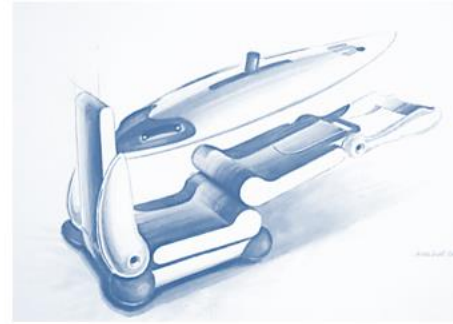


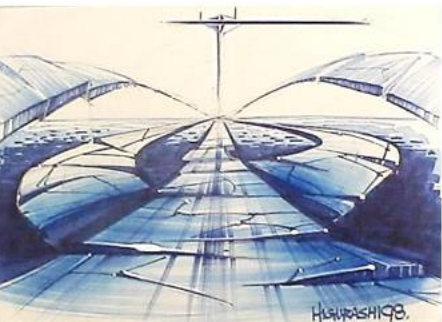


Car design training by Masato Inoue



Masato's Blue Sketch Dojo

Especially for the person who need to brush up portfolio for getting car design job.



Masato's Blue Sketch Dojo

Let me introduce myself first. I was born in Japan in 1955. Graduated Industrial design of Chiba university and Joined Nissan Motors in 1979. I was certificated at Art Center Collage in US in 1984 sponsored by Nissan. While in Nissan, I did both Interior and Exterior design, and created 7 production car as original designer and directed 15 concept cars and Nissan LEAF which is first Mass-production electric vehicle. In 2014, I retired Nissan happily, then came to Italy to teach in IAAD-Torino. I founded Masato Inoue Design & Consulting also.

I started teaching car design in 1990 at Tokyo Communication Art univ. From the Period, Blue Sketch was my specialty. So far, I taught this way more than 1000 students in Japan and Italy. I'd like to send gratitude to their passion and dedication. Many of their works are now excellent example for new students.



Masato's Blue Sketch Dojo

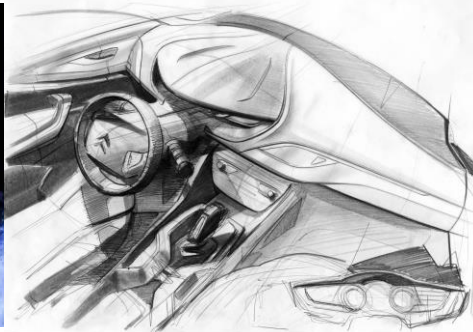
2020

<Examples>

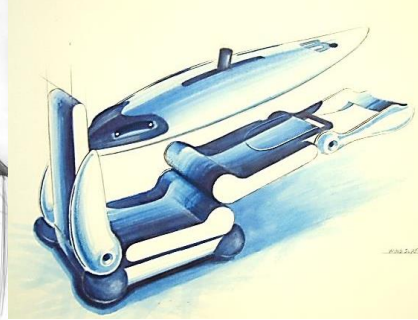
Exterior



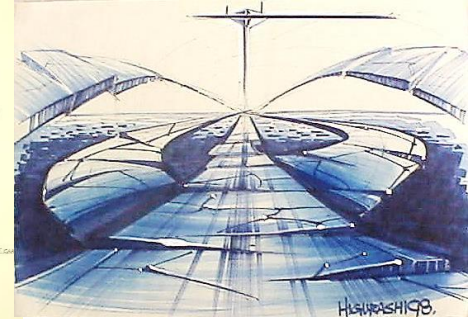
interior



Industrial Design



Architecture
/Huge space



GOAL

||

Acquisition of Visualize ability to transfer image to others,
“at one glance”.

Masato's Blue Sketch Dojo

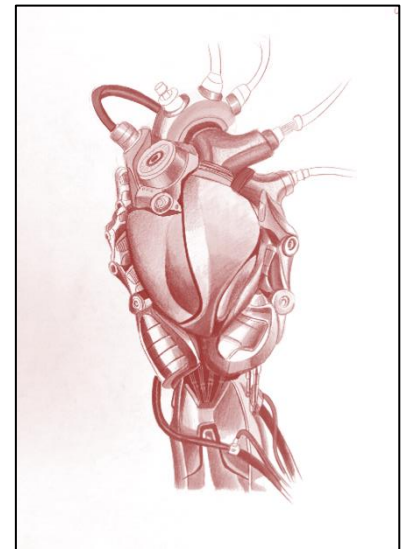
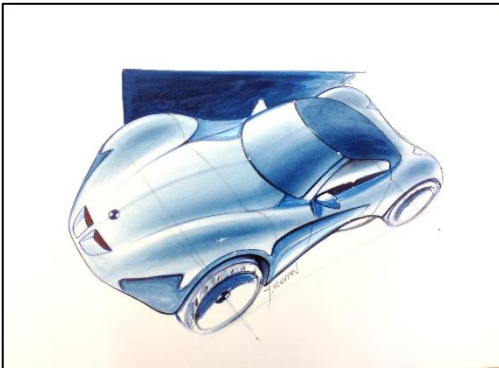
<Contents>

1, What is Blue Sketch	P5
2, What is the benefit of Blue sketch	P6
3, Before and after	P7
4, Process	P8
5, 4 commandments	P9
6, Sketch evaluation by 4 commandments	P10-13
7, Art supply	P14-16
8, Online lesson process	P17
9, Final evaluations	P18
10, Necessary digital circumstance	P19
11, Course, Terms and Tuition	P20
12, Blue Sketch Dojo Enrollment form	P21
13, Process from now	P22

1. What is the Blue Sketch?

If you want to be a car designer, a nice sketching skill is mandatory. To improve the sketch, there is 2 important thing. 1)You need to draw a lot of sketches until your hands move as if automatic. Like a Karate or Judo, hard training at Dojo (means training hall) is necessary. 2)but you shouldn't draw without theory. There are simple 4 commandments which are key points to enable an ideal sketch expression. To experience the effectiveness and always conscious while sketching is key to improve. Then this sketching skill is fundamental car design ability which OEMs are seriously searching and expecting for young designers. (refer next page)

About the color of sketch, since many of student liked blue, then naturally we start calling It Blue Sketch. Color wise, if hue is same, any color should be OK, If with strong contrast. I'd like you to think the Blue Sketch means hard sketch training with 4 commandments.



