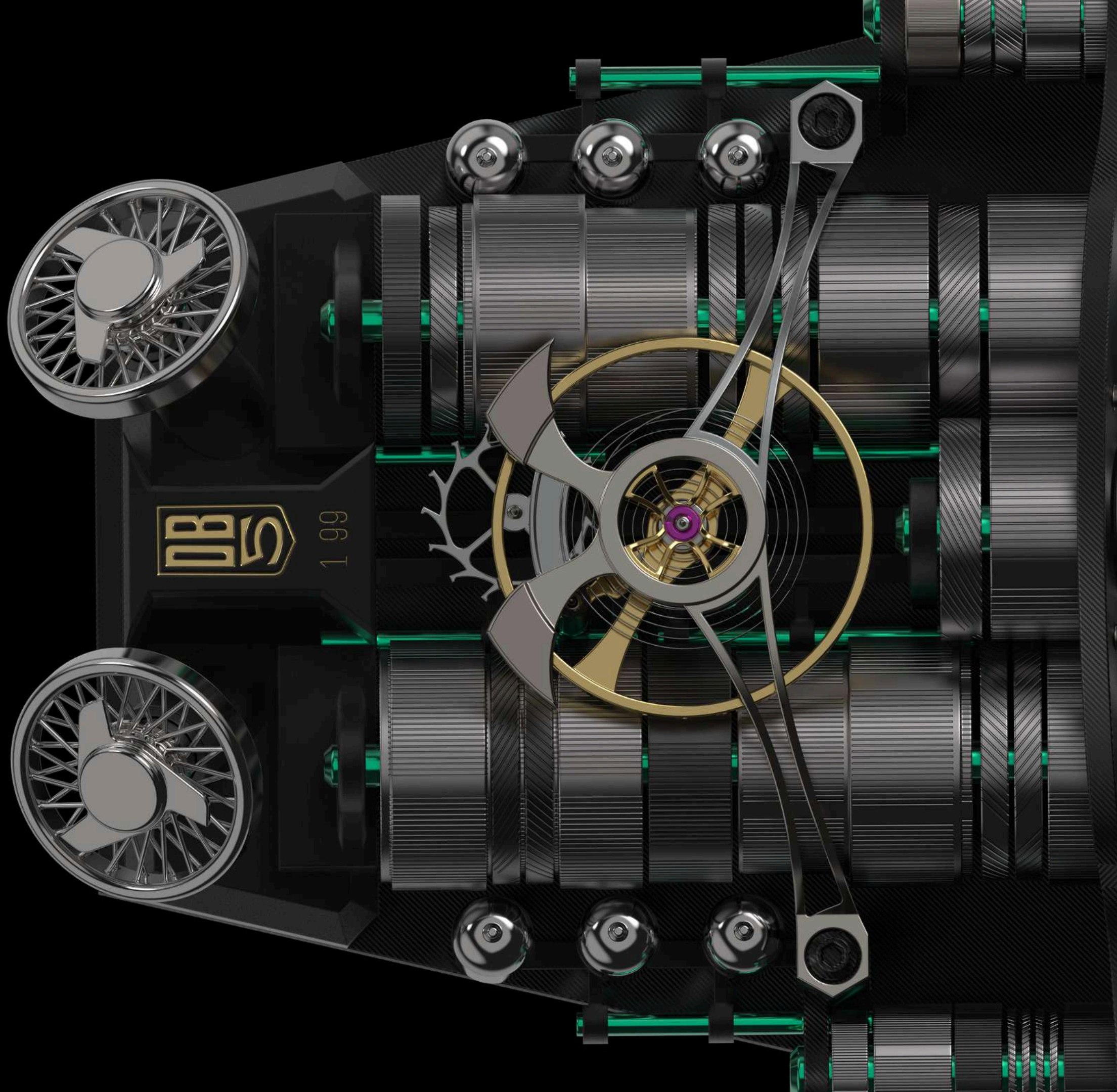


Vaibhav Chawla

Design Portfolio

 2024



ABOUT ME

where should we start?!



decvaibhav07@gmail.com
@the.prototyper (Instagram)
www.linkedin.com/in/vaibhav-
chawla-998335197

+91 96342 36605

Education

2019-23

Bachelors of Design, Fashion & Lifestyle Accessory Design
National Institute of Fashion & Technology, Mumbai

2023-2025

Masters of Design, Mobility & Vehicle Design
Industrial Design Center, IIT Bombay

Recent Works

Cockpit Design (June, 2023 - present)

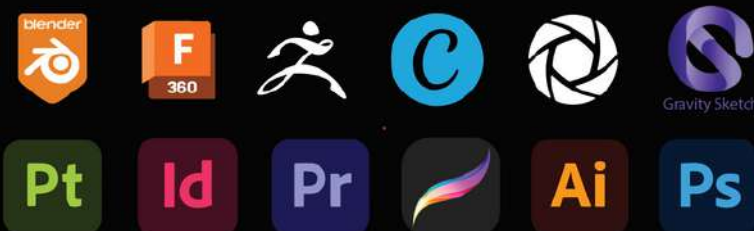
Guided Project, Prof. Nishant Sharma, IDC IITB

3D Artist (Aug, 2021 - Aug, 2023)

VIGA Entertainment Technologies, Bangalore

Industrial Designer (Jan, 2023 - April, 2023)

TATA ELXSI LTD., Bangalore



CONTENTS



**WATCH DESIGN X
JAMES BOND**



HI.VI



CLAY SCULPTING



**SKETCHING &
RENDERING**



3D MODELLING

01
WATCH DESIGN X
JAMES BOND





Overview

James Bond is a fictional character created by novelist Ian Fleming in 1953.

A British secret agent working for MI6 under the codename 007.

He is often depicted as a peerless spy, notorious womanizer, and masculine icon.

Ian Fleming, likely drew his inspiration from more than one secret agent he learned of from his experience working with British naval intelligence. Potential real-life inspirations for Bond included World War II secret agent F.F.E. Yeo-Thomas and Serbian double agent Dusko Popov.

Aston Martin DB5

A silver Aston Martin DB5 is shown driving on a city street at night. The car is in motion, with a blurred background of buildings and streetlights. The car's headlights are on, and it has a classic, elegant design. The street is wet, reflecting the lights. The overall scene is dynamic and cinematic.

First debut in 1964 in Goldfinger, DB5 is one of the most iconic and important part for both James bond as well as Aston Martin franchise by saving a brand and marking a historic car all together, It was the first car to be packed with tons of spy gadgets, and has been favourite since day one of the debut, this one has been featured in almost 7 bond films including the latest "no time to die" with an opening stunt scene.



Idea

The Idea was to develop a limited edition watch collection for marking the success and impact of James Bond as a character as well as a blockbuster franchise in history of cinema.

The lineup will be created for the year 2023, to celebrate 70 years of creation of James bond as a character, created by novelist "Ian Fleming" in 1953.

Target Market

- A potential watch collector
- A person who is into movies and collects memorabilias
- James Bond fans
- age group 30+
- entepreneur

Has a good taste in
Luxurious/premium lifestyle
Houses
Cars

Trend Takeaways

Collabs
greens and greys
divers
retro
Car collabs
skeletons

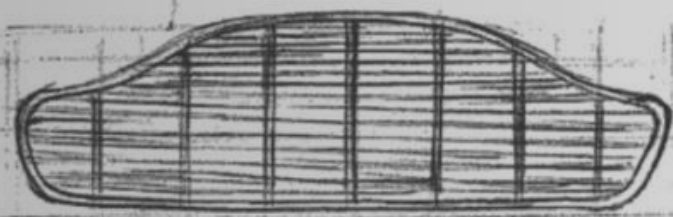
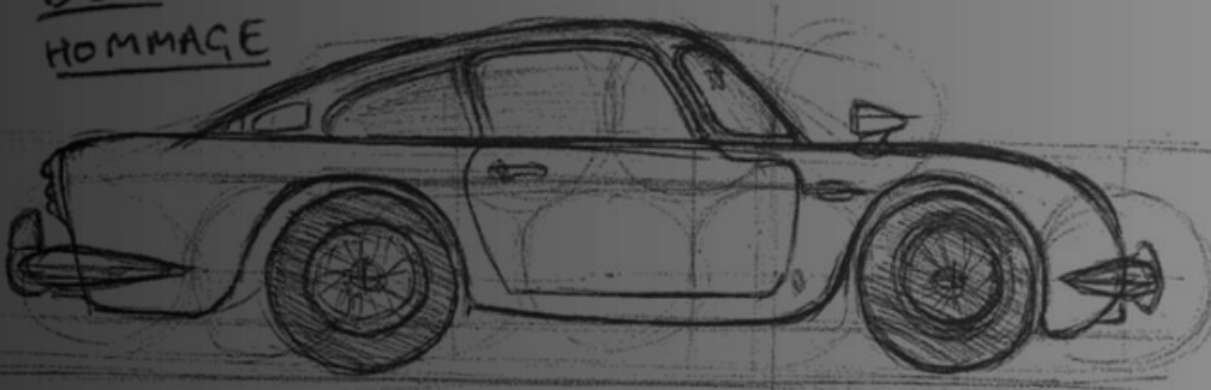
Timepiece

Aston Martin DB5

A homage design for the DB5

WATCH-III

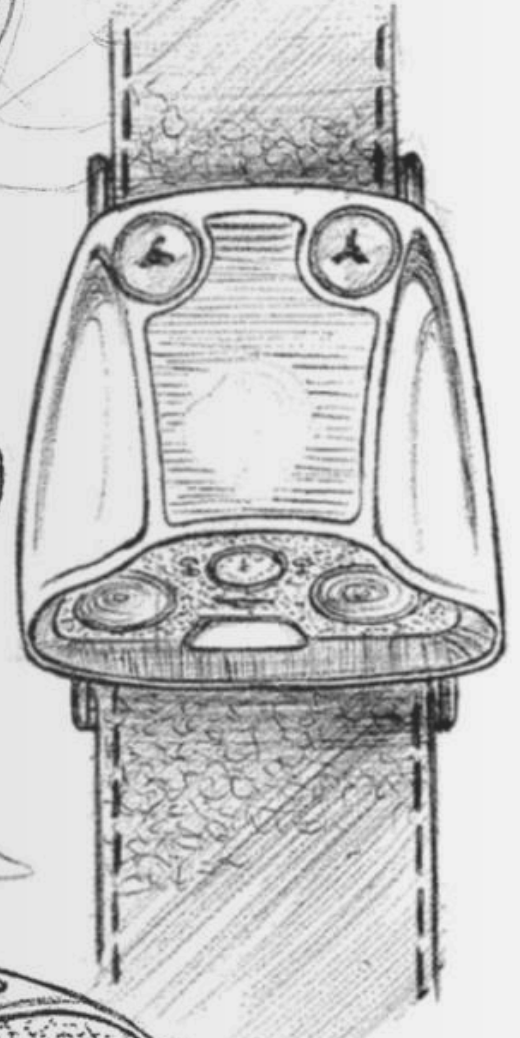
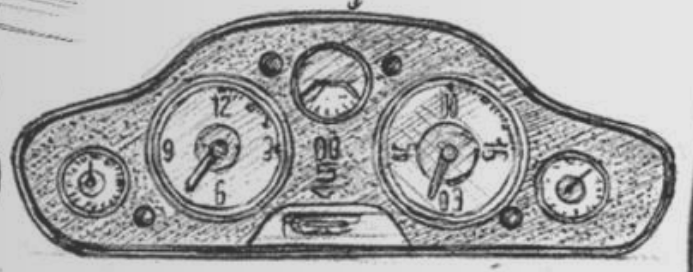
DB-5
HOMMAGE



