

# BMW DESIGN

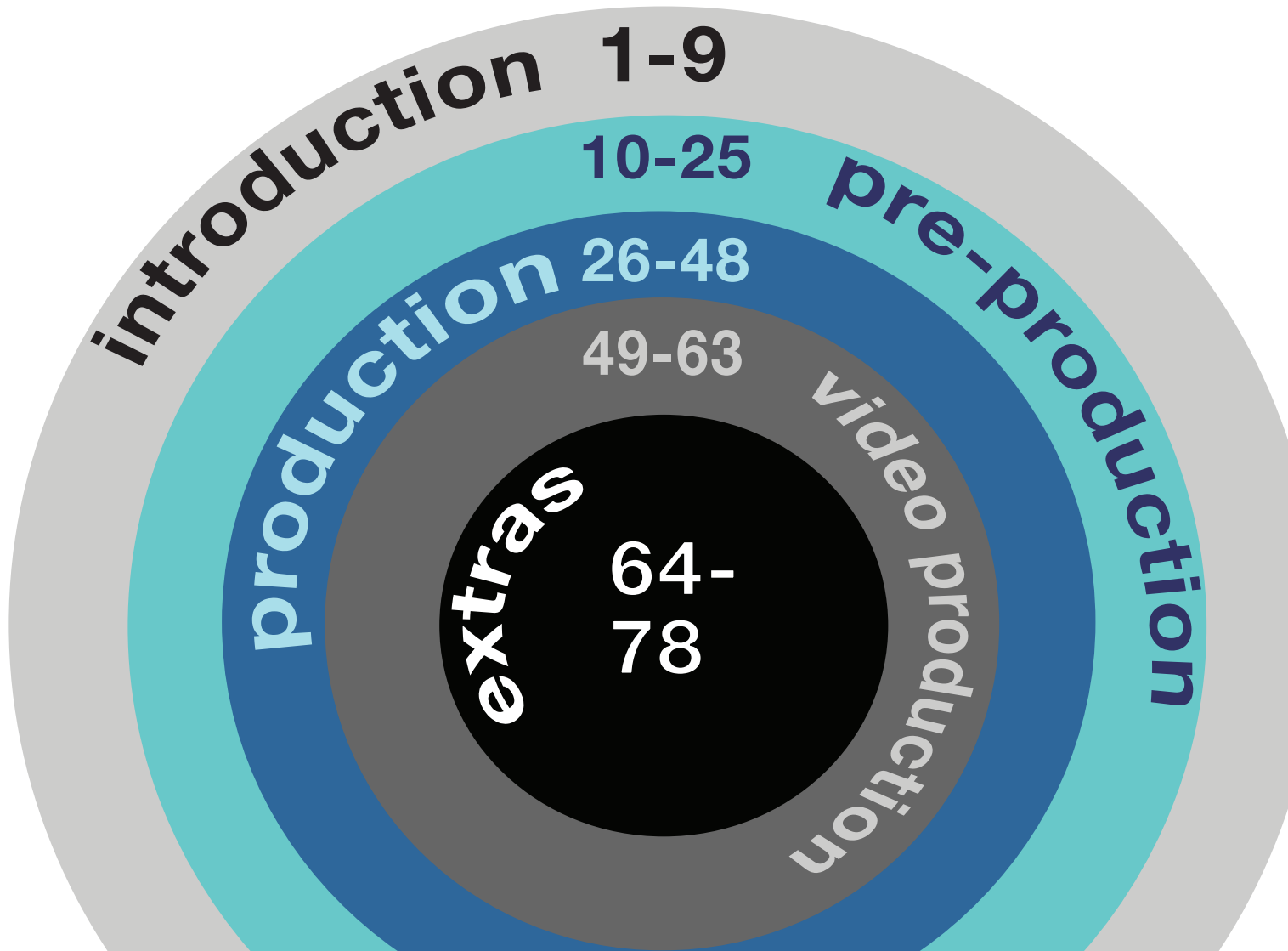
# HANDBOOK



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# INTRODUCTION

Welcome to my design and project management handbook. Here you will see how I arrived at my final design.

I will take you from the initial stages of my original pitch all the way through to the finalized project design.

My final design project is based on car maintenance but how I got that decision from the point I started with is shown here.

Thanks for taking the time to engage with my work.

Ray

My initial plan was to do a design project based on football kit design and the history of it since the late 19th Century. As time went on I realized the enormity of the task coupled with the time restraints of the course meant I would be under an awful lot of pressure to complete it and perhaps too many compromises would have to be made along the way. However I hope the work I did will come in useful in the future, especially if I choose to pursue the project again.

**My other initial idea was to do a whistle stop tour style video on the N69 road From Limerick to Tralee. I didn't do as much work on this particular project.**

**After delving into the space a little I came to the conclusion that many of the places I was suggesting to visit on the video would be closed during the time I was in production. But still I did enough work on it to maybe revisit it in the future.**

## THE FINAL PROJECT

After some consultation with my tutor I decided that the two initial pitches I had were not quite right for this brief. I really required something that was of use to the public as well as having a good corporate feel.

I decided to go for an interactive DVD on basic car maintenance.

### PROJECT PITCH

**Title: LOOK AFTER YOUR CAR!**

**Aim:** To create an instructional and interactive DVD that gives you tips on how to maintain your car.

**Background:** Car maintenance is an often overlooked DIY job. Many people squander cash on mechanics when they might be able to fix a small issue themselves. This video is designed to guide the viewer through the

basics of car maintenance.

**Objective:** By the end of the video the viewer should be able to perform the following tasks.

- check tyre pressure( to ensure safety as well as good economy for burning fuel)
- ensure wiper blades are in good working order
- check oil, wiper fluid and coolant levels in the engine

-change a tyre on their vehicle

**Target Audience:** The video will be aimed at those who have no previous experience working on motor vehicles as well as offering a 'refresher' to people who may not have worked on a car for a little while.