2. What is the benefit of Blue Sketch

1)To others - Image conveyer

You can convey your idea by visual without word.

2)To others - Charming weapon

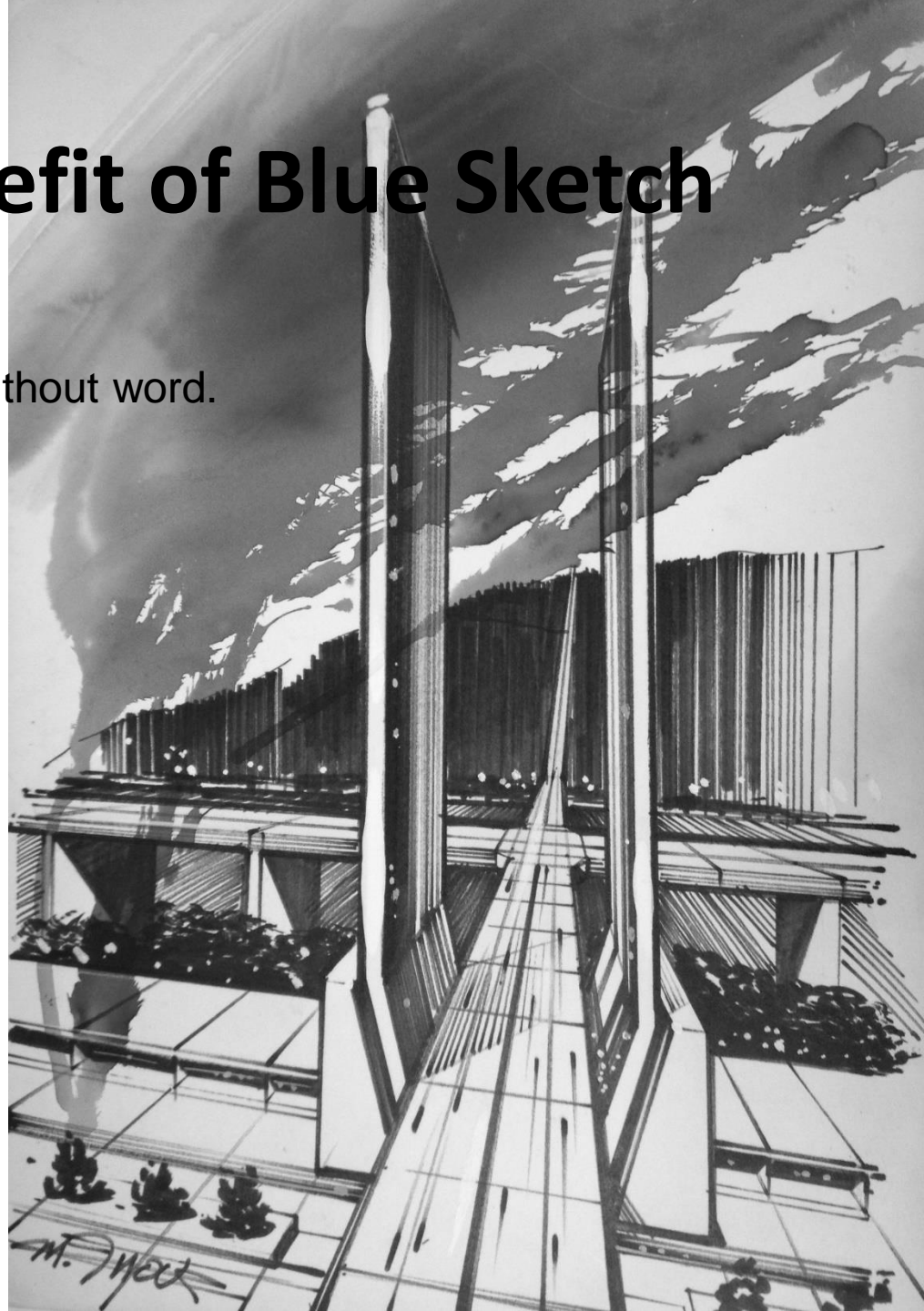
As a result of visual communication, others become stand by your side.

3)To yourself - Mirror to judge

You can visualize what you imagined, then you can judge it objectively.

