GT Wheel - Colour Material Finish Study and Design

Mechanical Design - Industrial Design

Mechanical, CAD - 3D Modeling

Creative Lead
Industrial Designer
Product Manager
Mechanical Engineer
Electrical Engineer
Software Engineer

Extension Project

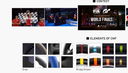
The Licensed T-GT Racing Wheel is a high-performance wheel for PS4 and PS5 that is powered by combustion sentiments where the high-end material is paramount for giving.

PRODUCT
The Licensed T-GT
Sony - PS4
Gen - $ 110

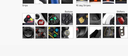
OBJECTIVE
Conduct a competitive CMF analysis, develop a design language and create new CMF options.

PRODUCT COMPARISON

CONTEXT



ELEMENTS OF CMF



KEY USERS

VISUAL MAPPING

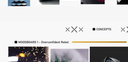
DESIGN ENERGY
Create CMF material explorations for the The Licensed T-GT and having maintaining always to be used by the participants of the Gran Turismo Racing Championship.

DESIGN GOAL

MATERIAL BOARD

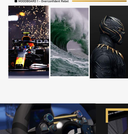
FINISH BOARD

PATTERN BOARD



CONCEPTS

MOTORSAPIENT1 - Personalized Racing



Driver Mode
Gradient
Gran Turismo Racing Wheel
Gradient
Gradient
Gradient