**I also intend to incorporate a nct 'checklist' video and subtitles in the extras of the DVD. This will illustrate the key elements of an NCT test and what the car will be tested for.**

**Rationale: Car maintenance is a daunting task for some people. Simple tasks such as changing a wheel are vital and yet so many don't know how to do it. This instructional dvd will show the viewer how to perform these jobs with easy to follow guidelines. Being in full control of your car is vital and that's even before you switch on the engine.**

### **DO YOUR OWN PRECHECK!**

**If you are worried about your upcoming NCT test why not perform a few simple checks at home first. This might save both time and money down the line.**

**The ideal situation is that you take your car to a garage but there are a few things you can check yourself at home first.**



- suspension
- wheels/tyres
- lights/indicators
- dashboard & speedometer
- number plates
- brakes
- handbrake

#### **a few helpful tips**

- clean out the boot for access
- seatbelt access
- child seat
- general tidiness
- hubcaps(access to nuts on wheels)
- oil and water levels

**I took the idea from videos already available online.**

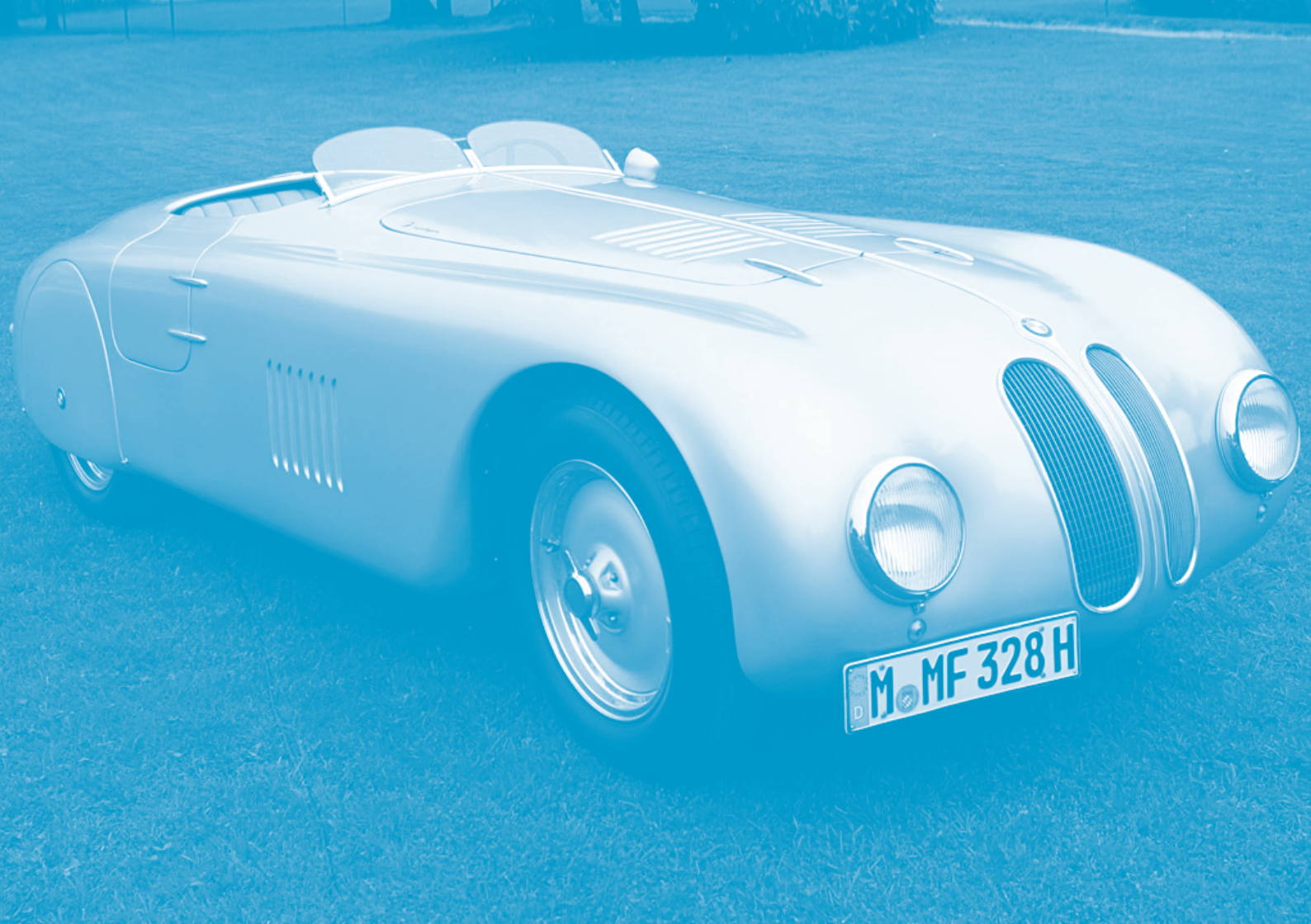
*link to 'how to service your own car*

*<http://www.youtube.com/watch?v=YmE2gFTaqmg>*

*link to 'pre nct prechecks'*

*[http://www.youtube.com/watch?v=fW31WwIH4\\_o](http://www.youtube.com/watch?v=fW31WwIH4_o)*





PRE

PRODUCTION

# Project Management Report

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I first received the brief a few weeks before Christmas. At that stage I had already been working on my original idea for a few weeks. I wasn't certain at this stage whether I would follow through on it and was already brainstorming ideas for alternative projects.

I had to submit my pitches in the second week of January. At that stage I was quite certain my original idea would not be going ahead and so it proved. I was really thinking about pursuing a project where not only was the subject matter commercially viable but also something I had an interest in.

I have always been interested in cars so the idea of a car maintenance DVD sprang to mind. I wanted to keep the animation element of my original idea too.

In this case the majority of the video will be shot in the traditional form. But for one section( NCT checklist) I intend to design a vector image of a car and animate it

through photoshop. I will then bring these frames into FCP. I have already done a few mock ups which can be seen on page 40.