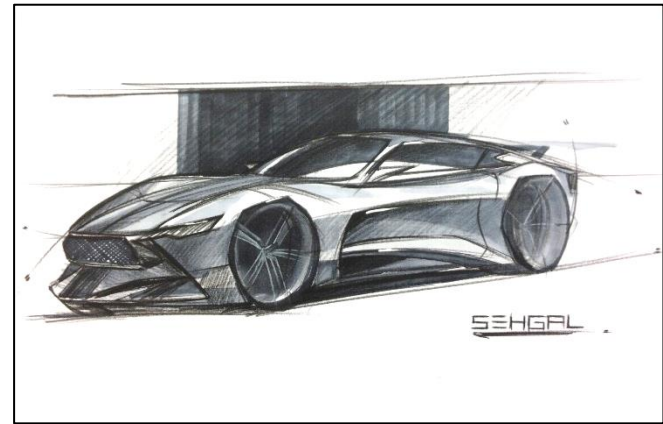
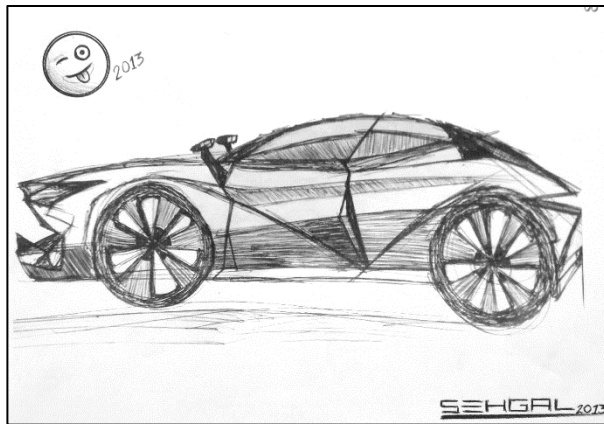
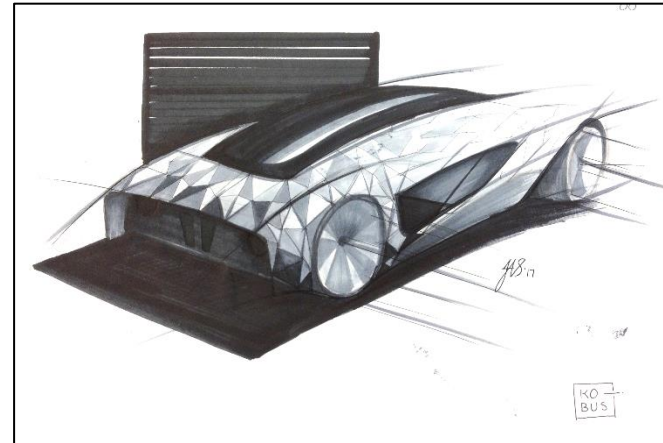
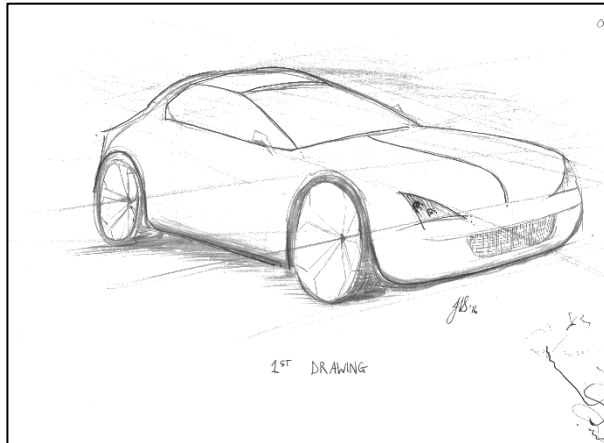
4)To yourself - View expander

By drawing ID ,Architecture & space, you can widen your design view.



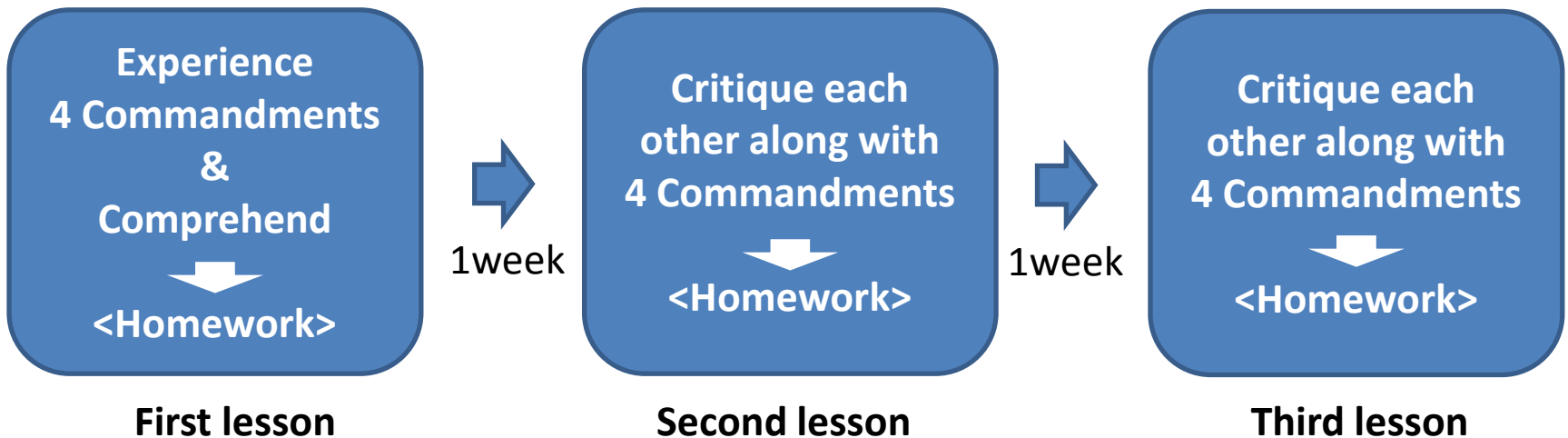
3. Before and after

Below are some typical case of former student's improvement in 3 month.