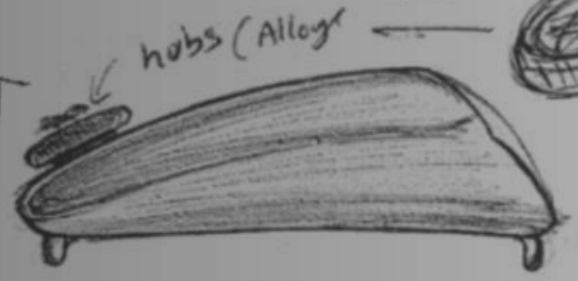
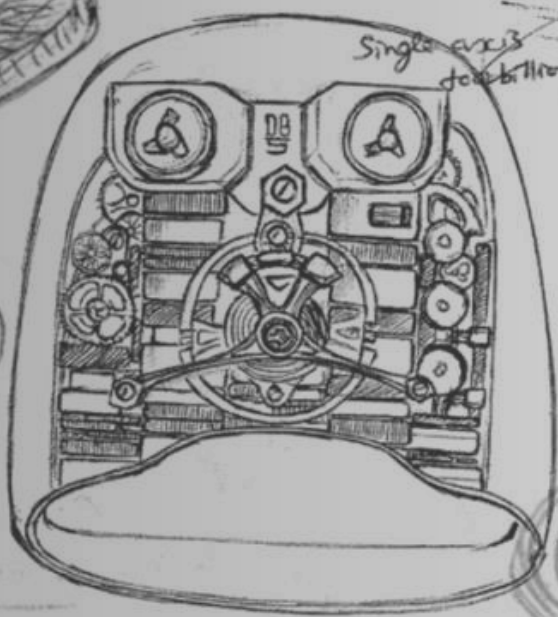
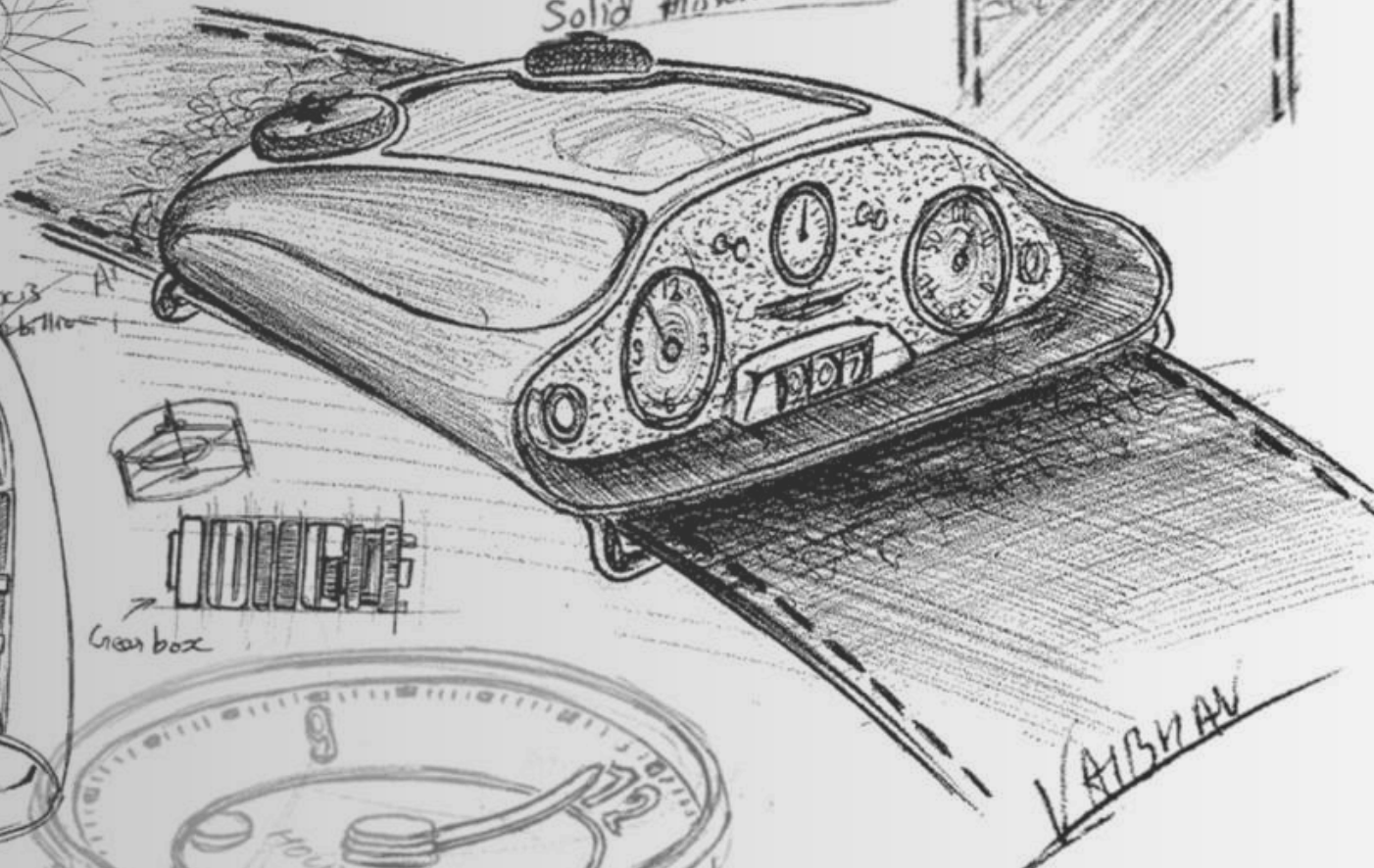
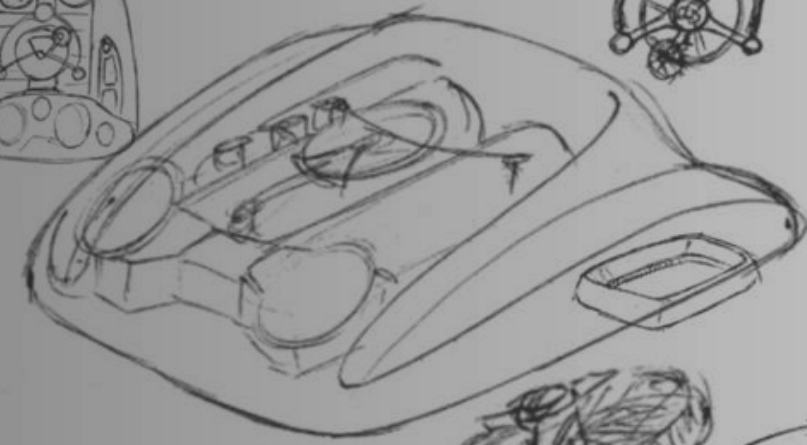
6 1/2 wheel body ratio

20 40 60 80 100

MPH 50 30



DB5



Gear box

Design
Ideation

Cultural Heritage X Precision time-keeping



- moon phase for primary
- triple for billion

V. AIBYAN



FINAL DESIGNS AND RESIN PRINT PROTOYPES

ASTON MARTIN DB5 LIVERY

symbol of timeless elegance and sophistication. Its sleek design and powerful engine made it the perfect car for high-speed chases and daring escapes. The iconic car has become synonymous with the James Bond franchise and continues to capture the hearts of fans worldwide.



OPEN HEART MOVEMENT

Resembling the DOHC of DB5's straight 6 with a fusion of Cabestan and Jacob&Co's inspired movement, The open heart mechanism is designed with cylindrical gears and hanging tourbillon in the center.



THE CROWNS

Inspired from the spoked wheels, which were a popular design element in the 1960s when the car was first introduced. The spoked wheels on the Aston Martin DB5 are a unique and recognizable feature that adds to the car's overall aesthetic appeal.





CROWN



OPEN HEART/ENGINE



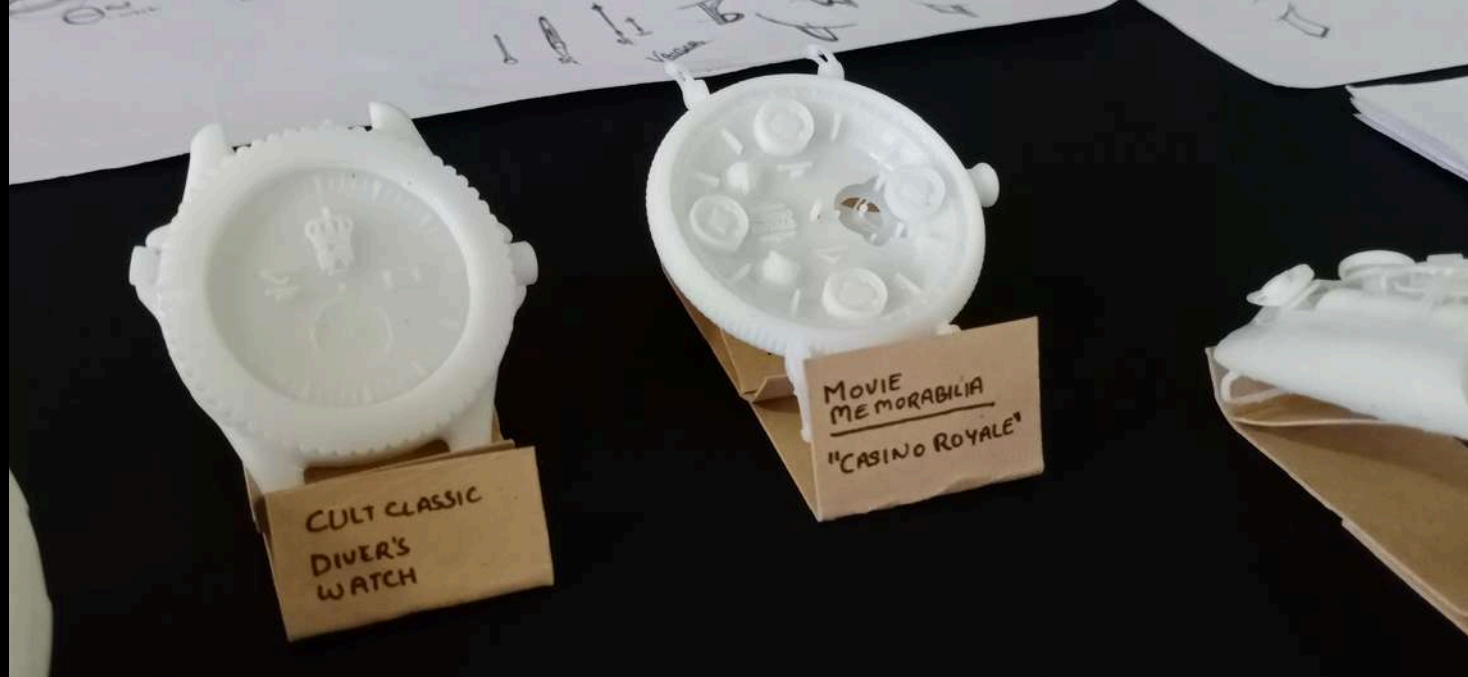
GRILLE IDENTITY



SPOKE WHEELS



DASHBOARD STYLED



RESIN PRINTED PROTOTYPES

Quick prototyping of the collection of four 007 themed watches consisting of pocket watch, divers watch, a movie memorabilia and the DB5.

A quick visualization of the
timepiece and how it'll reflect
it's elegance and culture in real
life.





With the open heart movement and front dash dial representation, DB5 is a perfect livery for the legacy of 007.

Complete collection showcased on the website.

02
HI.VI



Sub-4M SUV Design Project

A collaborative group project with the help of Deepti Shetty and Shubham Chauhan.

The project is about empowering and enriching the lives of women in India, celebrating their values, and delivering a driving experience that's journey of self-discovery. In every detail, from its style and functionality to its unwavering focus on well-being, this SUV is more than a vehicle – it's a companion, a confidant, and a true reflection of your desires.

Market Understanding

Here we tried to understand on what market we'll be working, what is the audience, what are their needs, what are the current trends, and what is going to be the future prediction for the area we are working in.

THE BUYERS

32 Years Old
Aryan Makheja
Stays in Delhi
Does Marketing Management
Married with one child

Aryan is a mid-level marketing professional who lives in Delhi with his wife and young child. He needs a reliable and practical vehicle for his daily commute to the office. Aryan enjoys weekend trips to the nearby hill stations with his family and occasionally goes on off-road adventures with his friends.

NEEDS & GOALS
Urban Commuting
Family Adventures
Off-Roading
Techy
Safety
Status

29 Years Old
Riya Sharma
Pune
Graphic Designer
Single

Riya is a young, independent graphic designer living in Pune, a city known for its blend of urban and natural beauty. She enjoys exploring the city, taking weekend trips to the nearby mountains, and occasionally goes camping with her friends.

NEEDS & GOALS
Urban Commuting
Adventure and Nature love
Fuel Efficiency
Stylish and Trendy
Techy

DEEPTI SHETTY | SHUBHAM CHAUHAN | VAIBHAV CHAWLA

23M2287 23M2289 23M2286

Study done to understand the market conditions and future options in the market presented in a poster format.

Sports Utility Vehicle

WHAT IS SUV?

Goes where no other car can
Can carry you as well as your home
Dominates like a Bull on Road
Probably can take weather down
Ready to Attack
Stronger than Promises

WHY SUV?

Big Bold Car
Dominating road presence
Dominates like a bull on road
Ultra spacious
Feature packed
Much Safer

WHAT ALL ARE THERE?

YES! a micro SUV XD

Top 5 States

Uttar Pradesh
Maharashtra
Karnataka
Gujarat
Haryana

715K Jan-Sept '23
Total sales of SUVs in India

37.1M
Total sales of SUV World

11.5M
Total sales of CRVs till-date

263K
Model Y sold FY23(worldwide)

172K
TATA Nexon sold in FY23 till now

MARKET CHART

INDIAN SUV MARKET SIZE BY REGION

Global market share of SUVs

Male v/s Female Buyers ratio

HIFY23

HIFY24

User needs after the interview stage

Most of the people out of survey aspires to take their SUVs on mountains and hills, followed by riverbeds, snow region and complete offroading capabilities.

Following up with the the future of automotive interiors, minimalism yet futuristic was the most picked choice of the scenario.

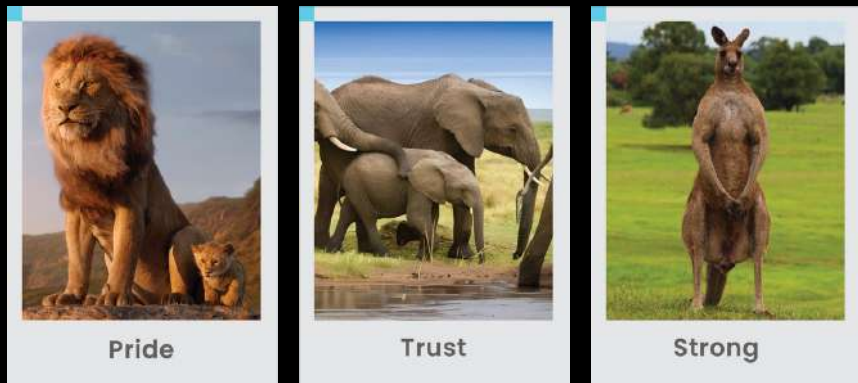
Interviewees chose experimental yet premium materials for the interiors, like marble, wood, resin composite, along with raw carbon fibre feel to it.

Lastly for the color schemes, exterior revolved more towards shades of Blues, white and blacks, followed by orange, sap green and Dual tone electric finish.