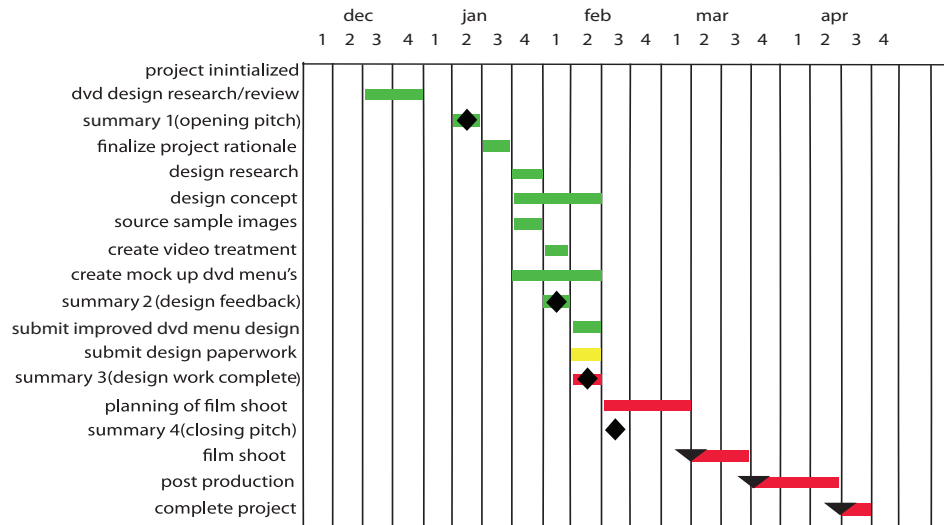
After consultation with my tutors I was able to break the process down into blocks of time I would need for each segment.

This broke down as follows

- Create Treatment/script and storyboard for video
- Design DVD interface
- Create NCT checklist animation mock up

In the next few pages I will outline the processes I went through to arrive at my concept and highlight through the use of a Gannt chart how I planned my time out. I have also provided a budget as a guide to breakdown of costs.





- ◆ milestone
- ▼ arrow(task cannot start until p
- to be completed
- completed
- yet to start

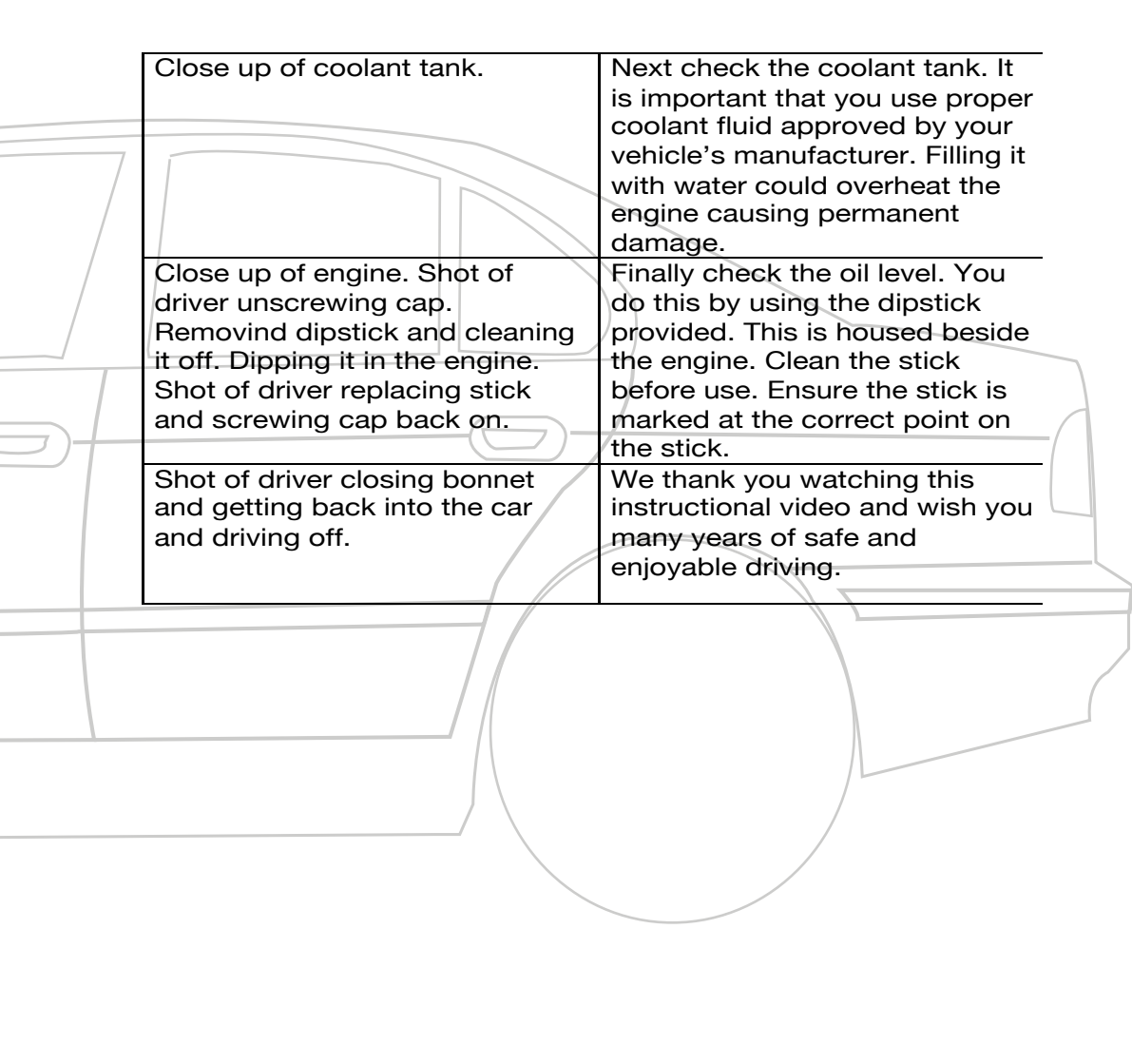
RAY HYLAND DESIGN PROJECT GANNT CHART (up to February 14th 2013)

