

PROJECT 1:

DUE DATE:

April 20th, 2017

OVERVIEW:

As a future yacht designer you are to make a proposal for the **Ferretti Group** who has a high reputation for the design of luxury motor yachts. After the discovery of some new or growing markets in the industry, you are to develop a design to cater to one of these markets. You will work with a given initial concept drawing for a Ferretti 690, almost 21 meters long and more than 5.5 meters wide. Think of this as the opportunity to open job opportunities and provide new client possibilities to Ferretti in different parts of the world.

GOALS:

- Technical research and understand brand identities
- Obtain beginning knowledge of yacht design (terms, general arrangements, 3 dimensional spaces, materiality)
- Identify and define relevant aspects of design problem (goals, objectives, performance criteria)

COMPONENTS + DELIVERABLES:

INTERIOR DESIGN GUIDELINES

- The styling of the interior should be appropriate for the exterior styling of the yacht.
- The deckhouse is to contain a control and navigation panel, together with an inside steering station.
- The interior layout for guest areas is to include an owners' suite; a lounge to suit the needs of the identified client; a formal dining area, and guest cabins.
- Comfortable accommodation must be provided for two crew members in one cabin, together with a crew mess and a captain's office. These should all comply with the IMO requirements laid down in the Maritime Labor Convention.
- The service areas must include a galley and a laundry, both of which should be appropriately sized to meet the needs of guests and crew.
- There should be ample refrigerated and freezer storage.
- You are not required to lay out the machinery within the engine room, but you should nevertheless position this compartment within your general arrangement.
- It must be accessible from both the crew area and from the deck.

ADDITIONAL FACILITIES

The arrangement of your yacht might change according to the needs of your market. After doing proper research, findings might suggest to add special areas that could cater to the clientele of the market.

PRESENTATION

1. Electronic Presentation (PDF)
2. One (1) 24" x 48" Board

DELIVERABLES

Your design should meet the above requirements and submitted a single Adobe PDF document by midnight of April 19th, 2017, that includes:

- Market Segment Profile
- Design Development sketches preferably created by hand, a Concept (mood board), and digital material selections.
- An arrangement plan clearly showing your proposals for the interior layout, together with a legend showing the floor areas allocated to each of the areas required above by the prospective client.
- Rendered RCP
- Renderings of the yacht's exterior that clearly illustrate her shape and exterior features.
- Renderings of the yacht's saloon, master cabin and one of the guest cabins or other areas, clearly showing your proposed design.