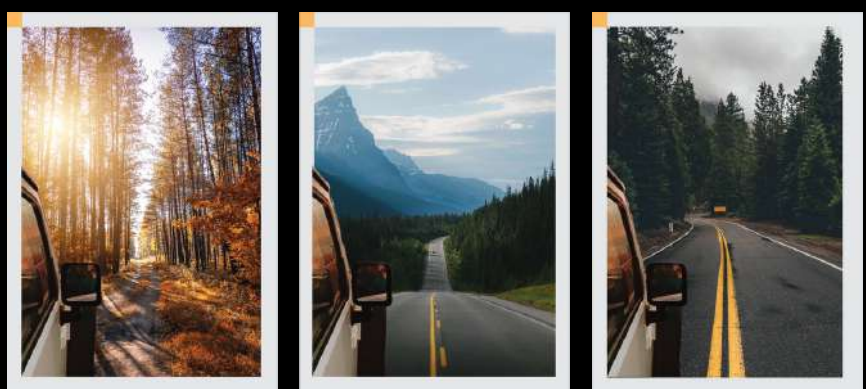
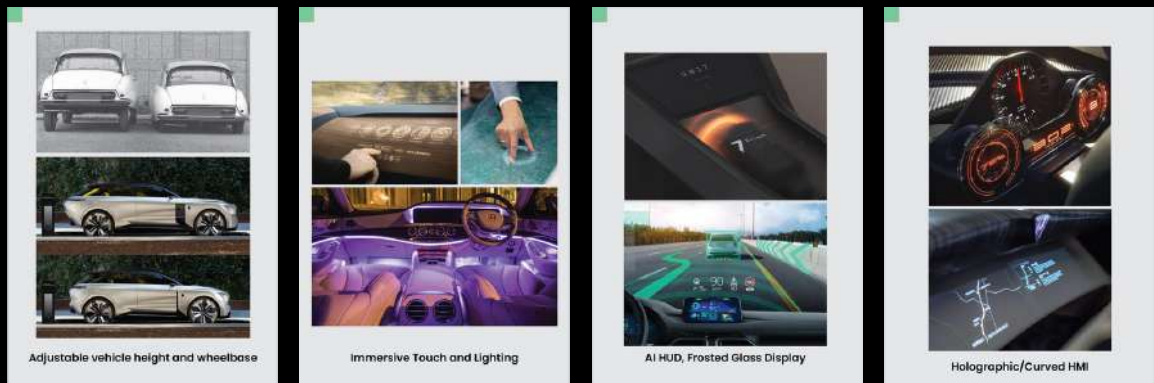
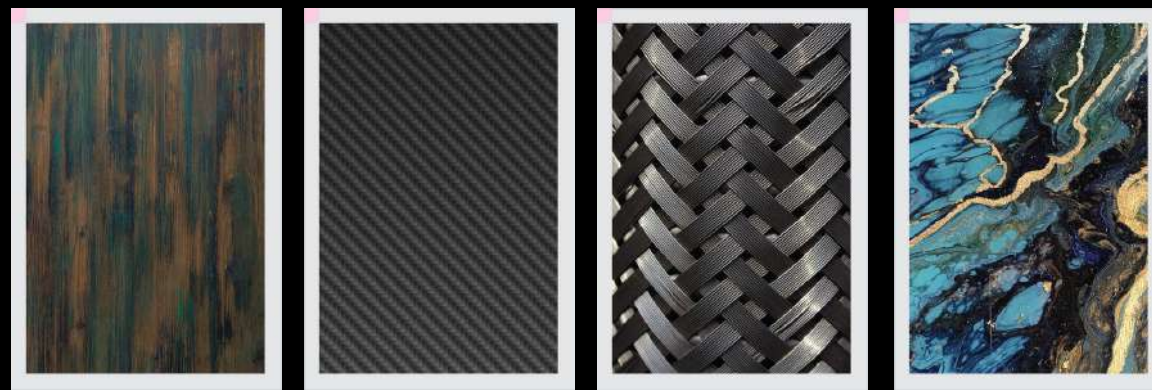
Majority of people percieves SUV with character like, Power, Pride, Trust and Strength.

Majority of people percieves themselves to have a fun experimental personality, with a formalness in it, and on weekends which switches to adventurous, outgoing person.

Talking about technology, the reviews were more focused on safety aspects of the vehicle, yet there were a few cosmetic updates that also grabbed attention of the users like ambient lighting, active ground clearance, etc.



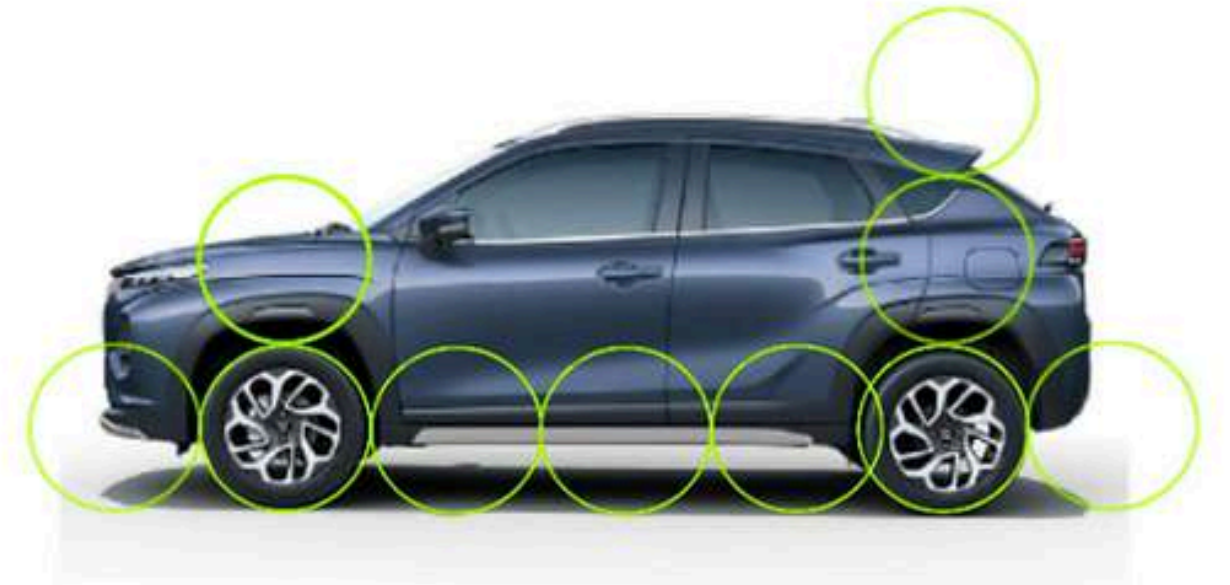
THE TAKEAWAYS



Card Sorting Exercise was conducted to better assess the aspirations, needs, and wants of the user byt giving them an option to choose what reflects best for them.