Project	Interactive Media Production				
Category	Specifics	Cost			
Project Development Costs					
	Research	€500.00			
	Proposal Development	€300.00			
	Content Definition	€400.00			
	Content Design & Structure	€100.00			
Production Costs	Technical Evaluation of User				
Content Acquisition	Design	€300.00			
	Interaction Design	€100.00			
	Navigation Design	€300.00			
	Graphic Design	€500.00			
	Prototype Development				
Content Creation					
Graphics Production	Scriptwriting	€300.00			
Audio Production	Audio Engineer	€500.00			
	Talent Fees	€500.00			
	Studio Fees	€400.00			
	Music Rights	€75.00			
Video Production	Editor	€550.00			
	Equipment Rental	€400.00			
	Digitisation & Capturing	€200.00			
	Specialized Car Rental	€200.00			
Post-Production	Authoring	€300.00			
	Programming/Coding	€150.00			
Sundries	Testing	€50.00			
	Editing	€200.00			
	Consumables	€150.00			
Sub Total	Replication				
	Packaging	€200.00			
	Labelling & Packaging	€200.00			
	Travel & Accomodation	€200.00			
	Communication	€100.00			
Total	Sub Total	€8,175.00			
	Contingency (10%)	€817.50			

## LOOK AFTER YOUR CAR! (main video)

VISUAL	AUDIO
Black screen  Fade up	
Opening titles of car driving along, various shots, side view of car, head on view, shot from behind etc	Intro to video, welcoming you to your car, how important the vehicle is and what the contents of this video will be. To mention that whilst some tasks are better performed by trained mechanics they are some useful things to know that you can do yourself.
Car arrives at a stop	Short explanation telling that no matter what age your car is, there are always things that can go wrong. Here are some simple Checks.
Driver exits vehicle and walks around the body of the car. Close in on the driver inspecting the wheels.	Tyre Pressure and quality. One of the chief reasons for burning excess fuel is tyre pressure. Too low and the engine is forced to work harder than it should. However too high and you increase the risk of the tyre disintegrating. You can check the correct pressure on the wall of the tyre. If its too low you can inflate it at your local filling station.

Shot of windscreen.	It is vital that your vehicle is fitted with quality wiper blades. Worn blades are very dangerous
Shot of checking wiper blades and checking that wiper arm is functioning properly.	In poor weather conditions and failure to replace them could be fatal. Ensure the rubber is supple and intact. There is no strict rule on how long a wiper blade should last but they should be changed at least once a year.
Shot of driver getting back into car. Shot of driver spraying his windscreen and wiping it off with the wipers. Shot of driver popping the bonnet open.	Underneath the bonnet of the car you will find all the key components of the vehicle. A basic knowledge of these is important. Here are the elements.
Shots of engine, wiper fluid tank, coolant tank, all with floating titles	Checking all of these components on a regular basis is important to maintaining the good working order of your car. It is important to note that you should wait until the car has cooled down before performing these checks. This will help you avoid injury.
Close up of wiper washer tank.	Firstly ensure washer tank is full.



Close up of coolant tank.	Next check the coolant tank. It is important that you use proper coolant fluid approved by your vehicle's manufacturer. Filling it with water could overheat the engine causing permanent damage.
Close up of engine. Shot of driver unscrewing cap. Removing dipstick and cleaning it off. Dipping it in the engine. Shot of driver replacing stick and screwing cap back on.	Finally check the oil level. You do this by using the dipstick provided. This is housed beside the engine. Clean the stick before use. Ensure the stick is marked at the correct point on the stick.
Shot of driver closing bonnet and getting back into the car and driving off.	We thank you watching this instructional video and wish you many years of safe and enjoyable driving.



## CHANGING A TYRE

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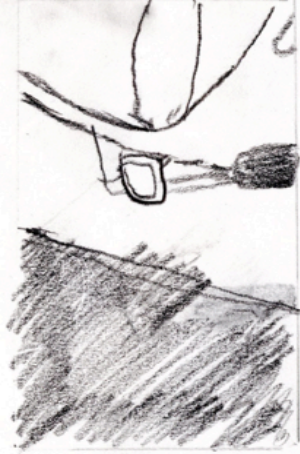
### Caption of tools required

Shot of driver looking at deflated tyre. Shot of driver going to the back of his car and opening the boot. Shot of driver putting on hi-vis coat and displaying reflective triangle behind vehicle. Shot of driver removing spare tyre and required tools. Shot of driver loosening bolts slightly on wheel. Shot of jacking up and removing old wheel. Shot of placing new wheel onto axle and screwing back on(first by hand THEN WITH WRENCH) Shot of bringing car back down to ground level. Shot of ensuring all bolts are tight.

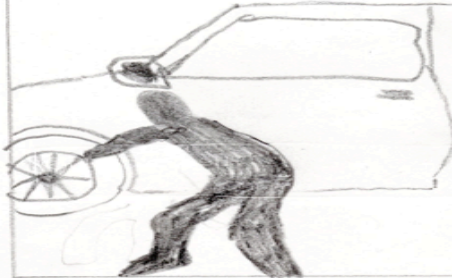
Shot of driver replacing tools and old wheel into boot.



# Storyboards



CHECKING TYRES



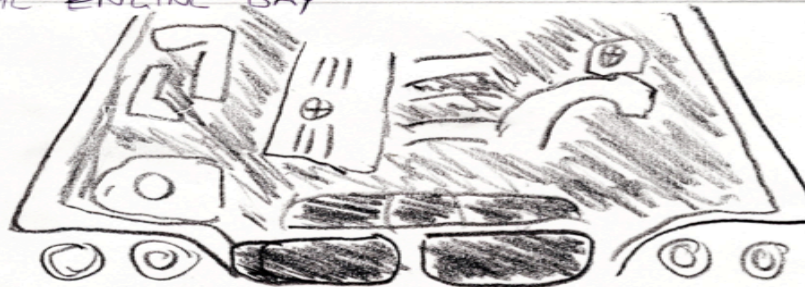
COIN TEST: TYRE DEPTH



CHECKING WIPERS



THE ENGINE BAY



# Research, Conceptual Thinking, Sketchwork

After deciding upon doing a car maintenance DVD it was suggested to me by my tutor that in order for the programme to be commercially viable I should choose to make the DVD for a specific car brand, preferably a hi-spec one.