But effectiveness depends each person's case. At least, **If you don't draw, you never be good.**

4. Process



First lesson

Experience “What is stand-out and Understandable expression?”
By drawing cube, only by lines.
And comprehend
Importance of 4 commandments.

<Homework: Example>

Draw 4 category sketches

2 piece each = 8 piece

**Amount of the Homework
vary depends level of the class.**

Copying from past student's sketch is really recommendable.

Second lesson

Along with 4 commandments,
critique everybody's sketch
Each other.
When you critique other's,
You need to be “God eyed”.
You can say whatever along with
4 commandments without hesitation
Of whether you can do it or not.

<Homework: Example>

Draw 4 category sketches

3 piece each = 12 piece

“Still” Copying from past student's sketch is really recommendable.
Good one from classmate's? Why not!

Third lesson

When critique
MASATO is carefully listening
what you guys say. If wrong,
MASATO will correct it.
You supposed to change
copy to your original
gradually

<Homework>

It will be set accordingly.
If you reach over 100 sketches
In this way, effectiveness of
this sketch training
will be maximized.

5. 4 Commandments

1. CONTRAST Relation between Black & White

- Recognizable strong contrast from distant point.
- Not too dark, Not too white as whole picture.

2. COMPOSITION Check below 3 points

- Along with size of paper, object should be appropriate [size and placement](#).
- [Correct perspective](#) , always.
- Put object in [best angle](#) to transfer your image.

3. LINE QUALITY Quality of line tells a lot

- Contrary to Contrast , this tells high quality in close distance.
- Control your looseness, Intentionally strong or weak, “Bouncing line”

4. FOCUSING Decide focus point when start

- For standing out of main theme, Focus point should be determined.
- Focus point = high density drawing point.
- In another word, you should leave the rough space. (usually most distant area)
(you can speed up sketching by this technic.)

コントラスト

Contrast

6. Sketch evaluation by 4 commandments

[Car Exterior]

構図

フォーカシング

Composition

Focusing

← Spider chart

線質

Line quality

コントラストがやや足りない為、やや印象が薄まっています。構図的には位置、サイズパースペクティブ、アングルともほぼ問題ありません。

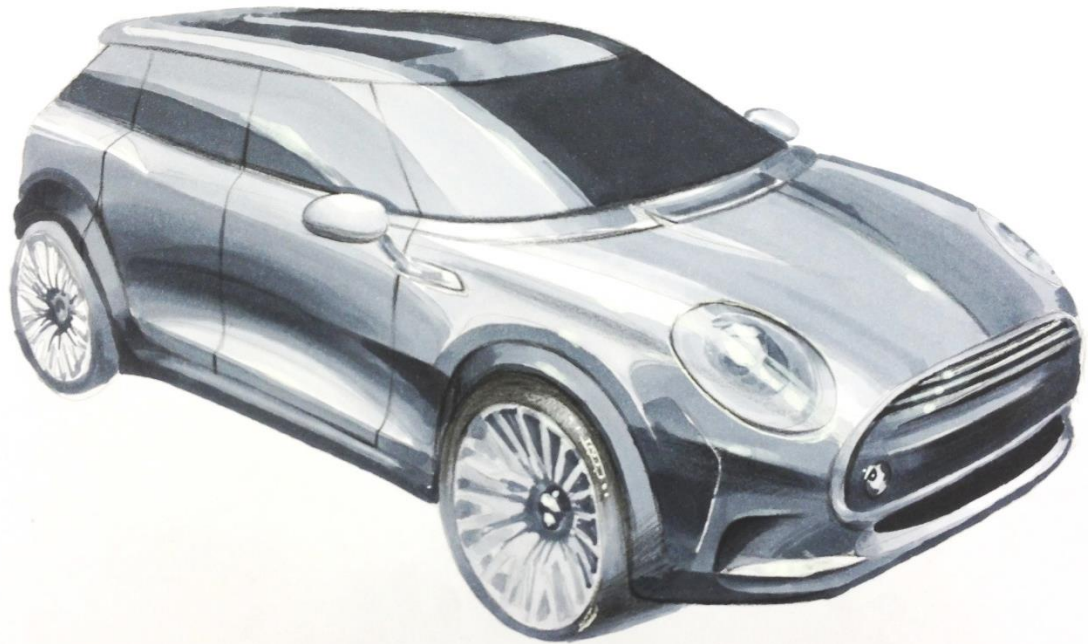
この絵は線の質が最大の問題です。外周のシルエットや基本となるパースを見せる線が細く弱々しいため、コントラストの足りなさや相まって自信のなさそうな弱い表現になってしまいました。フォーカシングもタイヤとフェンダーでバラバラです。

Due to less contrast, this sketch looks a bit weak.

All Composition factor is OK. Except rear Tire looks a bit too small.

Quality of line is main weak point of this sketch. Together with weak contrast, it makes this sketch looks like less confident.

