

Engineering Student

Mr. Wemp

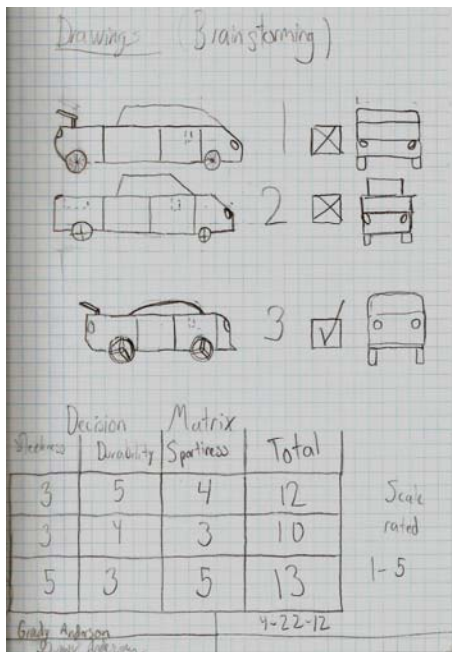
IED

May 15, 2012

Sample 1

I am sending in a limited edition Automoblox vehicle design to be in this year's Automoblox product line. This design will be sent to the lead designer of the

Automoblox Company, Patrick Callelo. I chose to create a new, sporty car that kids of all ages will enjoy. They will also receive benefits from playing with this new toy such as fine motor skills and creativity.



I chose to design a hybrid of many different sports cars put together, including the Lotus Elise and the Nissan Skyline. I chose this because as a student myself, I find that the more sporty and fast looking cars tend to draw my attention more than

casual city cars. Also, I tried to make the car look simple because most cars that become overly complicated tend to break easier because of the many curves and details put into them. I wanted to stick to the reliability that your cars hold.

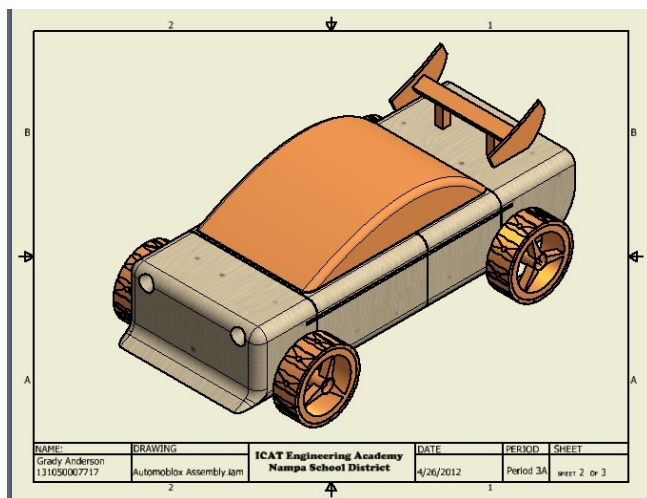
To start, I brainstormed up three different cars. Then, using a decision matrix, I decided which car would be the best to design. The cars were graded based on three different criteria: sleekness, durability, and sportiness. I chose the car I did because it ended up with the highest score in the matrix, and was also the most unique.

The first car looks much like an oversized van, and although unique in its own way, it seemed just a little out of place. It also seemed a bit too bulky for what kind of car I was trying to build, so that idea didn't make it.

The second car was a pickup truck, which was closer to the car I wanted to make; it just was a little bit boxy. I also realized that I didn't really want to build a pickup truck; I wanted to build a sports car.

The third car is the car which I designed. The three pronged wheels and the spoiler helped add to the sporty concept of the car, but it still seemed fairly simple with the half oval hood and simple body. That way, the car wouldn't be too overly complicated, but it would still have a nice feel to it.

From there, I went to the computer and used Autodesk Inventor CAD software to begin designing my idea. Using a pair of dial calipers, I used one of your cars as an example to begin measuring the areas of the car so that my design would fit with yours. I built all of the parts and then assembled it into what is below. The low front that extends out looks like a sports car, and adds that sort street racing car look that almost all kids love. The spoiler on the back is also a popular design used in many cars. In my opinion, orange is also a very appealing color, and adds some extra eye candy to the car. The hood is simple yet sleek, and gives the car a very aerodynamic look to the car. I also kept the car consistent with all of your cars, and added the line along the sides, which helps show precision in the cars design. I made the treads by



making an hourglass shape with a center circle and curvy outsides.

After I made all the parts that were needed, I created an assembly using the same software and put all the pieces together. Below is a picture of the assembly in Autodesk. I

also created a rendered image to get a good

idea of what the car would look like

realistically. That car is also below, and you

can get a good idea of what the car would

look like if it was actually built. I even made

the materials look as close to possible as the

cars you currently make do. After I

assembled and rendered the car, I made a

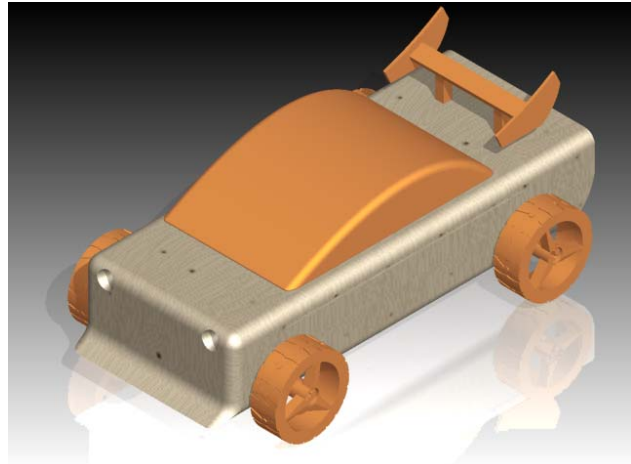
presentation of what the car looks like completely

torn apart. I also included a parts list and balloons

so that you can see what parts go where. The car

also maintains its orange color in the hood,

wheels, spoiler, and all the pegs as well.