I chose BMW because of its obvious brand appeal. The company has an illustrious history in advertising as well a great reputation in car manufacturing.

I decided to have a look at old advertisements and videos from the brand and compare them with the modern image of BMW. I hoped that it would give some inspiration for my own interface.





# Guts.

We lay it on the line. BMW builds the best sports sedans in the world.

Who says?

The drivers do. In poll after poll, men who know cars acknowledge BMW for what it is.

A car with an overhead-cam engine built around a combustion system so advanced that a BMW will cruise—cruise—at 100 mph.

A car with a suspension system that gives you roadholding qualities that are simply incredible. So efficient that many

racing cars have imitated it.

A car that for all-out performance, for pure quality of construction, for right-down-to-it guts, has no equal.

Do you need only transportation? Then BMW is not for you. There are always the Swedish tractors, or one of those Oriental curiosities, and so on.

But if you want the best sports sedan money can buy, if you want a car that makes driving a joy, then visit your BMW dealer.

Has he got a car for you!

BMW's are available in four or six-cylinder models. U.S. Sole Importer: Hoffman Motors Corporation, 375 Park Avenue, New York, N.Y. 10022; 12341 Beatrix Street, Los Angeles, California 90066. Dealers Coast to Coast. Advantageous European Delivery Program. Write for free brochure. Canada: East: BMW Distributors Eastern Canada, Ltd., 735 Progress Avenue, Scarborough, Ontario. West: BMW Distributors (Western) Co., 2040 Burrard Street, Vancouver 9, B.C.

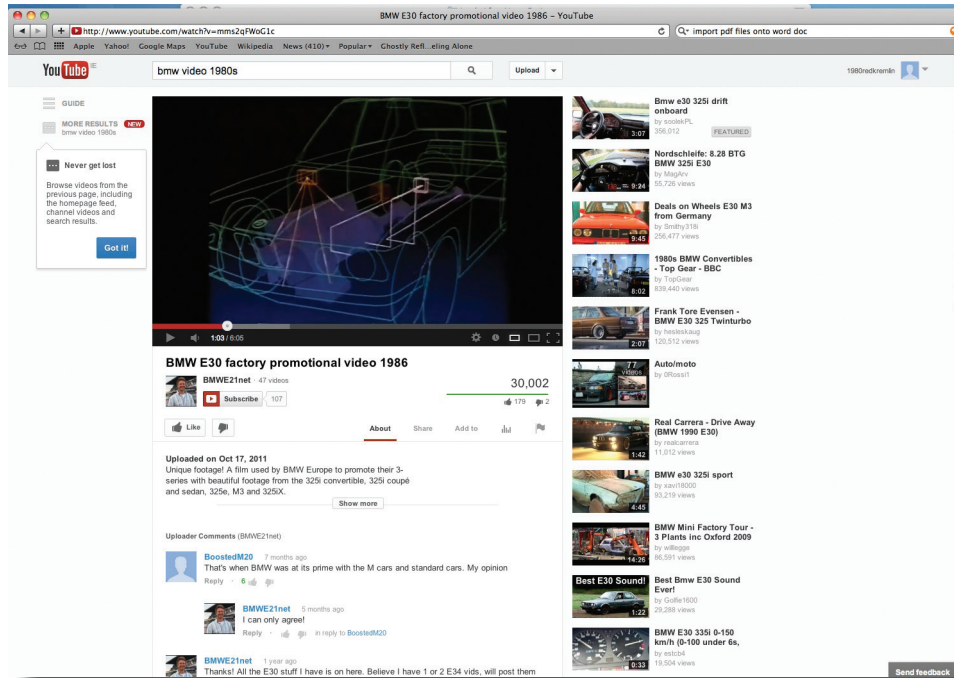
**Bavarian Motor Works**



This advert was in a 70s U.S magazine. I liked the simplicity of it as well as the energy. I also paid attention to the positioning of text and logo. One other thing that stood out for me was the front of the car. The 'twin kidney' grill and headlights are very well known to many.



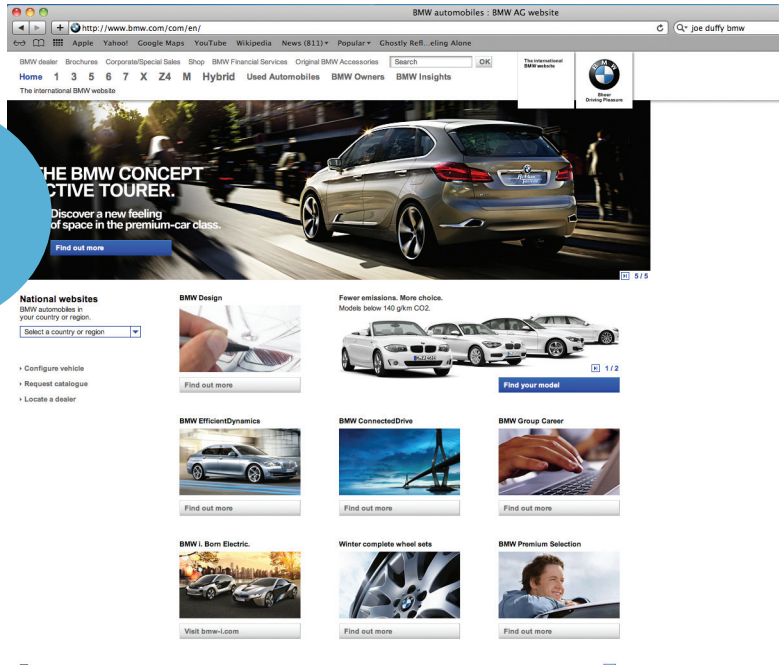
# The early years of BMW video advertising



I watched this promo video from 1986 in the hope of seeing some cool “Tron’ style graphics and was not disappointed! The 3D outline style must’ve seemed very ahead of its time. I noticed again that the shape of the car is very distinctive and that I could possibly utilize something similar in my own project.