Ratios & Proportions

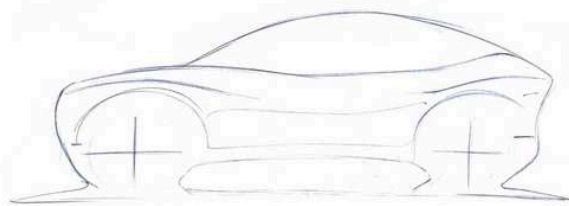
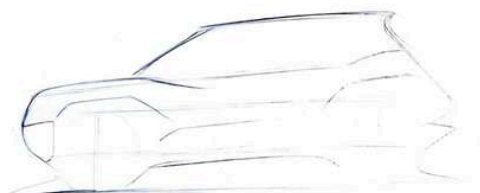
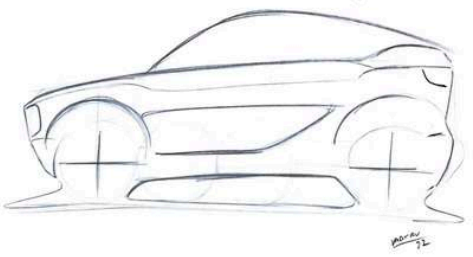
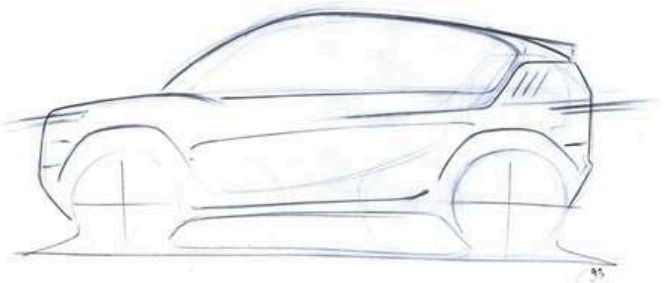
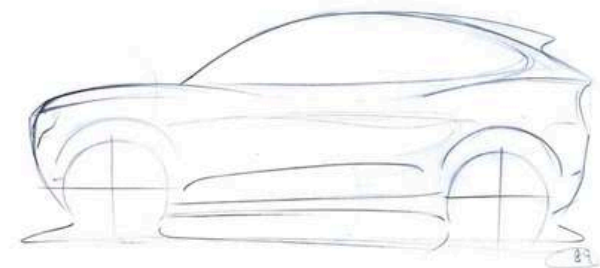
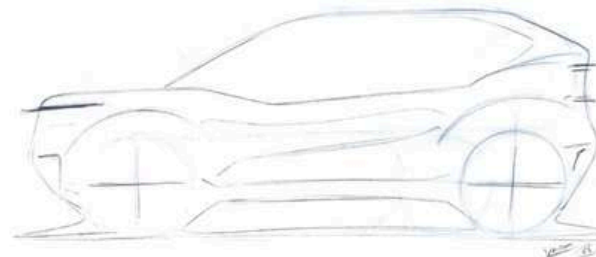
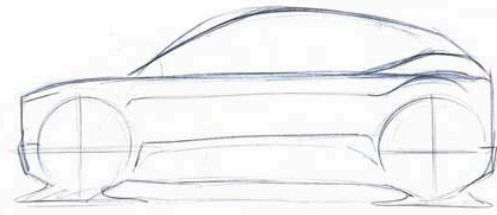
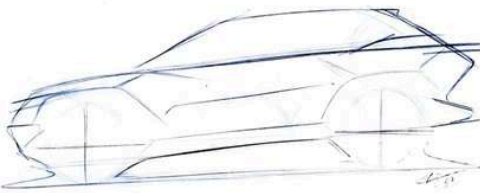
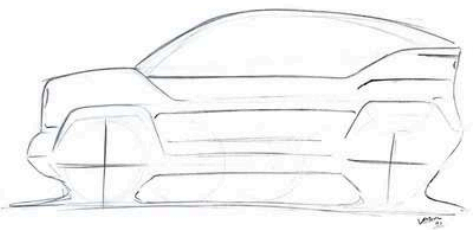
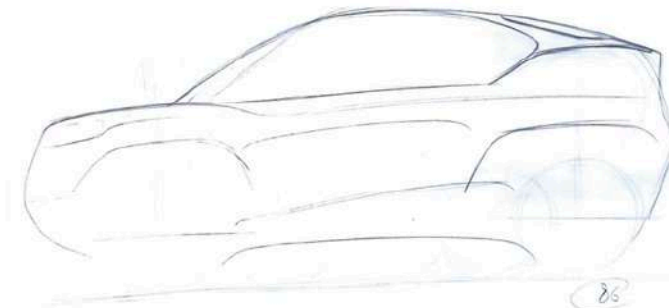
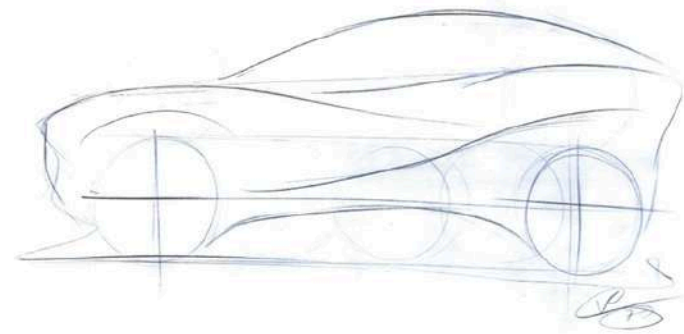
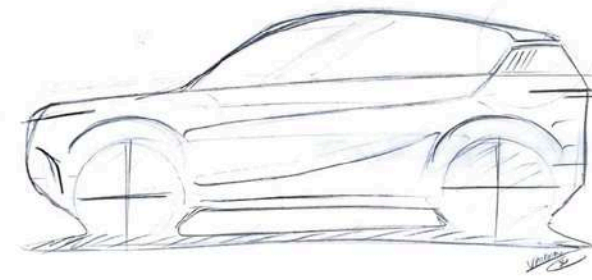
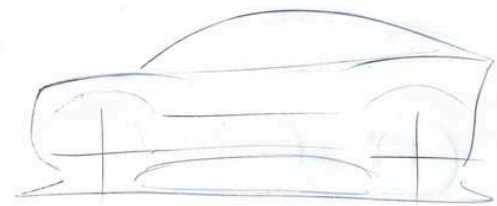
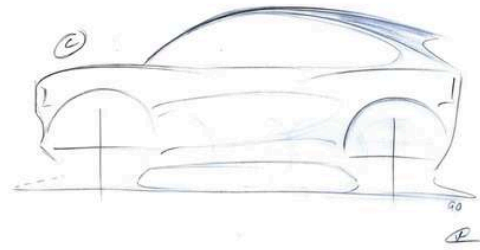
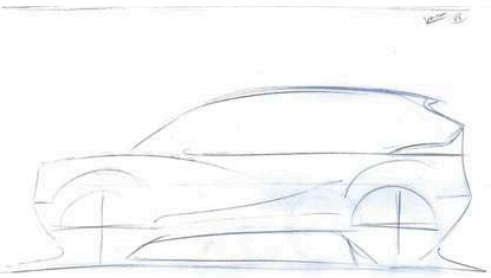
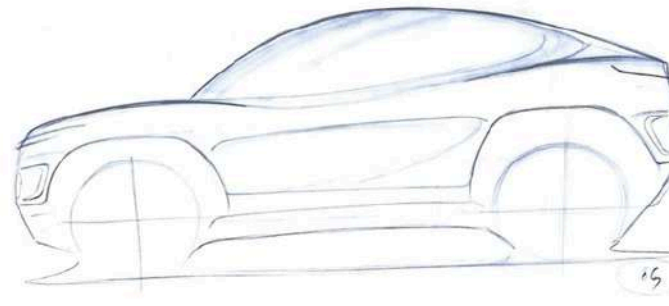
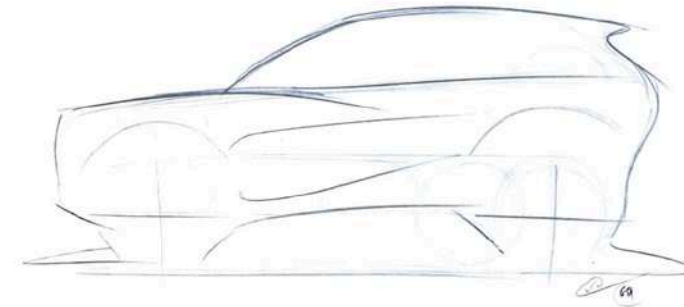
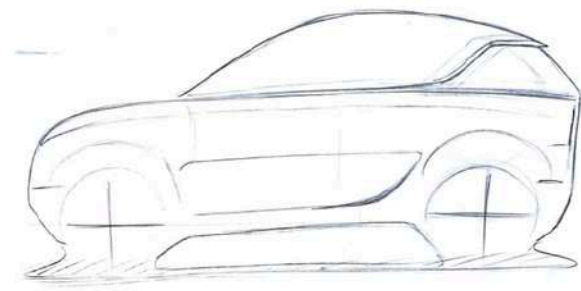
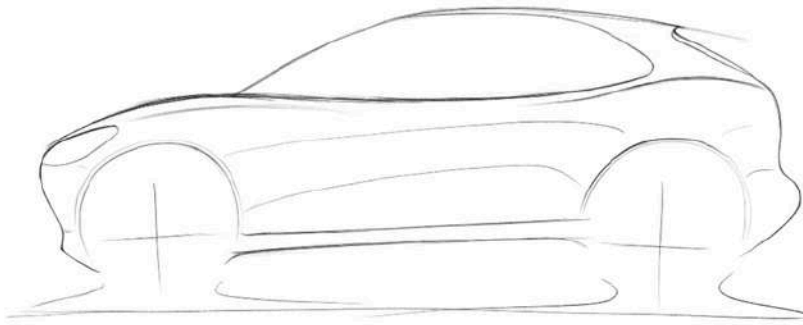
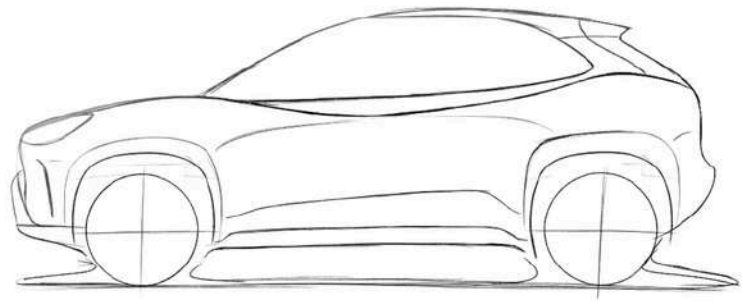
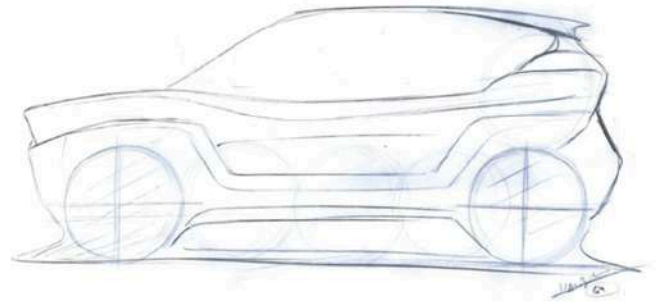
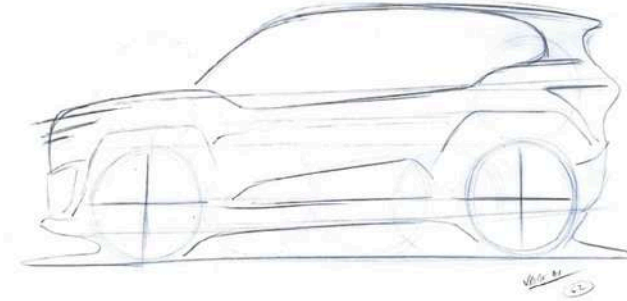
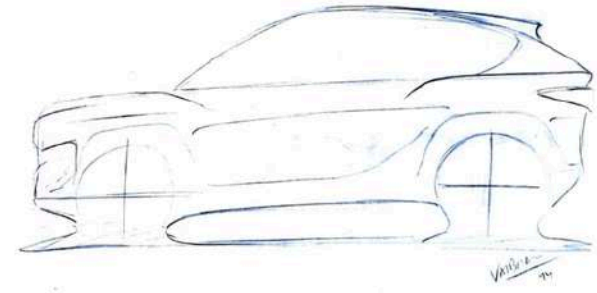
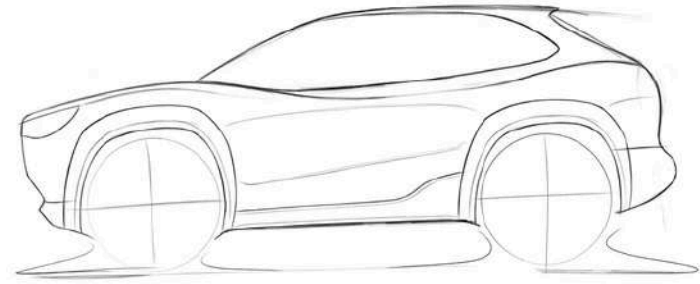
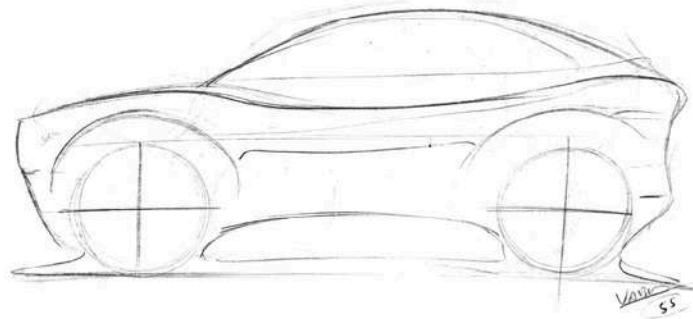
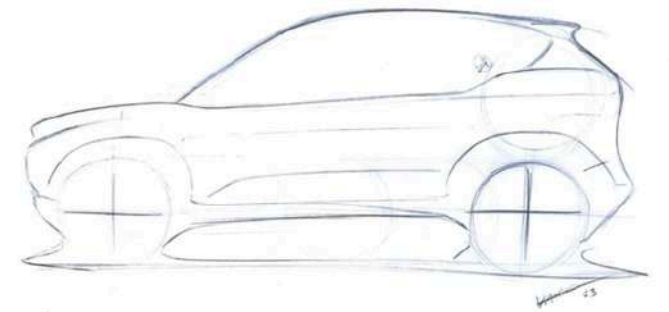
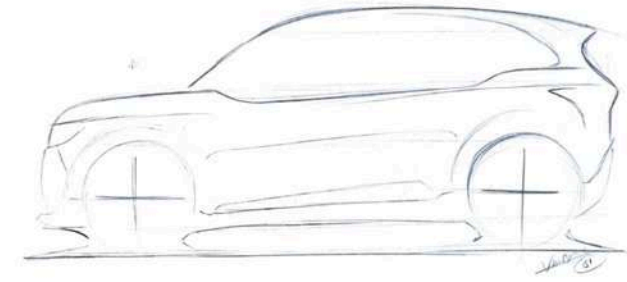
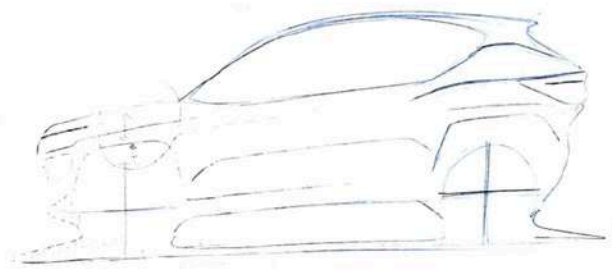
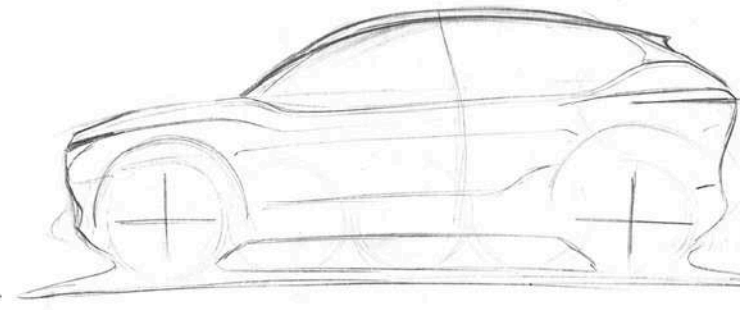
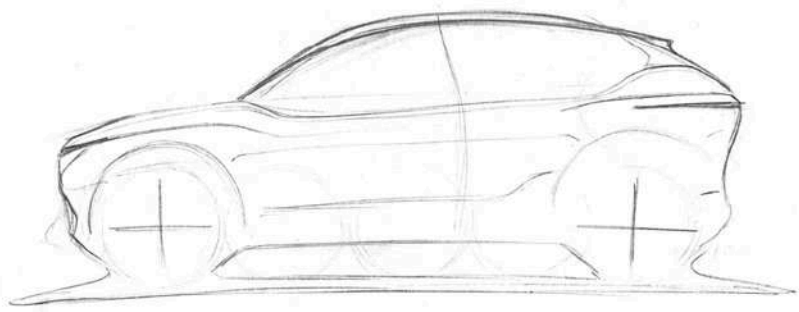
2.8 wheel, wheelbase was fixed

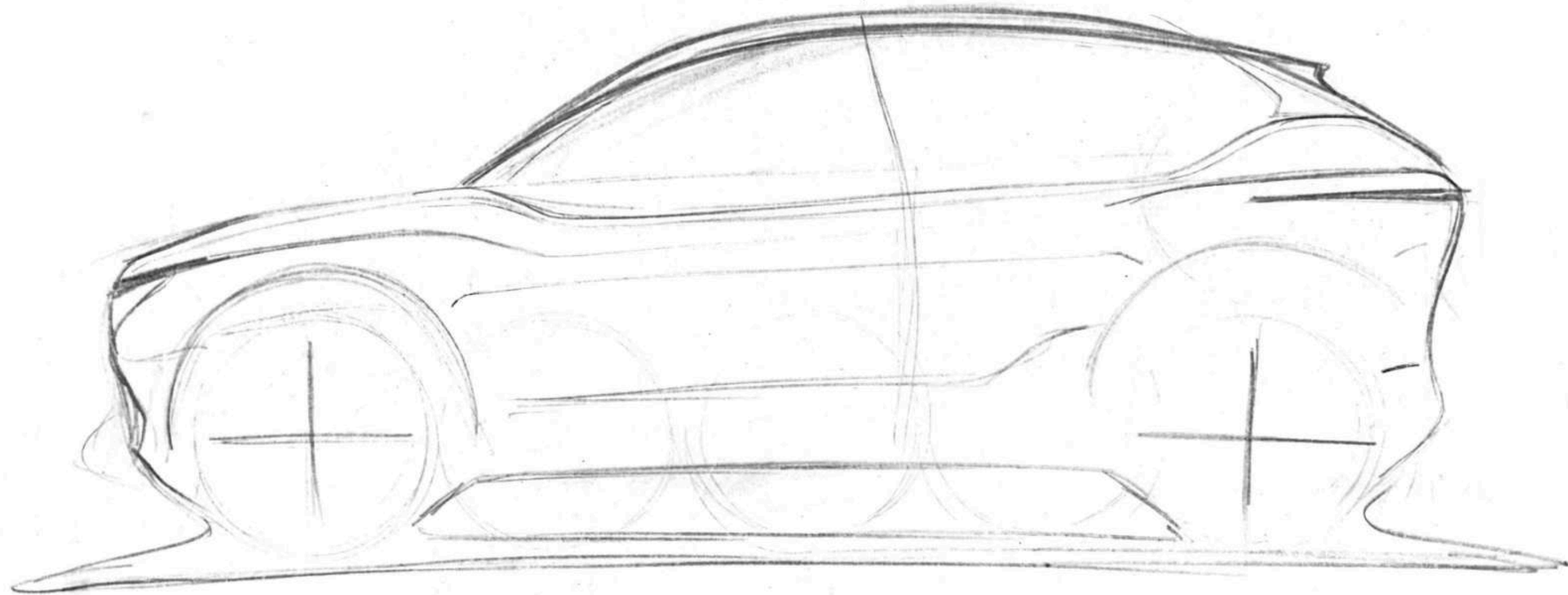


2.8 wheel
2.8-3

The background features a series of thin, golden-yellow lines that flow and curve across the black field, creating a sense of motion and depth. The lines are most concentrated in the upper right and lower right corners, with some crossing each other to form a grid-like pattern in the bottom left.