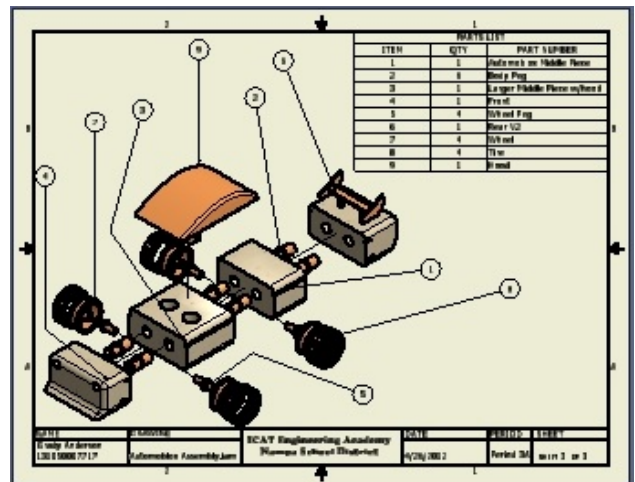


I think that this car could easily fit among

the Automoblox lineup. The car represents the durability that your cars maintain. The car

also encourages learning like all of your other cars. I think this car could easily be your

next limited edition Automoblox vehicle for these reasons.



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May 9, 2012

Sample 2

I am designing a limited edition for the Automoblox Company. I am submitting this to the Lead Designer Patrick Calello. I chose the design of my car from many different sports cars I researched online. I created this Automoblox to resemble a sports car. As a kid I enjoy the sleek and fast looking cars. This car resembles a sports car with its rims, spoiler, and treads on the wheel. I am designing this vehicle for a 5-14 year old kids. I chose to use the color red because it is not necessarily a boy or a girl color so it is compatible with both genders. I chose this age group because they will be able to appreciate the style and experience the vehicle to its fullest potential. I also believe this car will push their imaginations.

While performing my research on Automoblox I found...

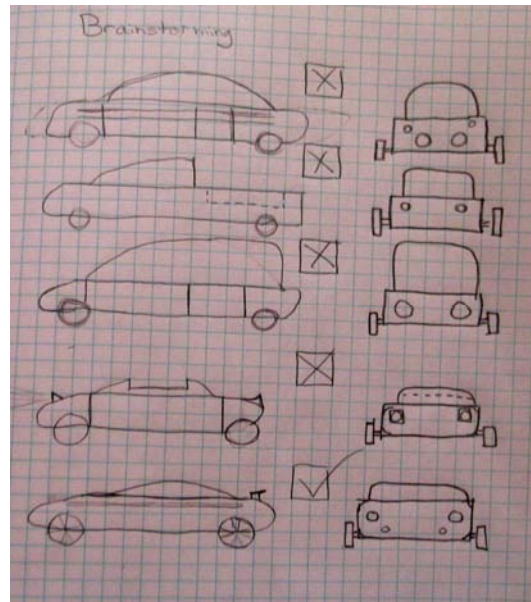
- Different combination to create new car designs
- Quality, safety and durability are vitally important
- Components that had the possibility of breakage under extreme play conditions were upgraded
- Bulk of their play will focus on assembly and disassembly
- Basic skills to assemble cars
- We engineered just the right fit of our patented connector system.

My brainstorm ideas were of an average town car. The car was going to be blue. I got rid of this idea because there was nothing special about it. It was just an ordinary car.

My second idea was a green truck. The truck was going to have a shallow bed. I also got rid of this design because I found there are already many Trucks in the Automoblox collection that far surpass this design.

Third was a soccer mom van. I was going to make it silver. I got rid of this design because vans aren't exactly limited edition material. A van could be made to look good and nice but it just doesn't seem to fit the Automoblox theme

My fourth idea was a convertible.



The convertible was going to be purple. With pop up headlights I wanted the headlights like that because I had never seen an Automoblox with that kind of design. I liked this design personally but I thought I could create a better design. So I continued brainstorming and trying to come up with a design that far surpassed my others.

My last idea was a sports car. This was the design I was looking for. I created the rims to have an edge to them that was visually satisfying. My canopy for the car was just the right height from the main body of the car so it didn't resemble a van or a car with little to no head room. I created the spoiler to have

an angle as it rose from the body of the car this made it not as bland as others I have seen. I have also added a few circles in the sides to make them have some visual edge to it. When I created the tire treads I was trying to create a tread that had a cool aspect to it not just a few simple shapes on it. When they were finished they had the look of all terrain wheels. I used many designs I had seen in cars I have seen driving around and on the internet to create this final project. I created the sports car because I thought it would be the most entertaining design for the age group I had selected.

I hope this design passes your expectations. I hope to hear from you shortly on if my car passed what you liked about it and what it could use work on. Thank you for your time.