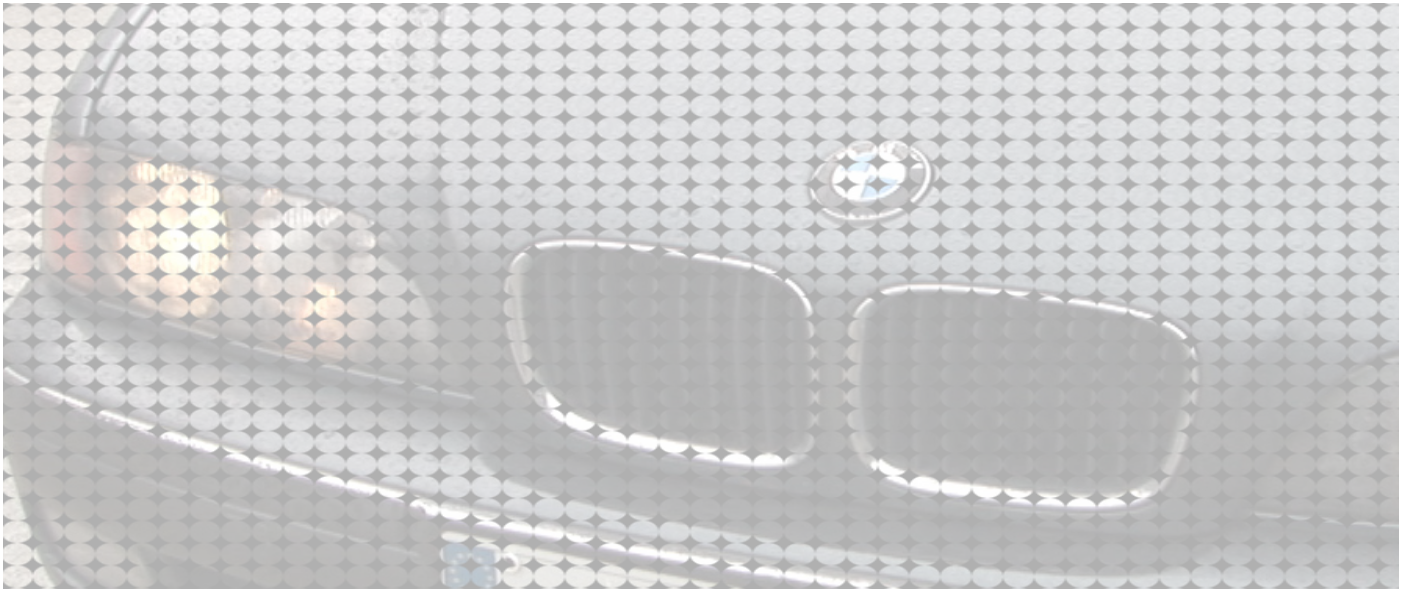
# The Modern BMW

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I had a look at the modern BMW website next. What I noticed here is that the website was very sleek if a little bland. BMW employ their own 'helvetica' specific font too so I imagine it's important to retain that in order to fully 'sell' my own project.

Much like the 70s print ad the emphasis on the image is motion. Also the predominant colour of the web page is white. These things all influenced the designs I came up with.

