

“GREAT MINDS DISCUSS IDEAS”

NDC 2018

**2ND NATIONAL UNDERGRADUATES
DESIGN COLLOQUIUM**

D E C E M B E R 2 0 1 8

**DESIGN
CONCEPT**

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ABSTRACT

Transportation is the main servant to human being in this modern day in terms of trafficking them. Transports have been widely used either in public services or even personal use. Based on our research, criteria that is acceptable and applicable is modern as the way of living, luxury for some concepts installed and simple to delicate the user's interpretation. The main focus of transportation is for the ease of movement from one place to another. But there are also some high demands that focus on the elegance and the beauty of ride. The purpose of this study is to come out with an idea of a new design to be applied onto the next generation of Proton's family. The main objective is to create a design that is sustainable to be used in a big family with a concept look and the ease of purpose-schedule. Big family do get an impact in a busy life so with this research we are determine to conclude a design-solver that can ease the burden in this new world. Onwards, with this new design from a local company brand, it is hoped that it can bring a big change to the transportation industry of our country.

DESIGN OBJECTIVE

To produce a modern and newest Proton Preve for family

DESIGN STATEMENT

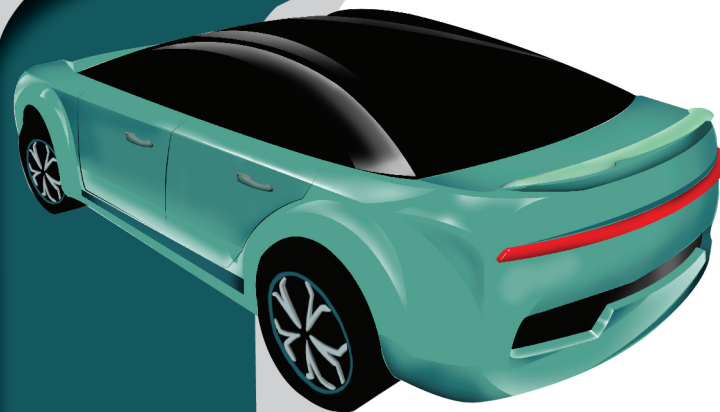
Designing a new Proton Preve for family in new era

DESIGN ISSUE

- The existing design is too mainstream
- Too simple in exterior styling

DESIGN CHARACTERISTIC

- Modern
- Luxurious
- Simple



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