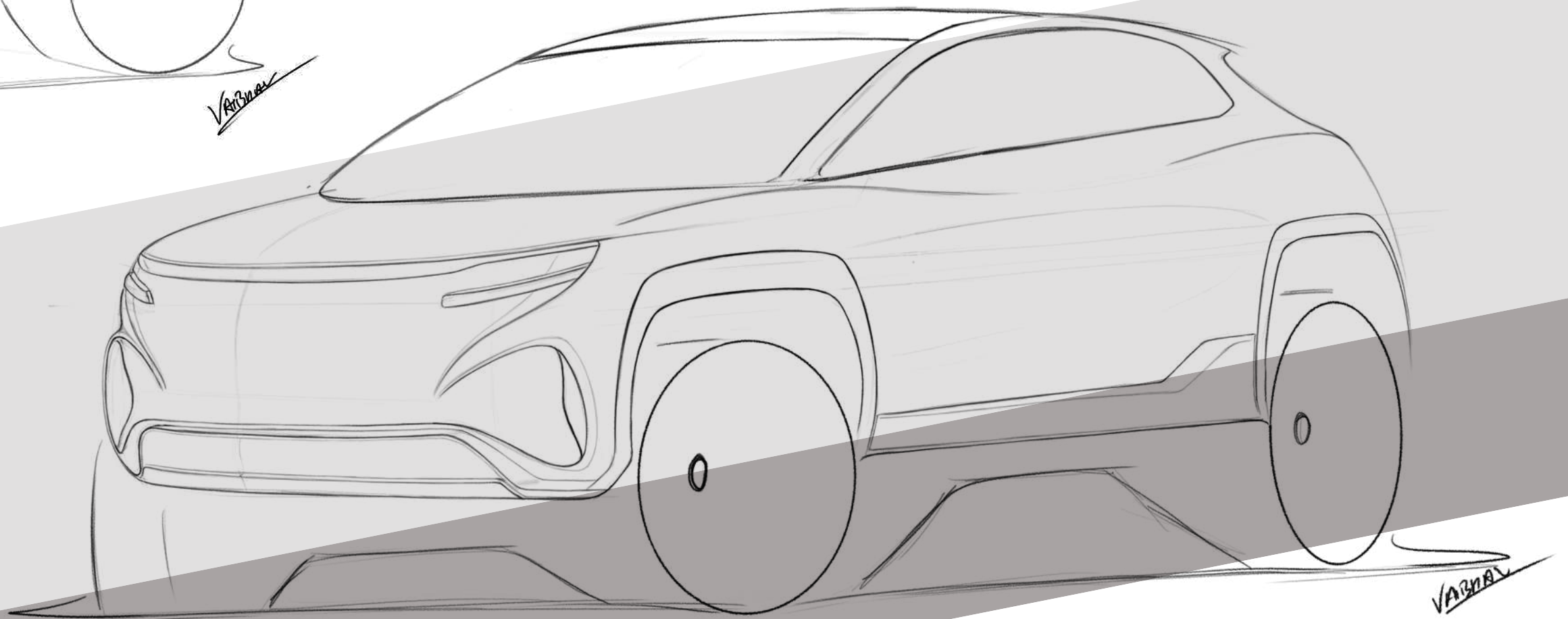
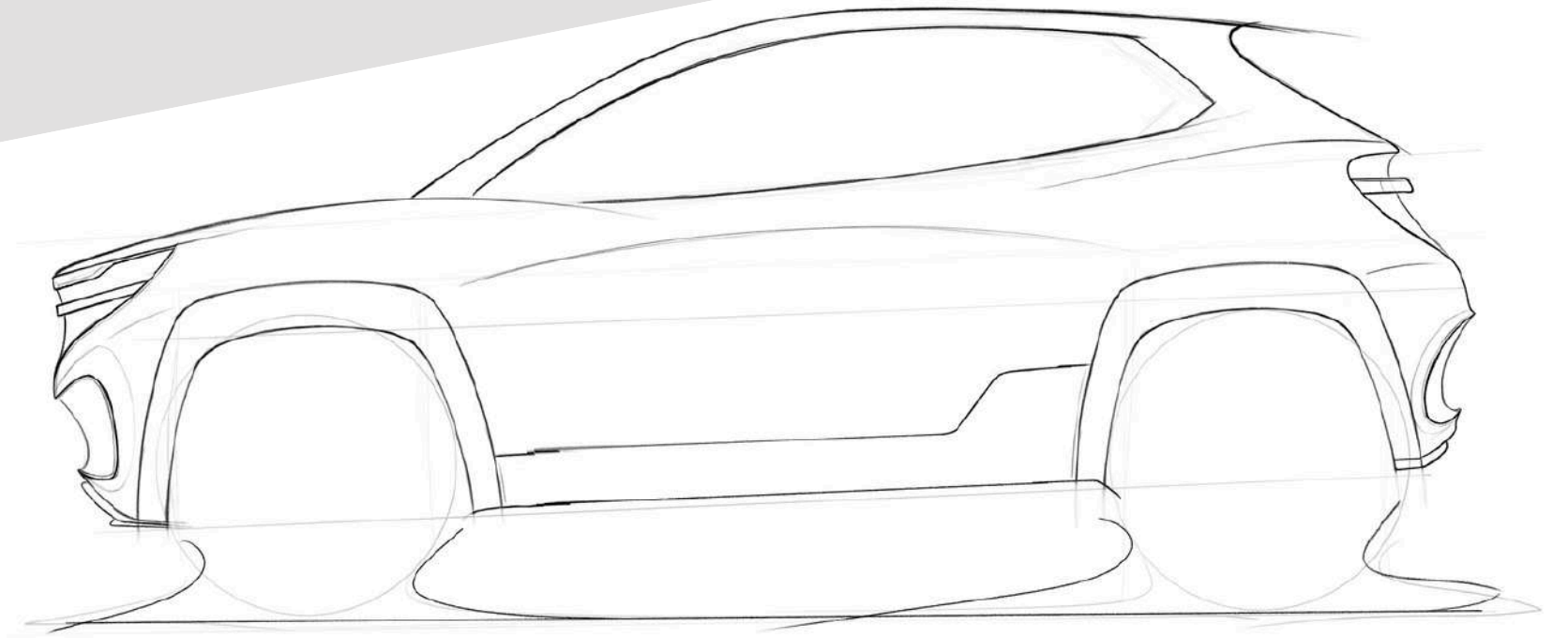
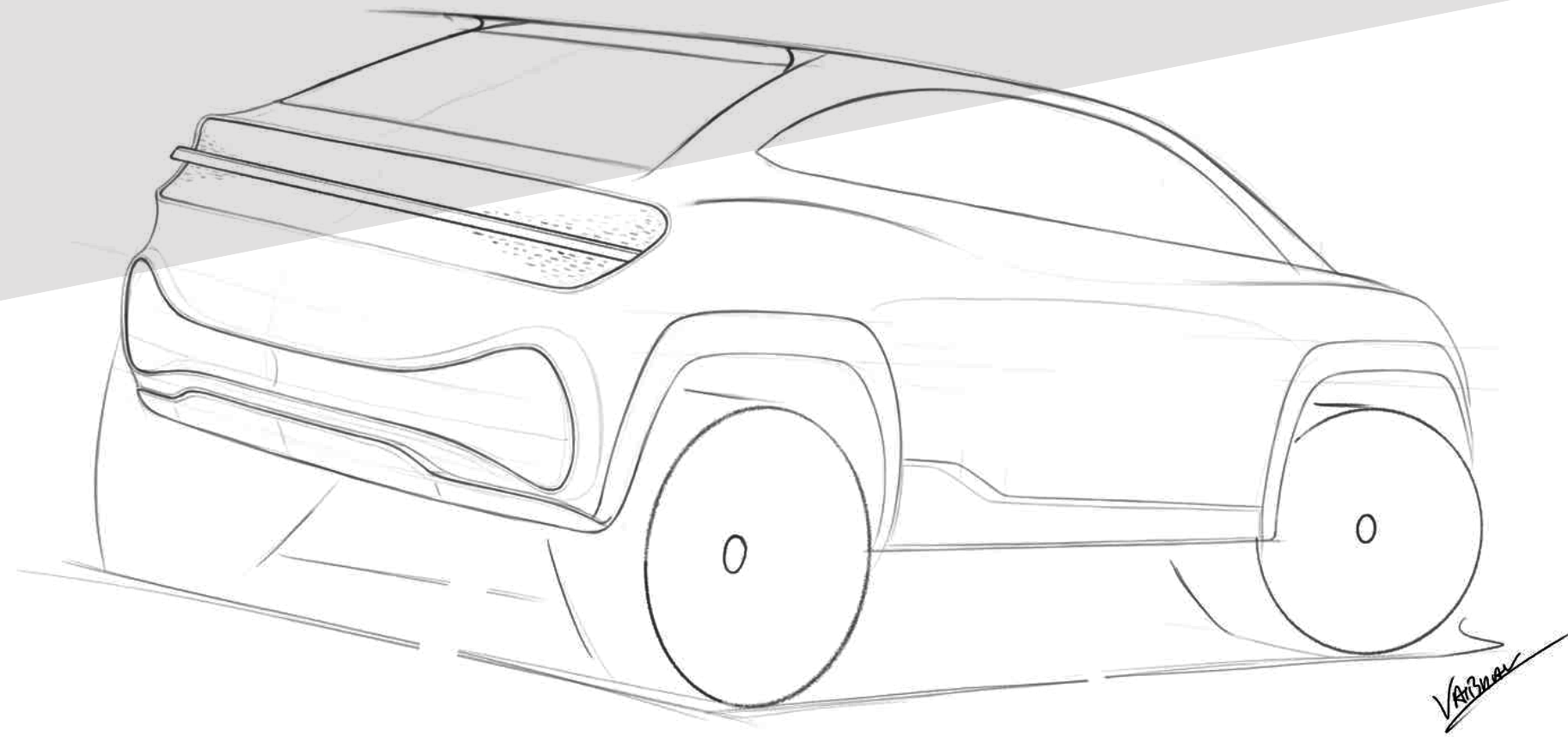
IDEATIONS