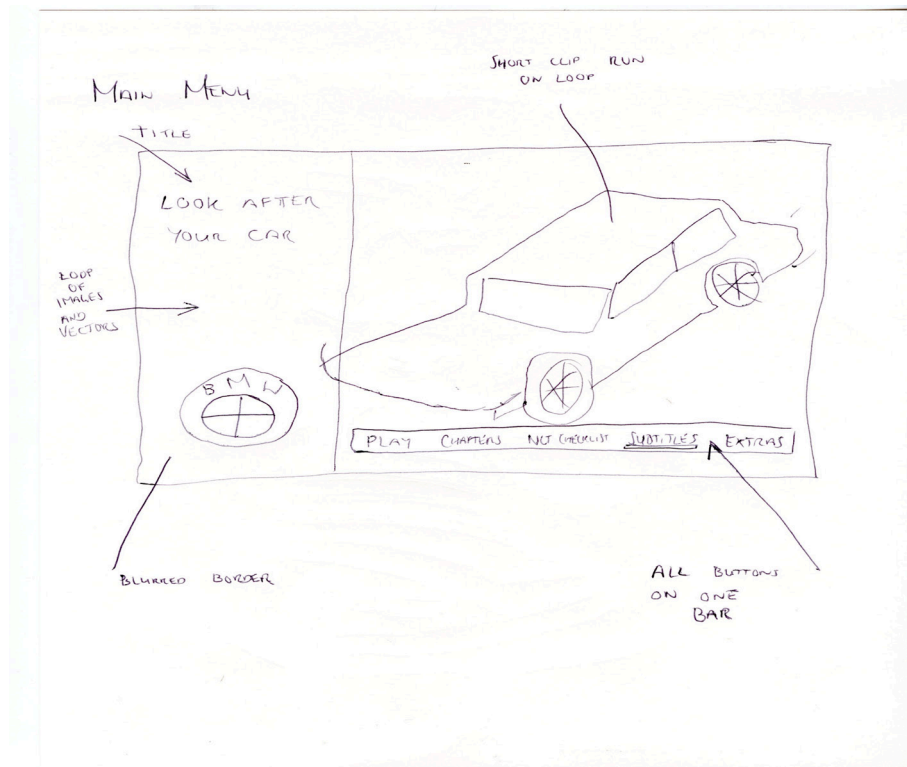




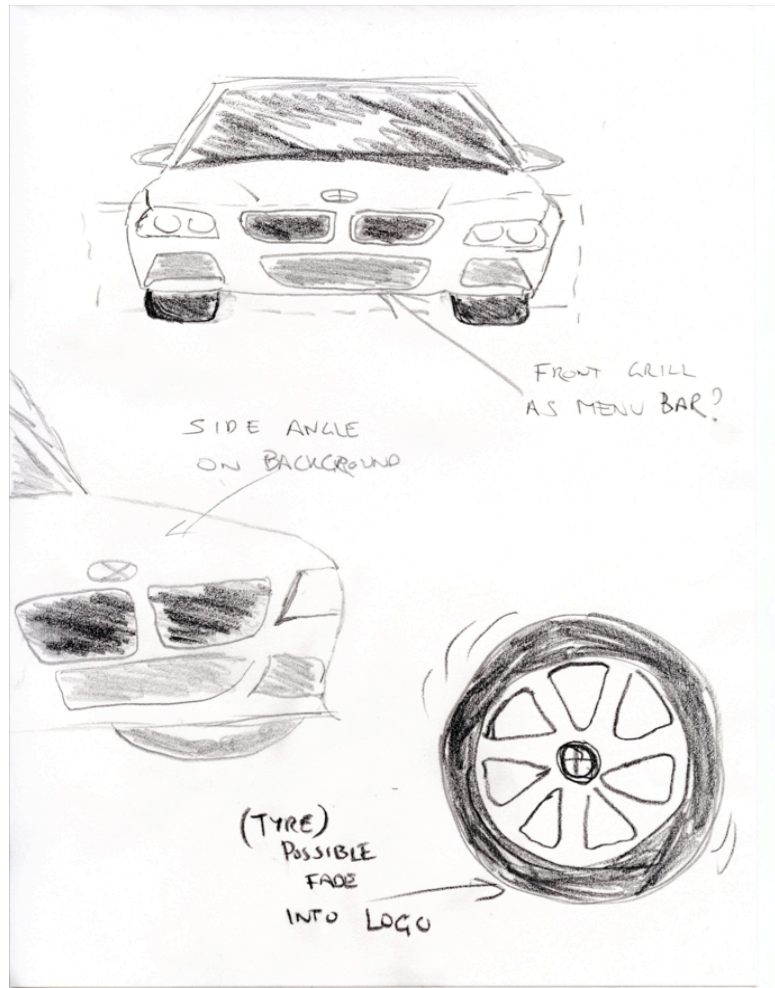
PRODUCTION

# DVD Interface Design Proposals

## First proposal







**My initial design was influenced not only from the designs I saw used by the company itself but also from some of the advice given to me by my tutors.**

**It was said that it might be better to have all buttons on one bar so as to avoid pixilation issues.**

**I also wanted the company logo to be visible as well as the purpose of the video up on the left hand corner. Below is my first full mock up.**



**As you can see I tried to use the front of the car as part of the menu bar.  
I also looked into the possibility of the headlamps lighting up when clicked on.**





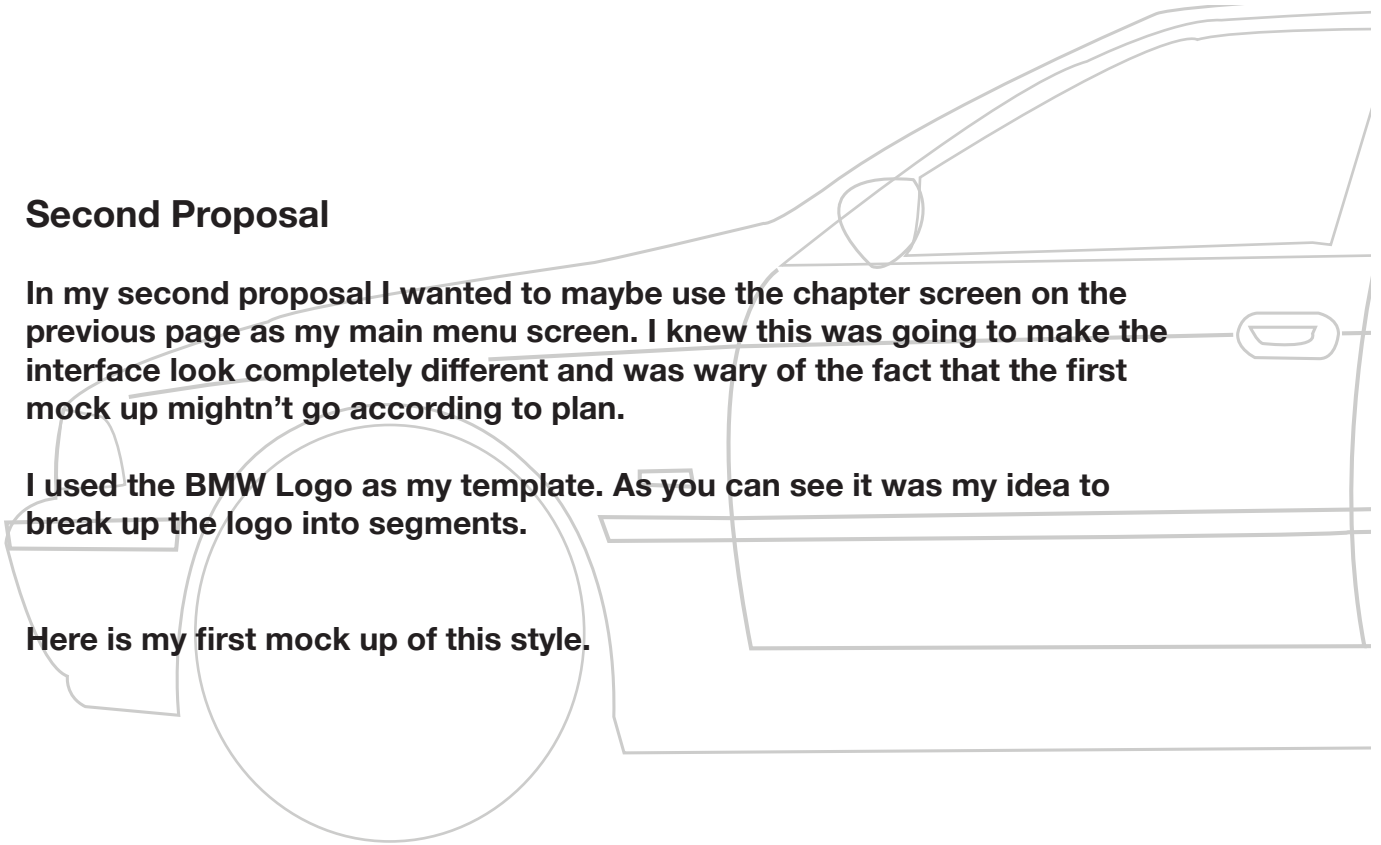
Here also is my initial 'scene selection' page. This proved more popular in the critique sessions. Also it was suggested to alter what the buttons

## Second Proposal

In my second proposal I wanted to maybe use the chapter screen on the previous page as my main menu screen. I knew this was going to make the interface look completely different and was wary of the fact that the first mock up mightn't go according to plan.

