

BUSBODY DESIGN

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ABSTRACT

Industrial Design emerged as a profession to bridge the gap between Art and Technology. It slowly developed into an activity concerned with the design of relationship between man and man-made objects at micro and macro levels.

The presence of Industrial Design has a desirable effect in studying the man-technology relationships at a practical level. The training in science and Technology lays sole emphasis on development of analytical thinking so far being emphasised only in Art Education are as much necessary for the growth of science and Technology.

Again with the presence of Industrial Design with its bias on training creatives course, we envisage to train ourselves with a balanced growth in our thinking. The presence of this thesis is to represent myself as a student in Industrial Design Course with the approach to improve the present busbody design for the Pusat Bengkel Mara. I hope my efford and experience will be of value to the 'industry concerned' and generally to this country.

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INTRODUCTION

A study of the busbody design was made at the Pusat Bengkel Mara. The company started building buses in 1976. During the period the busbody design and the structure was copied with some adaptation being made to suit the conditions in this country. This was done on trial and error basis..

The purpose of the study is to improve the present OF 1113,41 seaters busbody design as part of the modernisation in the eighties, for a new outlook inline with our national heritage. It is custom and the common object which fashions our view of what is or is not beautiful. Beauty may indeed be in the eye of the beholder but that eye will have been conditioned by familiarity.

It is the vehicle, and all the various modes of transport which are the most persuasive representatives of our aesthetic. It is for this reason that designers are so obsessed by things that roll along on wheels.

In this case I excluded philosophical system and organisation structures, and so forth. They are important activities, but I am not concerned with them. "A design is a plan to make something: something that is two dimensional or three dimensional and sometimes in the time dimension".