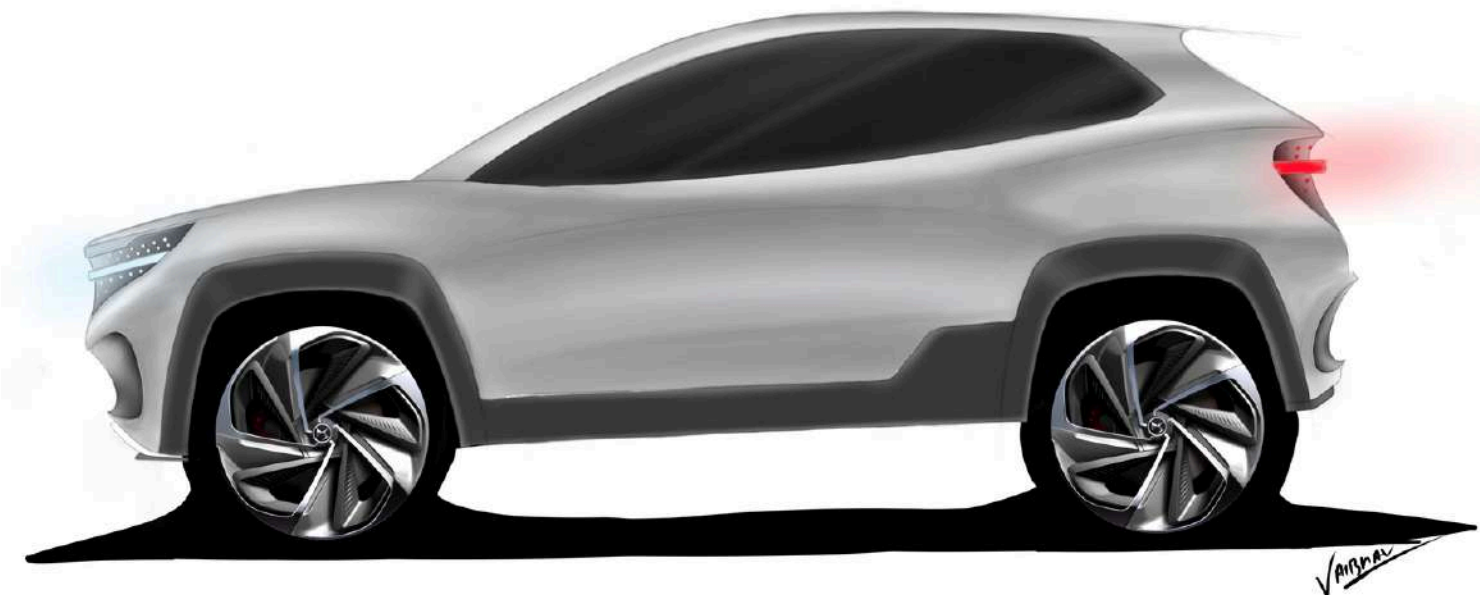




Final Direction to further develop the concept

Final Form

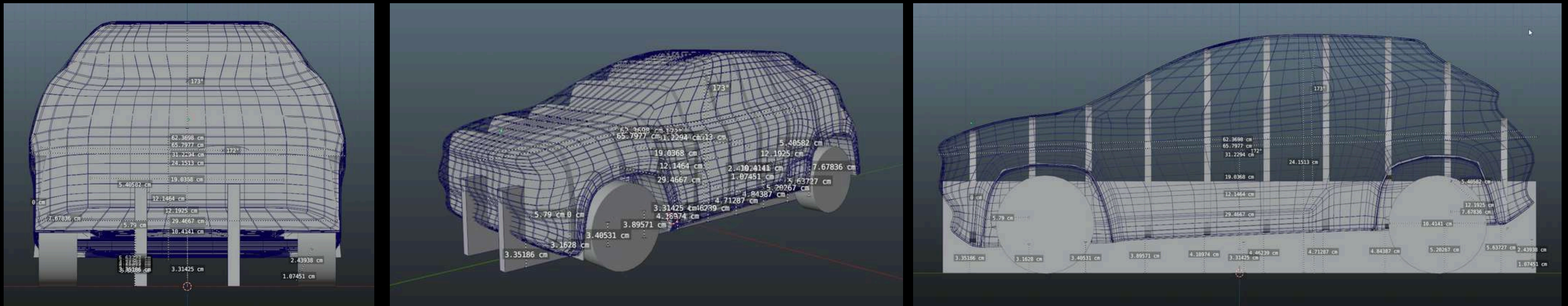




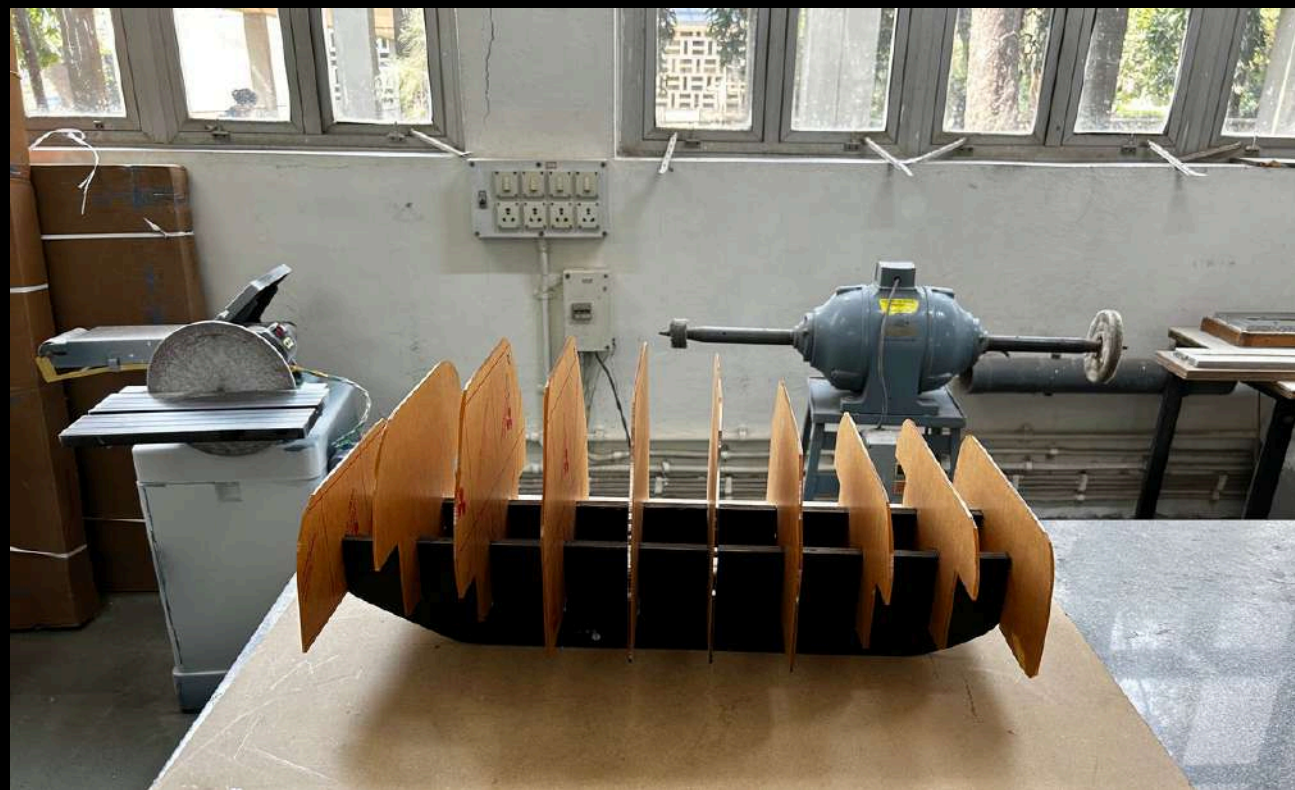
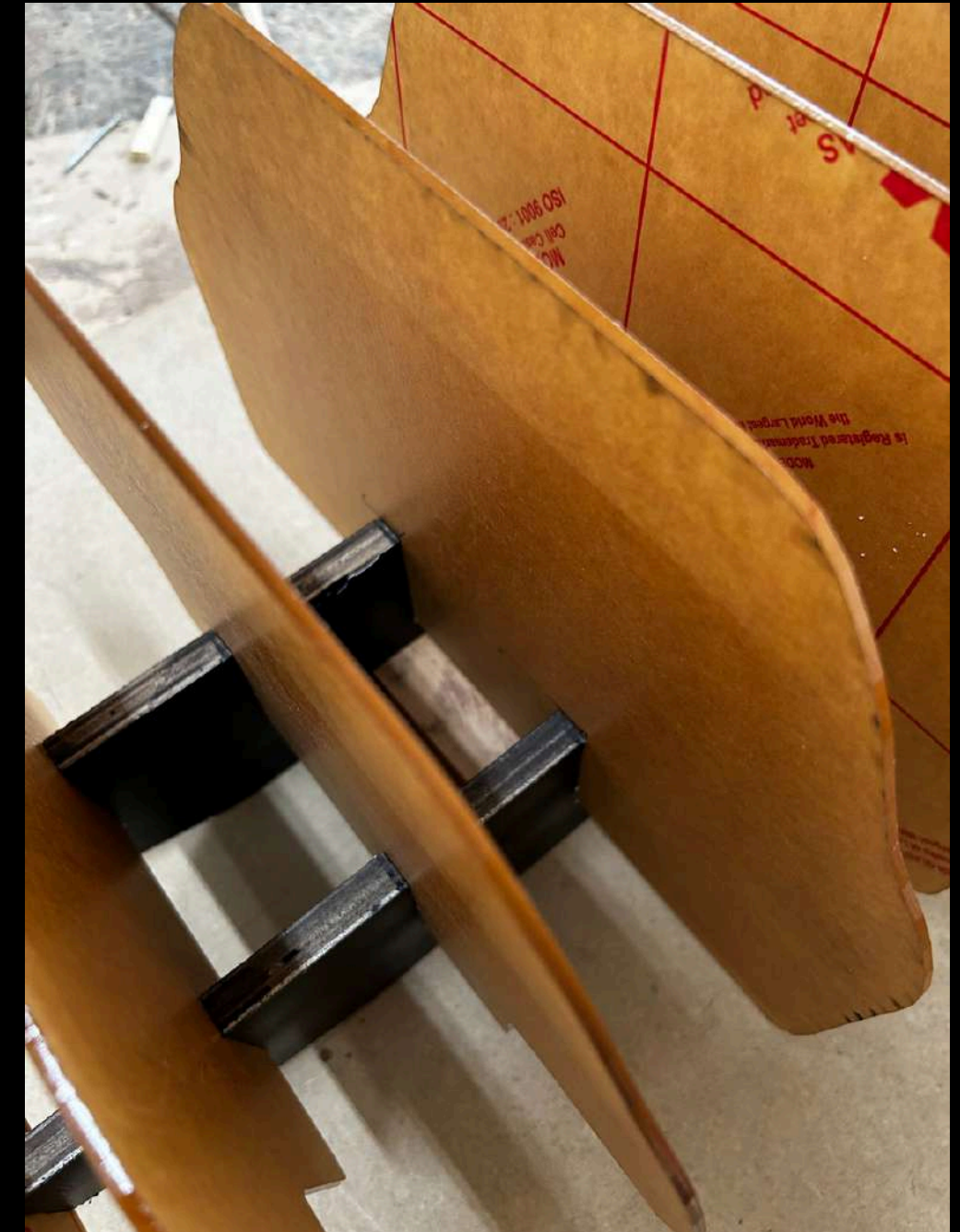
03

CLAY SCULPTING

A Work in progress for the SUV design done in an earlier project.
A group project backed up by Deepti Shetty and Shubham Chauhan.



Preparing armature for lazer cutting using Blender



Prepare lazer cut armature and a solid base to work for further stages like thermocol sections and clay deposition.



STAGE 01

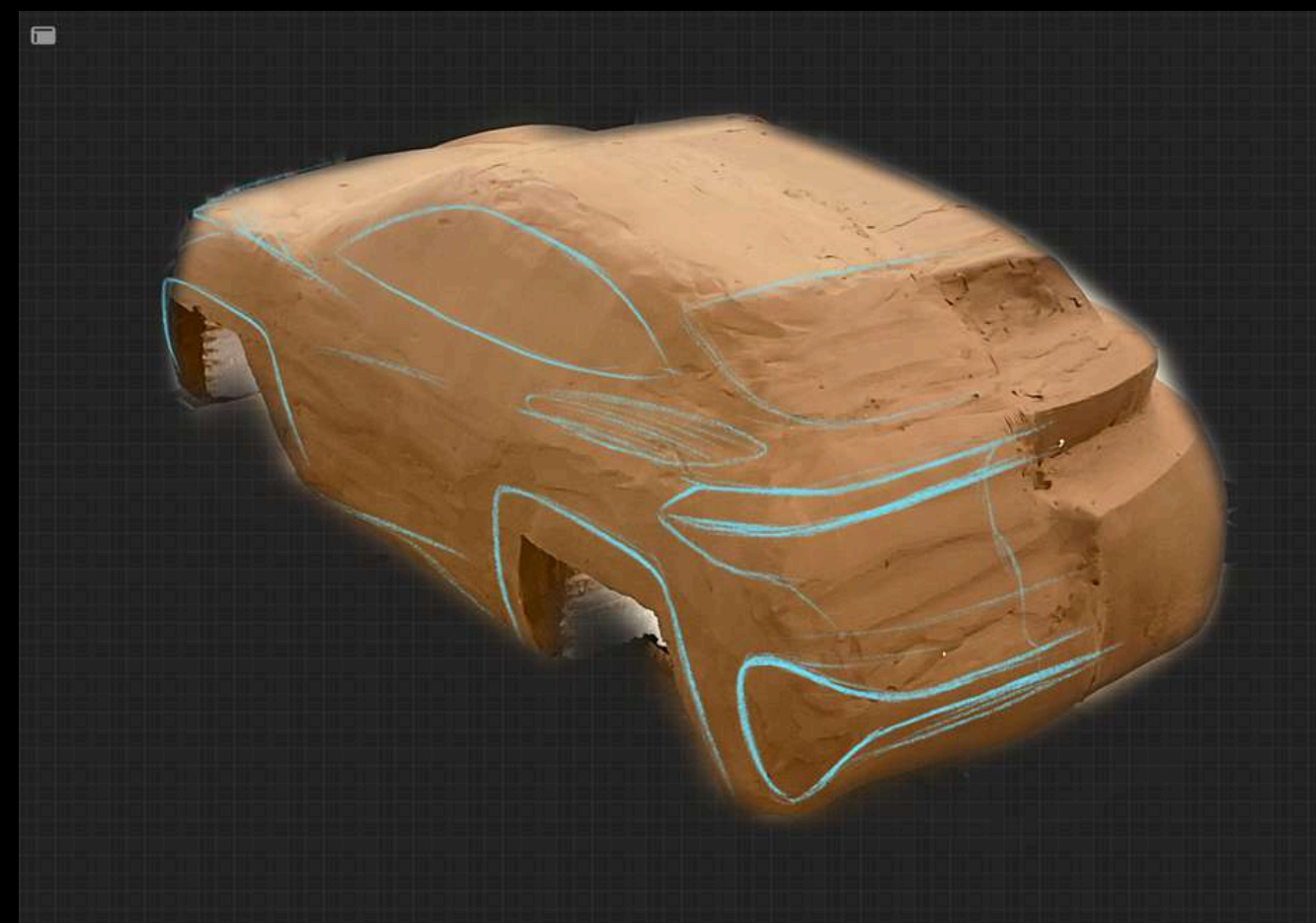
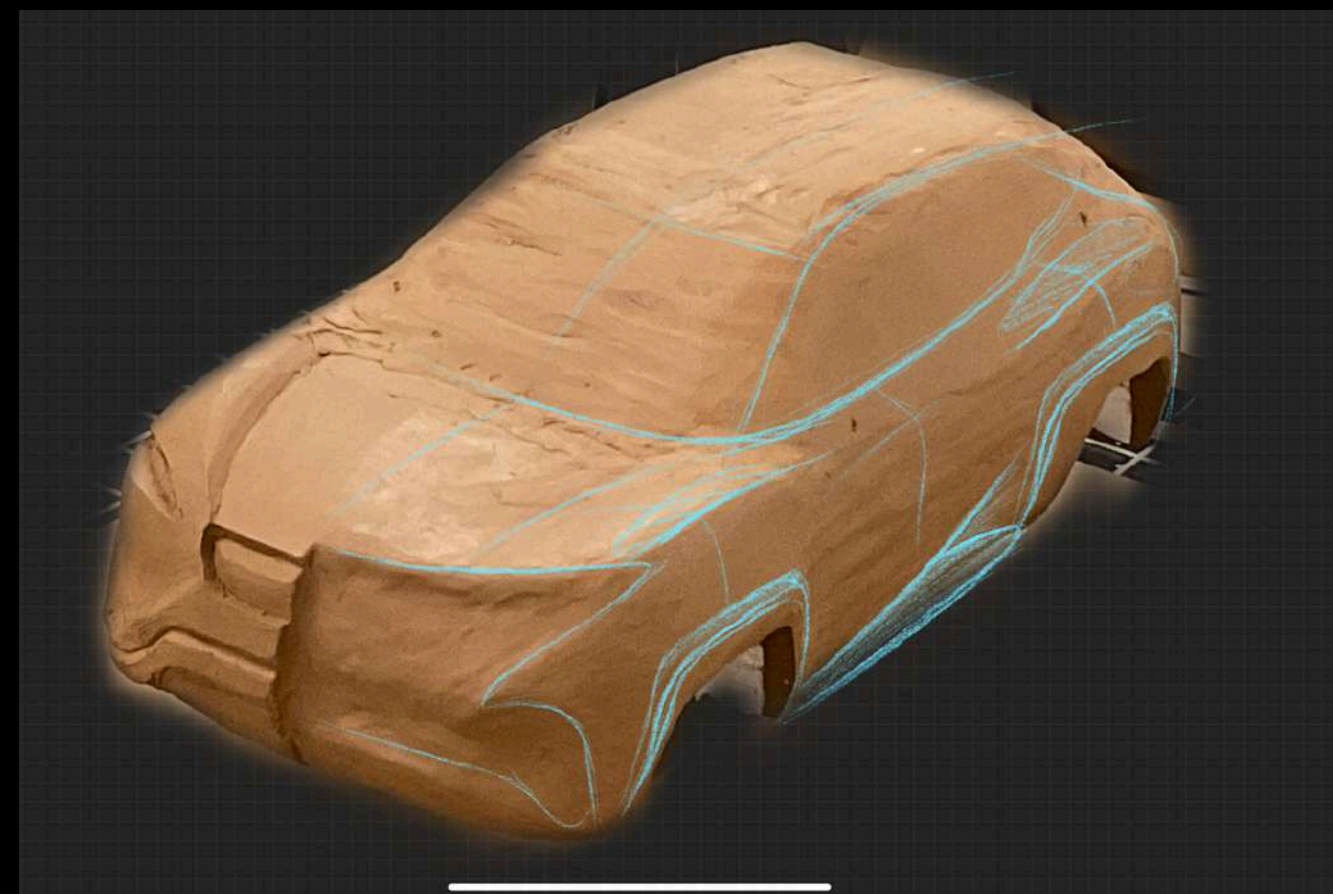
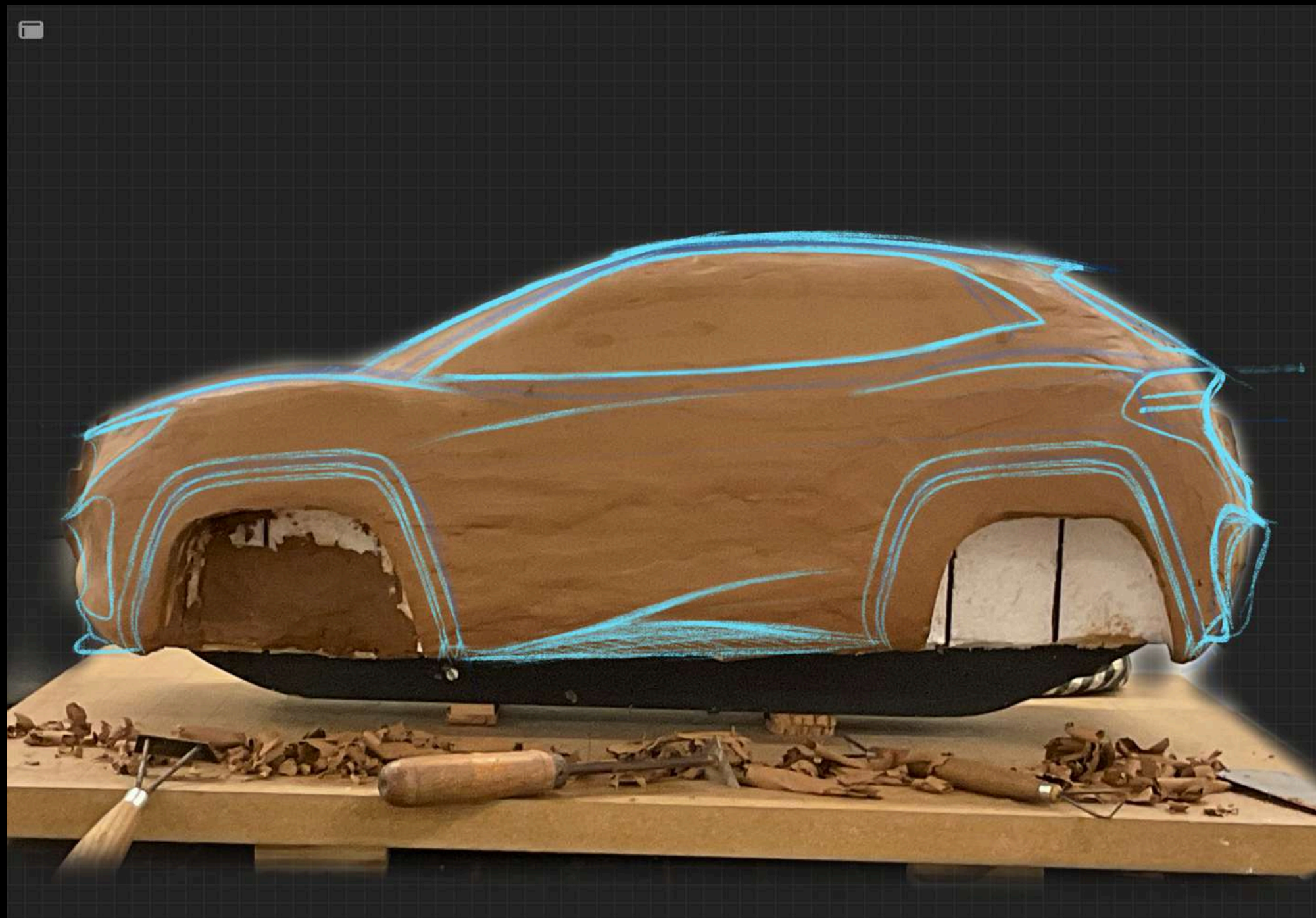
Plattings
Corvair Floor
Logan (Steel) @ 2000 Dpsr Vision | 10 mm of ch