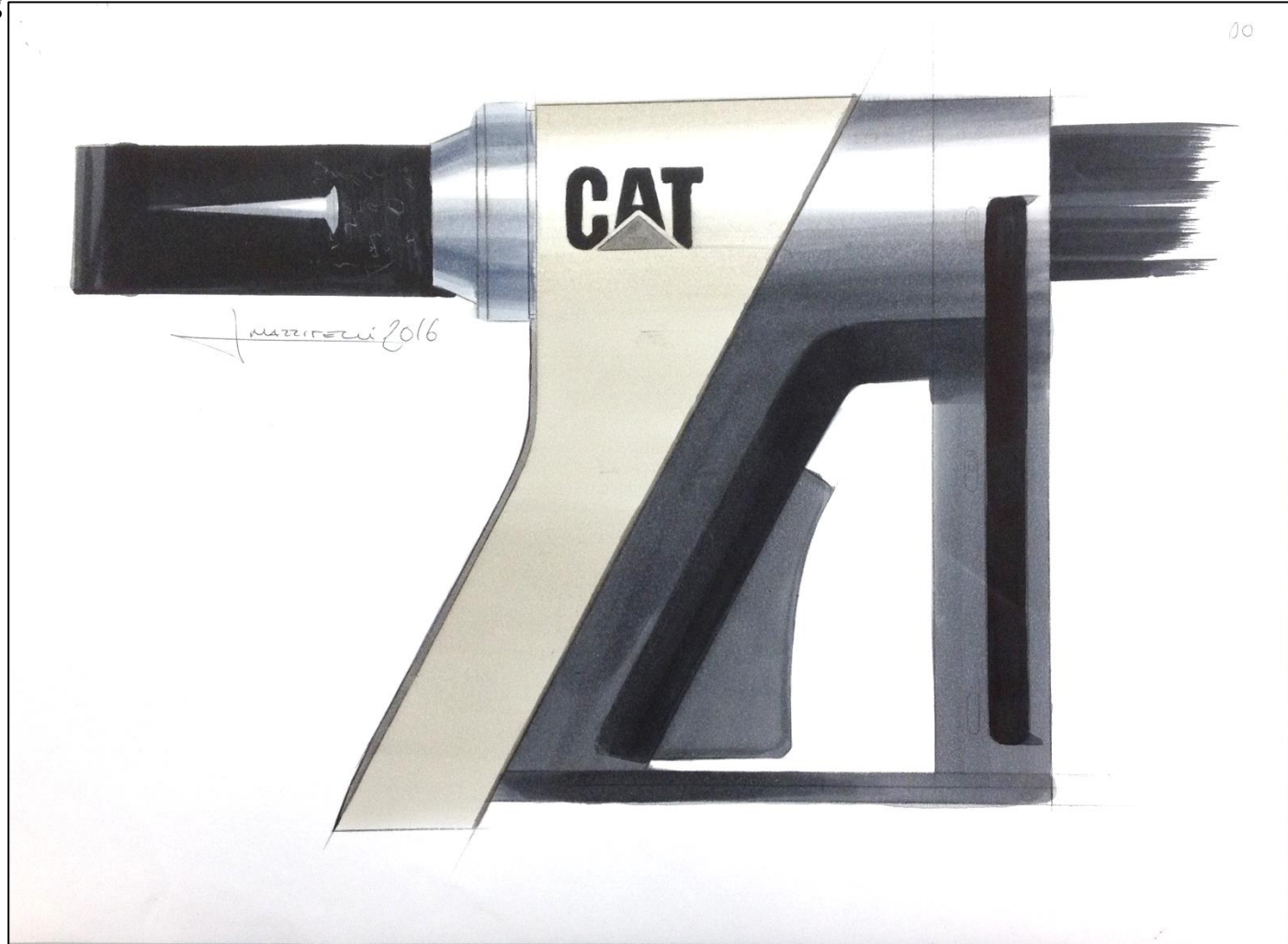
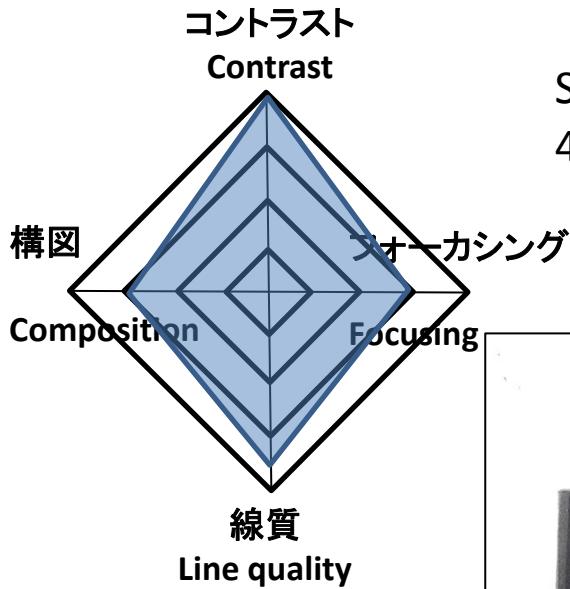
The front tire is darker than rear, this is right Focusing, yet front black fender is lighter than rear, it is wrong and total focusing is confused by this. Since Contrast is weak, Focusing is weak in general.



BRANDON SANTANA

[Industrial Design] Product

Sketch evaluation by
4 commandments



メリハリの付いたコントラストが気持ち良い。この程度のウォーム色とクール色の組み合わせは良いと思う。

構図は主体が若干上寄りな点と上辺が紙辺と平行でない点が惜まれる。バックの黒の高さが左右で合っていない。

線質はOKだが欲を言えばどこか抑揚が有っても良いのでは。

フォーカシングはそもそも図面的作品なので余り必要が無いが、だからこそ細かいピニエッタに気配りが必要。上記バック黒の荒さが目立つ。中央部の書き込みもやや不足。

Contrast is OK including intentional usage of warm and cool color.

