at a Design studio.

Learning Objectives

The presentation covers the following key topics: -

- Learning objective 1: Improve productivity and efficiency through using Alias in both design and Class-A departments

- Learning objective 2: Identify the key characteristics of Alias that make it capable of producing Class-A quality models

- Learning objective 3: Access training and support resources to assist with your Alias adoption

- Learning objective 4: Reduce the cost of ownership by consolidating training, software maintenance, and support costs

About the Speaker

Simon supports Majenta's automotive customers including: JaguarLandRover, Aston Martin, Bentley Motors, Lotus Cars and McLaren. He has 20 years' experience in auto Design and CAD software development and has trained and consulted in technical surface modelling for Transportation Design, Industrial Design, Consumer Product and F1. He's worked as a 'Digital Sculptor' at Aston Martin and JaguarLandRover and has extensive knowledge of the Design development process. Simon has also worked in CAD Development and Technical Sales for CAD vendors and was previously 'NX Product Manager Automotive Design' for Siemens where he led competitive Design benchmarks at automotive OEM's worldwide. He is passionate about surface modeling and committed to delivering software solutions that exceed customer expectations. His drive, energy, vision and expertise ensure he always adds value for Majenta Solutions customers.
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Presentation Overview

The primary objective of this presentation is to "To challenge misconceptions about the use of Alias for Class-A and illustrate how Alias can deliver productivity and re-use benefits and in-turn help unite Design functions"

Simon hopes to illustrate how using Alias for Class-A modelling provides seamless end-to-end Design Development and delivers value-added business and technical benefits" including: -

- Improved productivity and efficiency
- Geometry re-use within Class-A surfacing and across Design development
- How UI accelerators, construction history and automated tools make Alias fast to use!
- Alias can achieve Class-A quality
- Hybrid Bezier and NURBs flexible modelling delivering Class-A quality
- Fast-track ICEM-to-Alias conversion training and support for a seamless transition
- Alias interactive learning via WikiHelp, e-learning and YouTube
- Reduced cost of ownership
- Consolidate training, software maintenance and support costs

Below is a small selection of the presentation to 'whet your appetite' ahead of the event…

Agenda

- **Challenges facing Automotive Design**

  - External and internal challenges

- **Advantages of Alias for Class-A surfacing**

  - Business and technical benefits

- **Alias adoption challenges**

  - Misconceptions and barriers

- **Summary**

- **Q&A**

Challenges Facing Design: Internal

Quality and technology are on a virtual level playing field and customers are looking to Design to make the difference

- **Design is under pressure...there is no margin for error**

- **Explore ideas, iterate themes and optimise Design – <u>FAST</u>!**

- **Consumer trends, VoC requirements, benchmarking, PQ targets**

Ideation   Concept   Production

How can Design go faster?

Alias Advantages: Business benefits

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- **Improved productivity - geometry re-use across Design**
  - Mature surface geometry from Concept through Production
  - Reduce the 'delete/re-create' cycle between Concept and Production
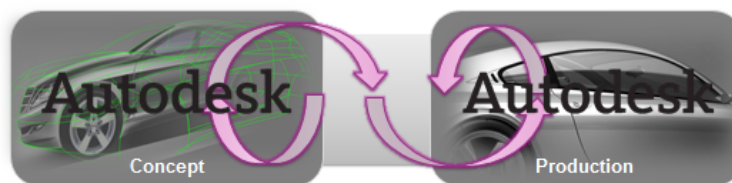
Geometry re-use helps accelerate Design development

Alias Adoption Challenges: ICEM-to-Alias training

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ICEM-to-Alias conversion training - the "ramp-up to productivity"

- **Many factors influence how quickly ICEM users learn Alias**
  - Desire and openness to learn Alias
  - Existing surface modelling expertise and level of confidence
  - Complexity of work tasks after receiving training
  - Pressure of delivering production work - inclination to revert to ICEM
  - Cultural and political agendas - pressure for Alias to succeed/fail?

- **Critical success factors**
  - Receiving professional ICEM-to-Alias training
  - Access to expert advise and support