STAGE 02



CLAY SKETCHOVERS



W.I.P.

- 12) I/O C
- 13) Wash Basin
- 14) Soap Dispenser
- 15) Tower Rail/Wall Mirror/Chair
- 16) Rear Holder
- 17) D-Handle/FRD/Opener
- 18) Door Closer/FRD/Handle
- 19) Flush Bolt
- 20) Tower Bolt
- 21) Dead Lock/FRD/Non
- 22) Hinges
- 23) Window Nib lock
- 24) Window Handle lock
- 25) Window Hinges
- 26) L-Drop for Duct Door
- 27) Magnet Lock

- 2) 60x1200 Metal Picket → 1524 sqm
- 3) 60x600 Metal Tiles → 306 sqm
- 4) 60 x 1200 Metal Tiles →
- 5) C Channel Board

2

3/3

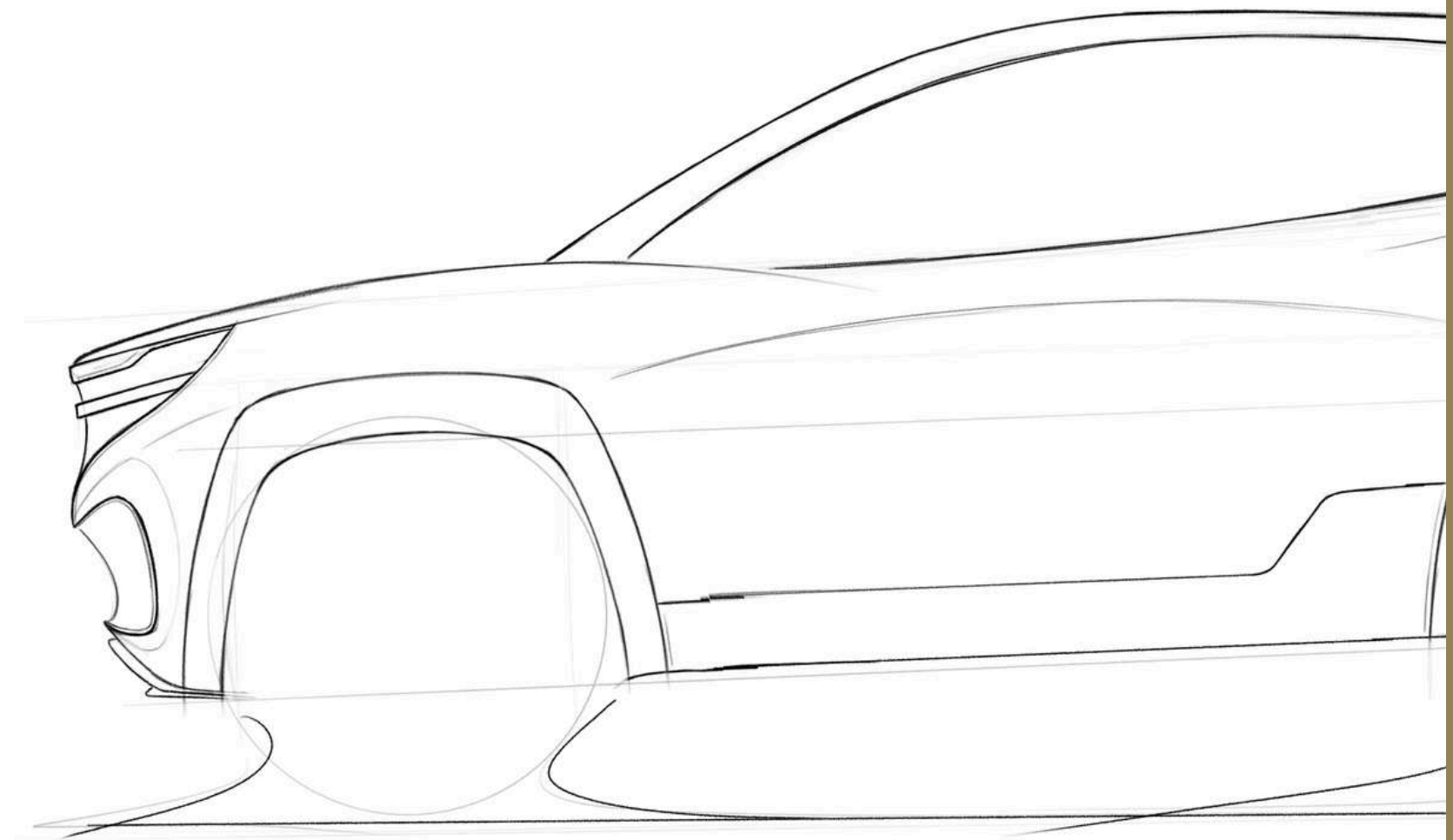
- 1) Oil Paint
- 2) Viny Flooring
- 3) IPS Flooring / Room/Door/Window
- 4) Flush Door with Hardware Filling
- 5) Otis Door/Door Frame/Handrails Fittings
- 6) Gypsum Plaster
- 7) AAC Block - 7", 6", 5", 4" & Terrace Floor
- 8) All Types of Glass / 4mm Window / Laminated Glass / 8mm Door Vision / 10mm of etc
- 9) C.P. Floor

Seagull

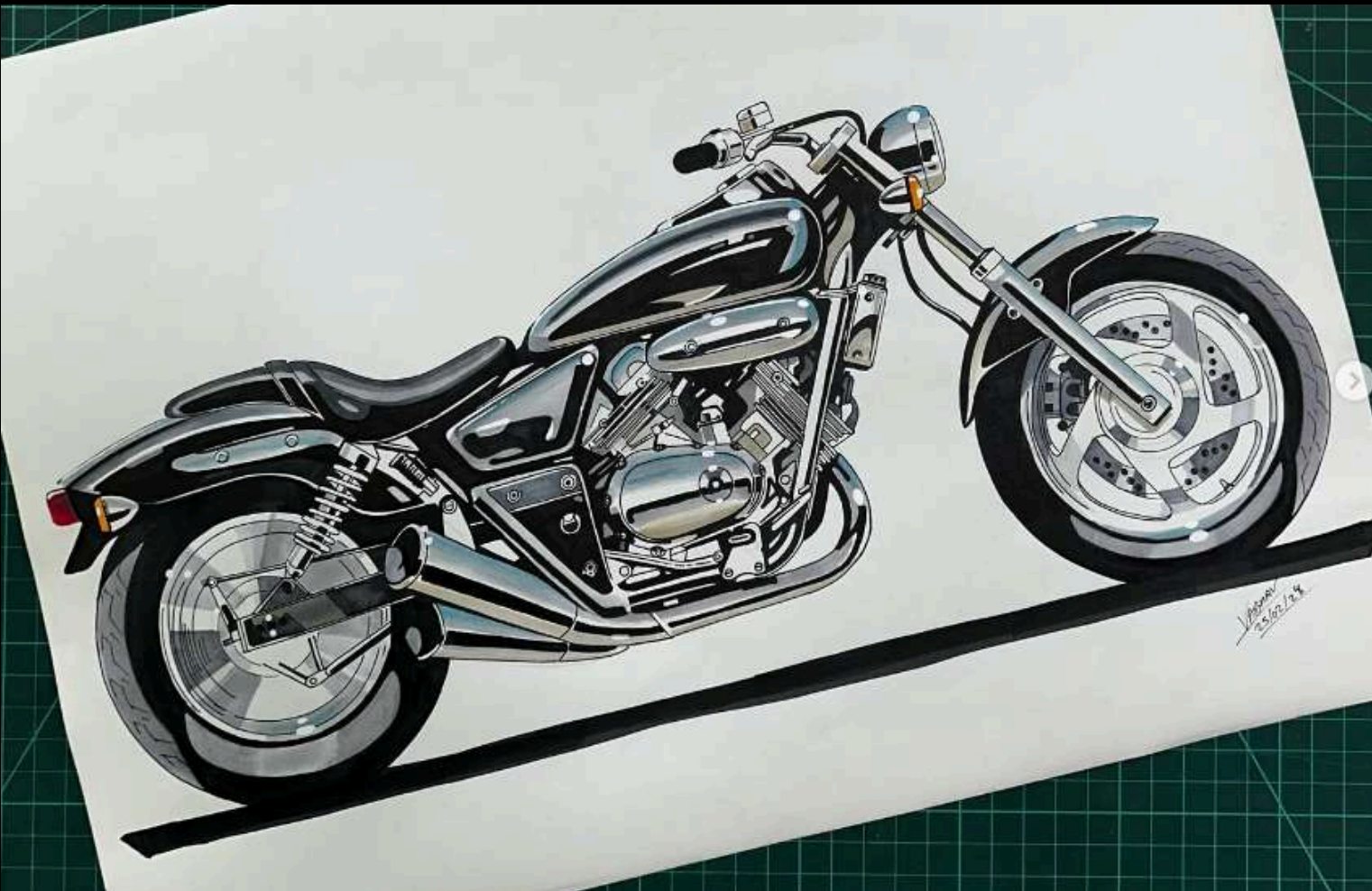
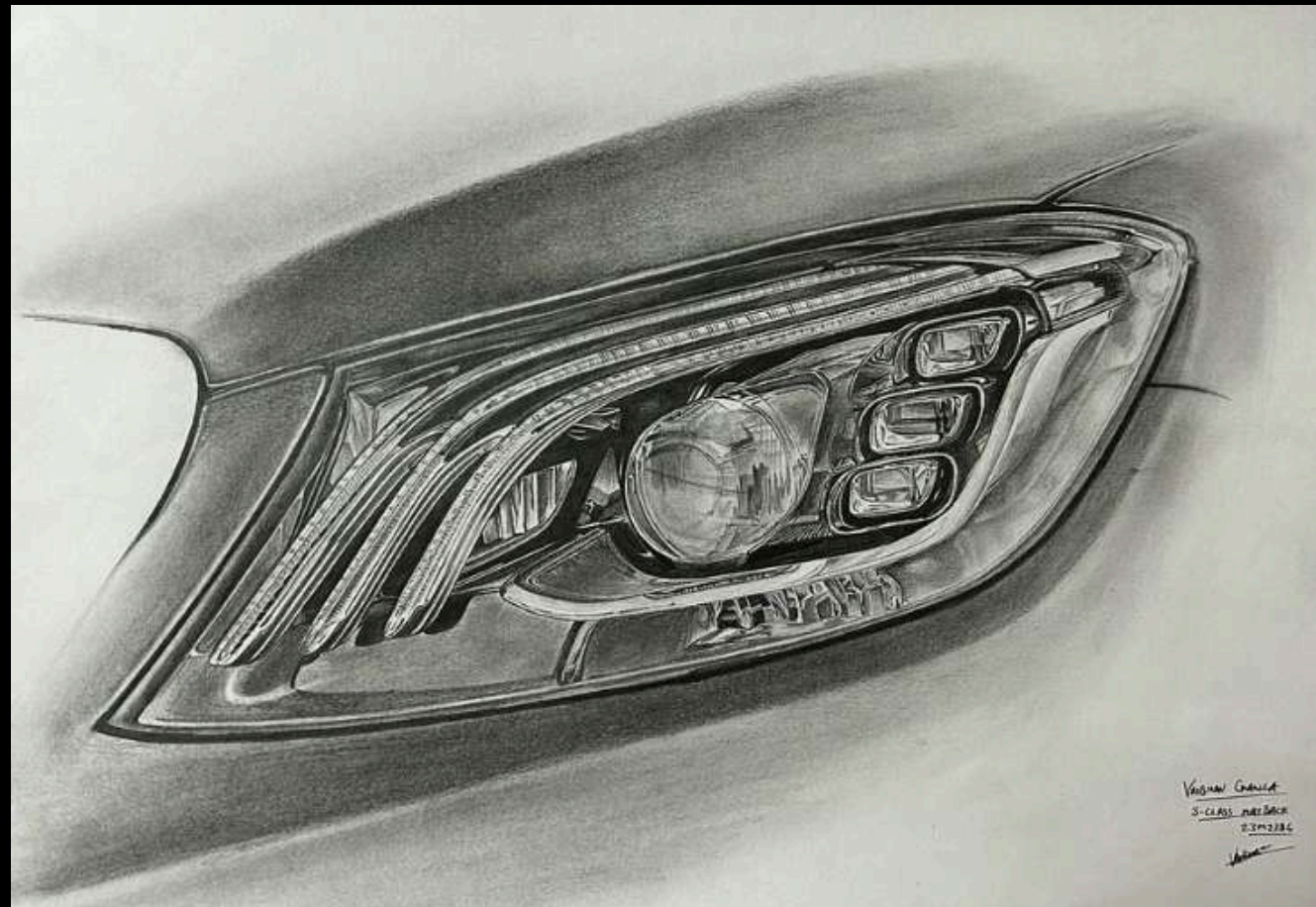