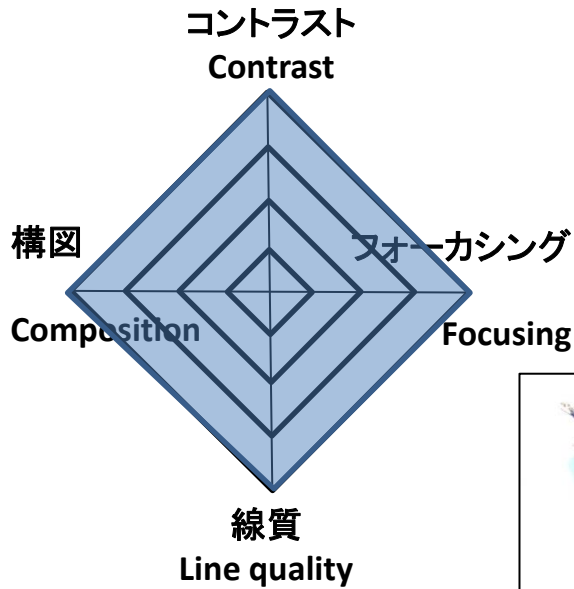
Upper side top line is slightly not parallel to the paper edge. Since this work is close to the blue print, this part is better be precise as composition.

QL is OK. But little more dynamics would better.

Horizontal black back ground should be continuous in height and the way of venietta should be consistent left and right for creating focusing.

[Architecture & space]

Sketch evaluation by
4 commandments



ほぼ文句の付けようのない素晴らしい作品です。コントラストがこれだけ強く出来ると、水面の照りや距離感もコントロールが非常にやり易くなる典型と言って良いでしょう。ただ一点、最も濃いブルーに黒を足している点はモノクロという制限からは逸脱と言えますが、ここはOKとしましょう。

構図全体も風景に合った線の質も上手くコントロールされています。画面外周部が徐々に淡くなる事(ピニエッタ)によるフォーカシングも見事です。

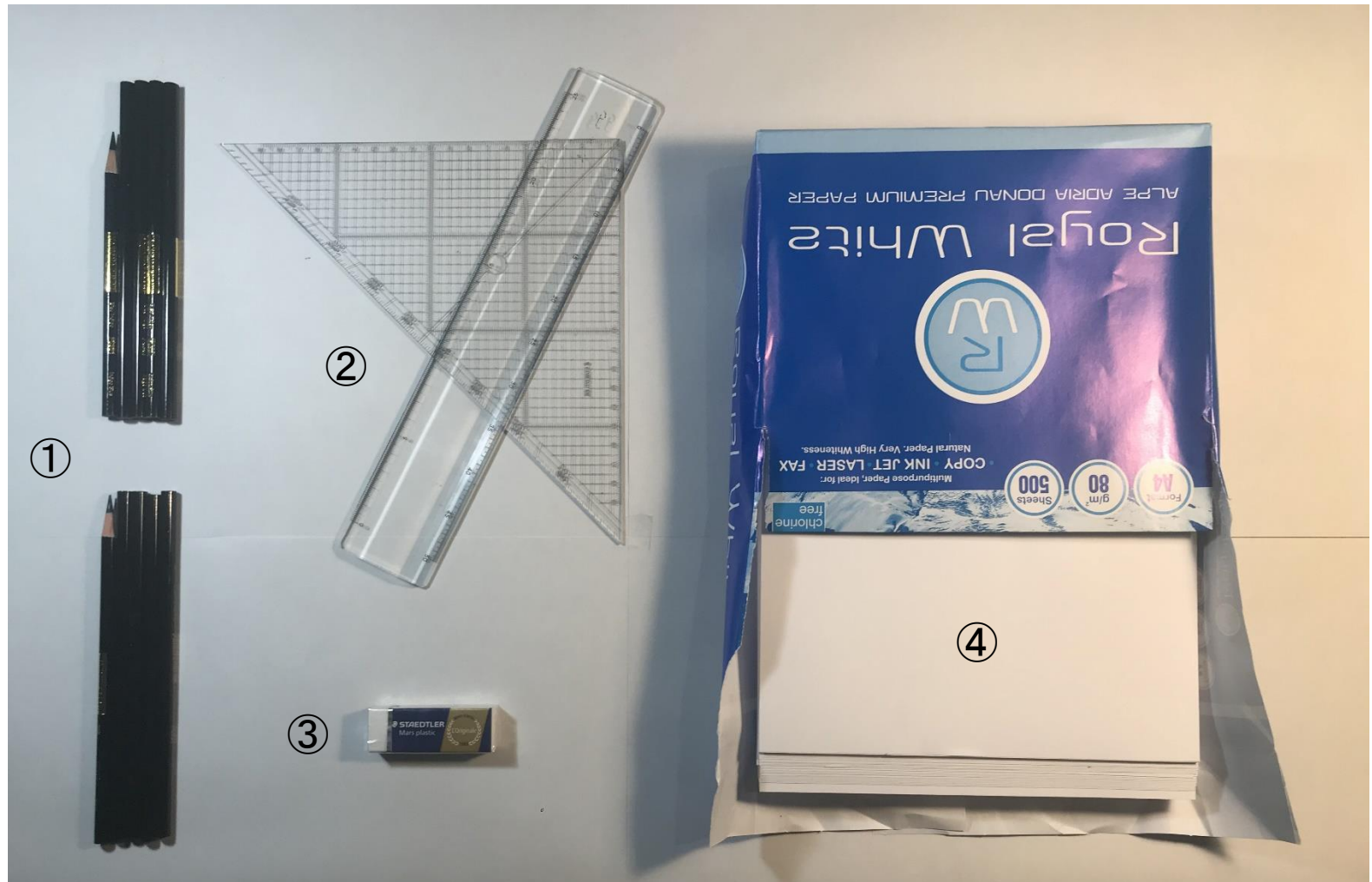
This is almost ideal work. Due to the very strong Contrast, control of the distant part and texture of The water etc. became very easy. Yet darkest blue is added black. It is not monochromatic expression. ..but I should say OK in this case. Composition, Quality of line also very well organized.

The Dark to light gradation around outside of sketch (So called Venietta) works pretty good for beautiful Focusing.



Andri 2Feb 2015

Necessary items on first day



①Color pencil ②Strait Ruler ③Eraser ④Paper (Such as copy paper A4)

Necessary items on 2nd day and after

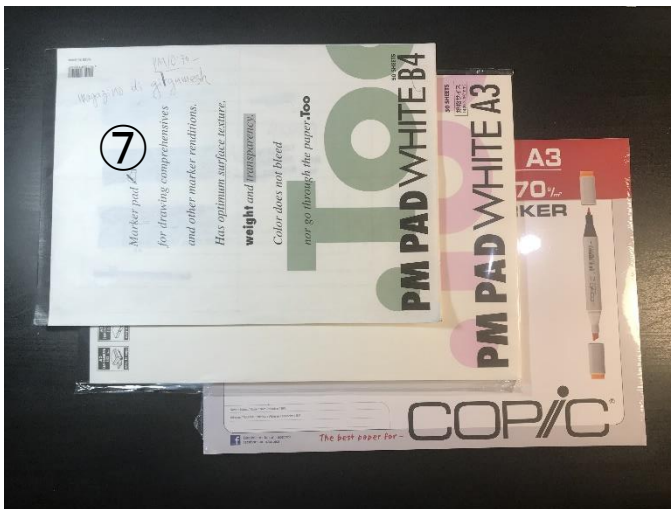


<https://copic.jp/en/product/sketch/>

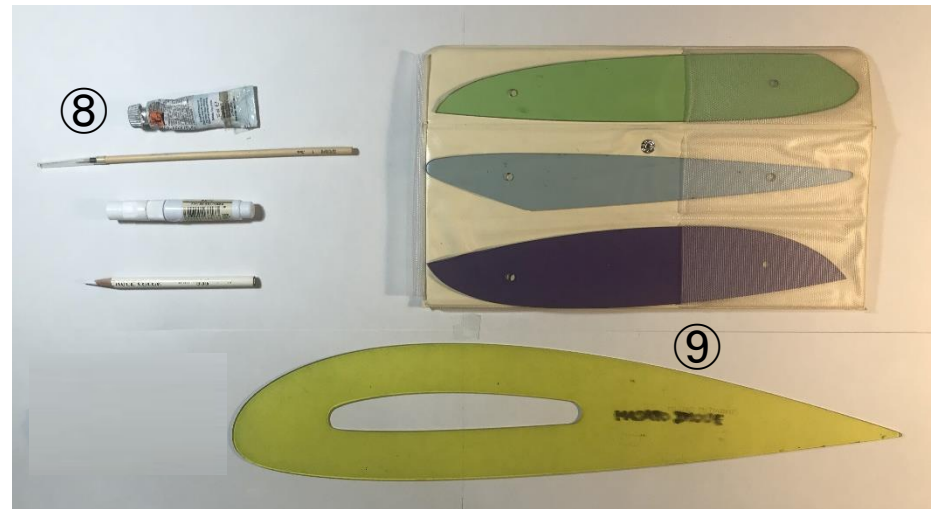
⑤ COPIC SKETCH marker



⑥ Refill ink



⑦ Marker pad B4 size



⑧ White; Poster color, Fine brush, Correction pen, Pencil

⑨ Curb Ruler

“Good to have” items

(From top) Pastel, Baby powder, Kneaded rubber

Pastel is useful for adding pale expression. Firstly, make pastel to powder on the paper using cutter. Then add baby powder so that the pastel powder can be smoothly extended with tissue paper or cotton pad.

But if you get used to marker stroke, you can draw almost same expression with marker. I recommend to use along with the situation.



8. Online lesson process

2 to 3 hours online lecture will be held on every weekend for 3 month continuously. 12times.

Flow of one day

Enter into
Class
By
Invitation
Link by mail

You will get invitation link to your mail about 10 minutes before Class starts.
So click it and join the class lesson.

*ZOOM or Google Meet
Is under preparation, now.

Upload
your
homework
to server

After Join the class,
In the chat page,
there will be a link
to homework server.
Then upload your
Homework.

**(So you need to
finish homework
sketch and scan all
for upload, before class)**

Homework
Evaluation.
Correction,
& lecture
by Masato

By sharing everybody's
Homework, evaluation
will go on.
Masato will provide
correction to your sketch
on shared screen and lecture
teaching tips stored in
common server,
along with time & needs.