04

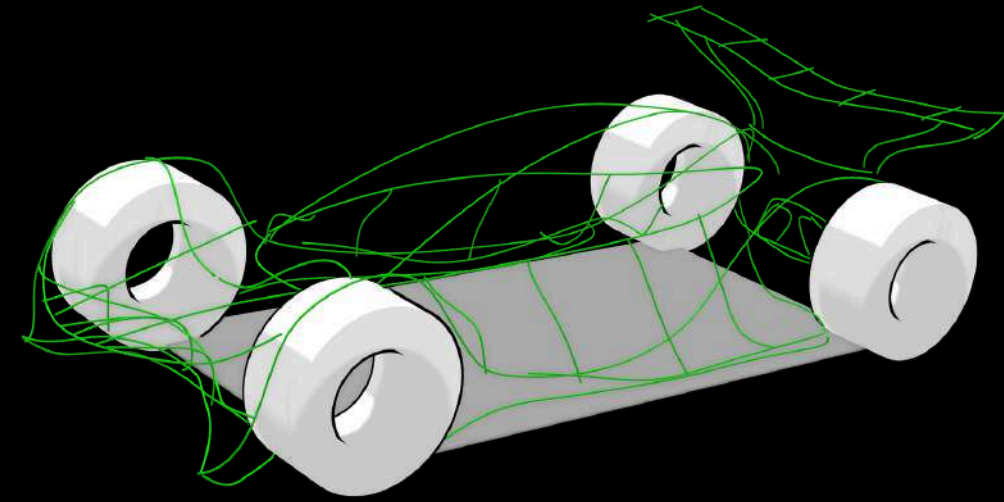
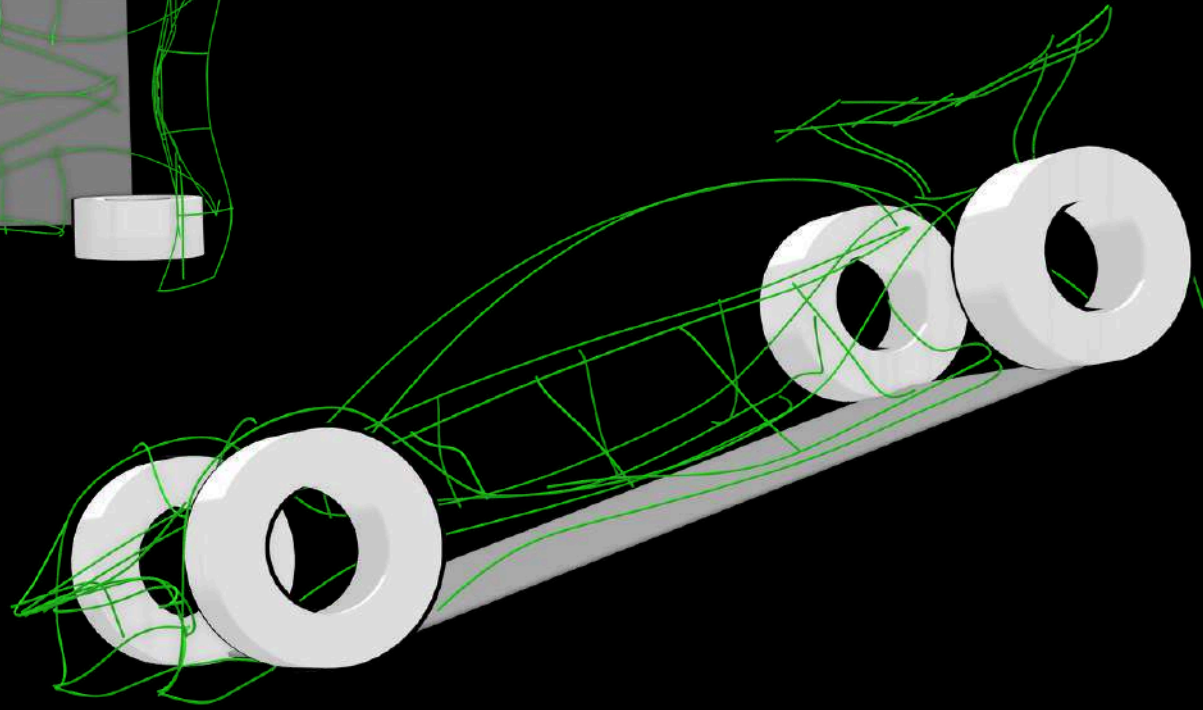
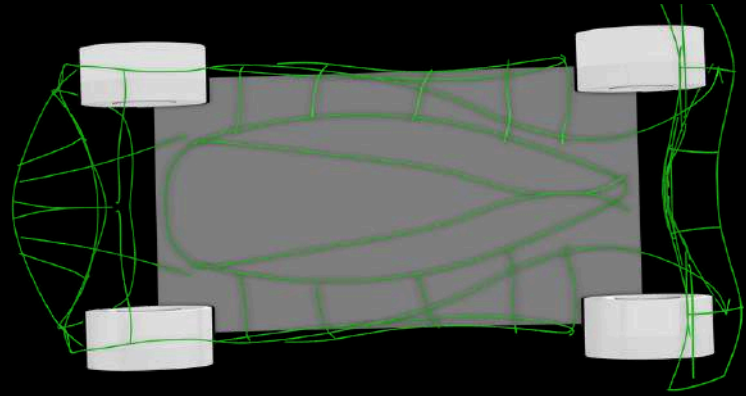
Sketching & Rendering



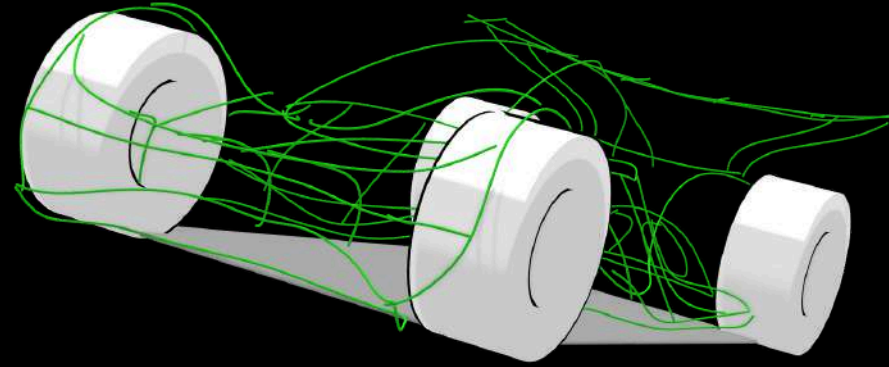
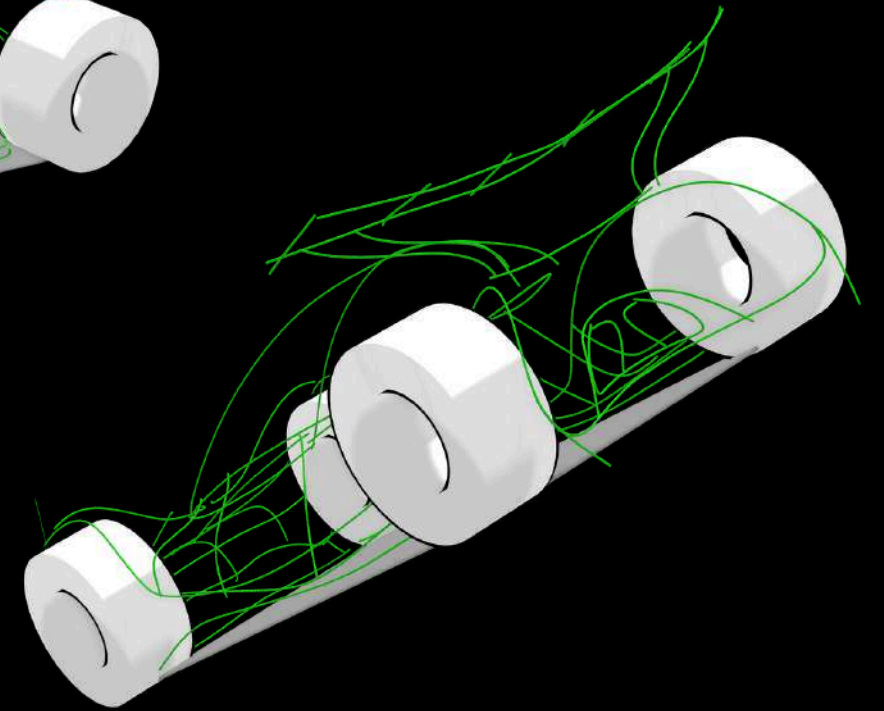




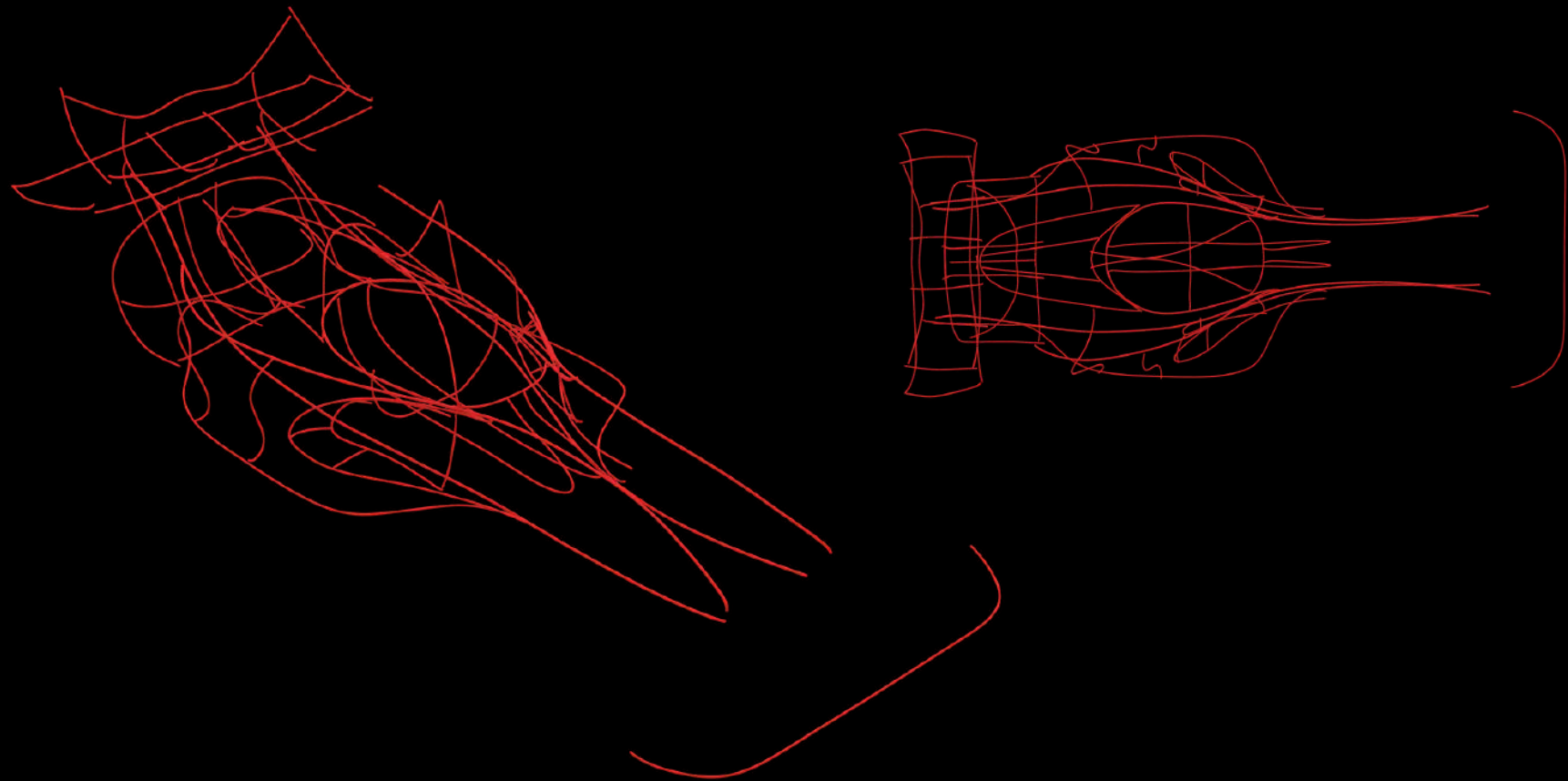
Gravity Sketch Explorations



gravity sketch



gravity sketch



05
3D Modelling &
Rendering









Cockpit modelling & rendering



Watch Design



The background features a black field with white, wavy, line-art patterns in the corners. These patterns consist of numerous thin, parallel lines that curve and flow, creating a sense of motion and depth. The lines are most dense in the corners and become sparser towards the center.

Thank You