9. Final evaluation

After final class,,



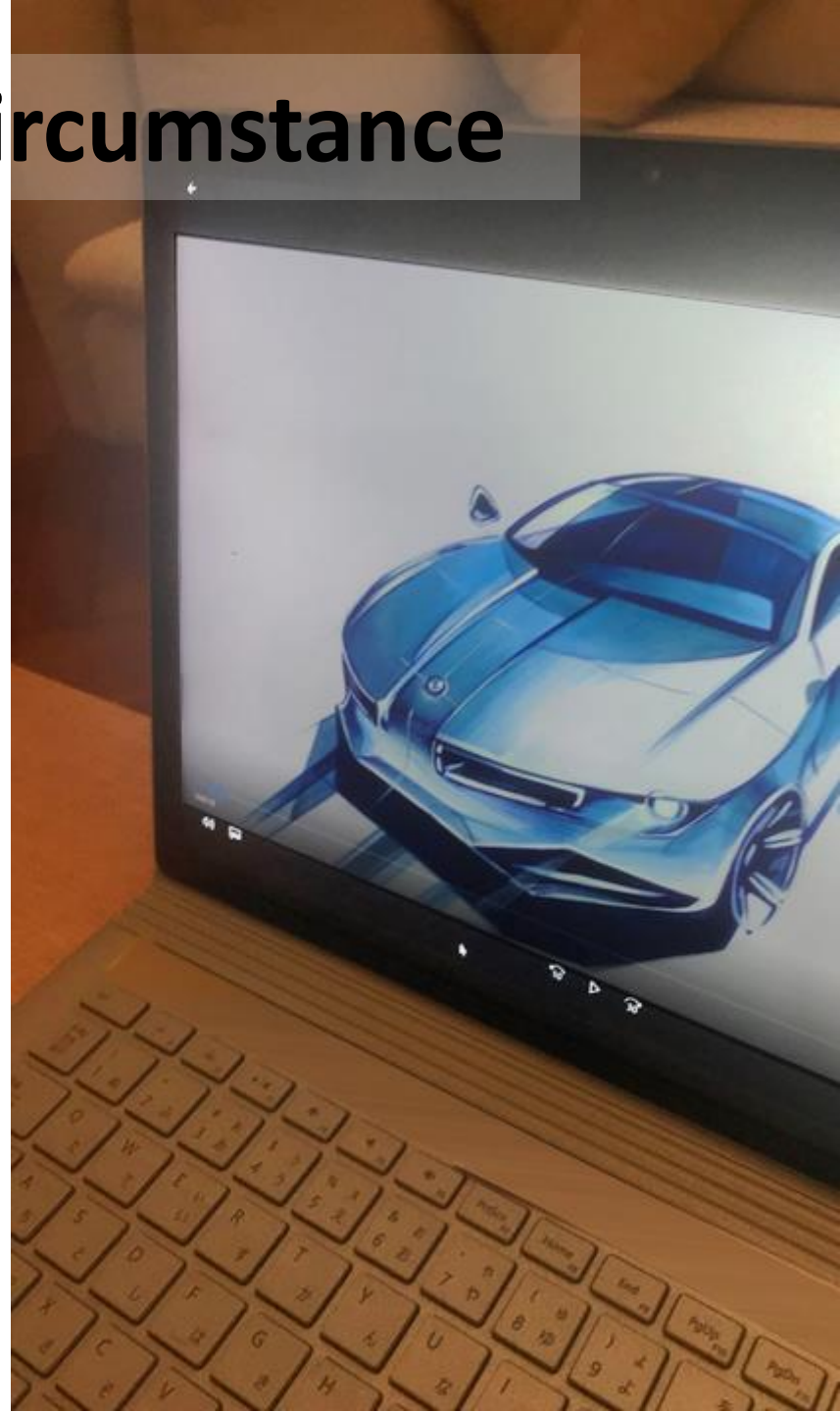
After final class, participants supposed to select best sketches *how many will be decided at that time. Then you chose them based on 4 commandments, and upload it to our common server within 1 week. Masato will evaluate all and will send you final evaluation including holistic 4 commandments spider chart and advice.

Certificate of Completion of Blue Sketch course will be issued if you fulfill more than

- 80% attendance of the class
- 80% submission of the number of sketch homework
- 60%(SB1) 80%(SB2) of 4 commandments spider chart result

10. Necessary digital circumstance

- 1) Broadband connection to internet
- 2) PC, MAC, Smart phone or tablet
- 3) Have to have camera and mic included in above 2) or externally connected to 2)
- 4) PC CPU: 2.2 GHz Intel 2nd gen. i3 / i5 / i7 , AMD equivalent or above is recommended for smooth movement in screen.
- 5) For scanning your sketch, scanner is ideal but CamScanner_(Smartphone app.) or equivalent Scan-app. would be very convenient.



11.Course, Terms and Tuition

Course	Dedicated to who	Duration	Hours/Week	Tuition
BS1 Every Saturday 10:00 start <small>*Turin local time</small>	<ul style="list-style-type: none">-Pre-car design university-Want to know own aptitude	2month (8times)	3 hours	100 euro cancel charge €30
BS2 Every Saturday 15:00 start <small>*Turin local time</small>	<ul style="list-style-type: none">-Finished BS1-Currently in car design university-Post university yet need skill up	3month (12times)	3 hours	250 euro cancel charge €30

First lesson start from **Saturday 5th June 2021**
Enrollment by **Saturday 22th May. 2021**

12.Blue Sketch Dojo Enrollment form

<p>Name _____ Surname _____</p> <p>Sex M or F Age _____ E-Mail _____</p>	<p>BS1 or BS2 U R intending</p>
<p>Telephone/Mobile _____</p>	
<p>Home Address _____</p> <p>Current School or University _____</p> <p>Occupation if you have _____</p>	
<p>Date _____ Signature _____</p>	

Please attach your recent sketch with e-mail , to judge your class correctly.

Submit to inoino-m@ra2.so-net.ne.jp

13.Enrollment process

If you want to join online Blue Sketch Dojo, Check PDF Attached to this video comment area, and please send enrollment form and your recent sketches To inoino-m@ra2.so-net.ne.jp by **Saturday 22nd May 2021**

I will organize courses finally and send you invoice and payment method. Please pay(Credit card /Paypal) by **Saturday 29th May 2021**

First lesson will start from **Saturday 5th June 2021**



I wait for your passion!

Ciao!

Masato Inoue