I used the BMW Logo as my template. As you can see it was my idea to break up the logo into segments.

Here is my first mock up of this style.





### CONCEPT OF DVD MENU

THE PULL APART. USING BMW  
LOGO AS A TEMPLATE FOR THE VIDEO  
CLIPS OR PHOTOS TO FIT INTO

PLAY



TYRES



CHAPTERS



NCT



**I felt that the idea was getting there at this point. However it lacked the style associated with the brand and to me seemed more like something you might see on a car enthusiast's Magazine.**

**The elements I wanted to use were there but the order was wrong. I decided that more negative white/grey space was required and that the font shouldn't be altered either. I also felt the company logo should be referenced at some part of the design.**

And so this is the final result. I am quite satisfied with what I came up with. I think there is a good contrast between the buttons and the background. Also I feel that whilst it is not an artistic style deployed by the company themselves the design is something that **BMW** might consider using.

**PLAY**



**CHAPTERS**



**NCT CHECKLIST**



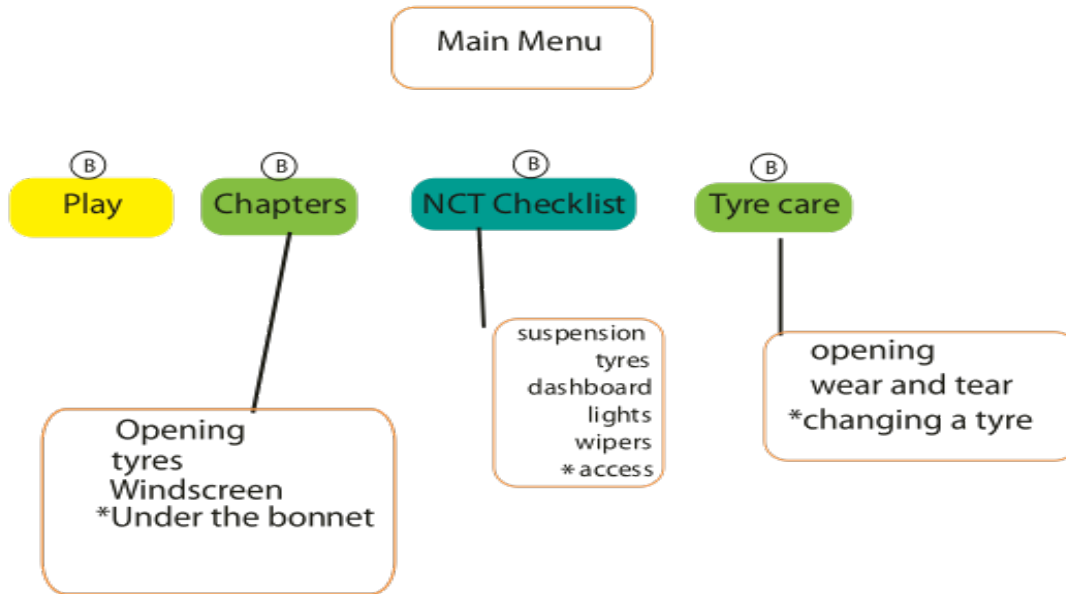
**TYRE CARE**



look after your car



# DVD menu structure



WILL PLAY ENTIRE FILM



CONTAINS SEPARATE VIDEOS



ANIMATION

\* denotes that once clip has ended disc will return to main menu

Ⓑ denotes clickable button



**The idea of this animation mainly sprang from the fact that I really wanted to add some form of interactivity to the project.**

**I was made aware of the limitations of interactivity on dvd's so I really wanted to see if I could produce something interesting and useful that could be used from your television at home.**



**I started the process by finding a suitable car and creating a PNG file of it. Both this and TIFF are formats suitable to bring into Final Cut.**

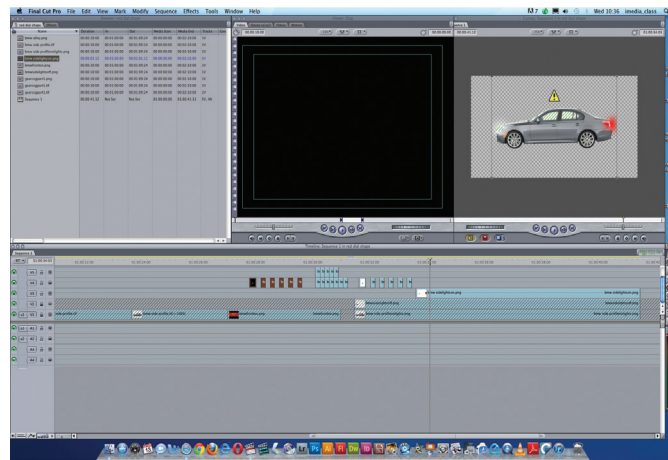
**I then had to duplicate the layers into photoshop and create different files with the various behaviours listed.**

**For instance here I have taken a model of the car and removed all lights visible**

With the lights I removed I created a separate PNG file.



I was really more interested in getting the timing of the indicator flash in FCP right at this point. But In the future I would pay closer attention to improving the quality of work in photoshop. You really end up having to do everything twice otherwise.



# Reflective Journal

3rd December 2012

Our tutor is discussing the design project. He is giving us an idea of timeframe and how much we should have done at a certain stage. I am quite happy that my project on football equipment is a winner. I have already written an extensive script and played around with potential graphics on FCP.

14th December 2012

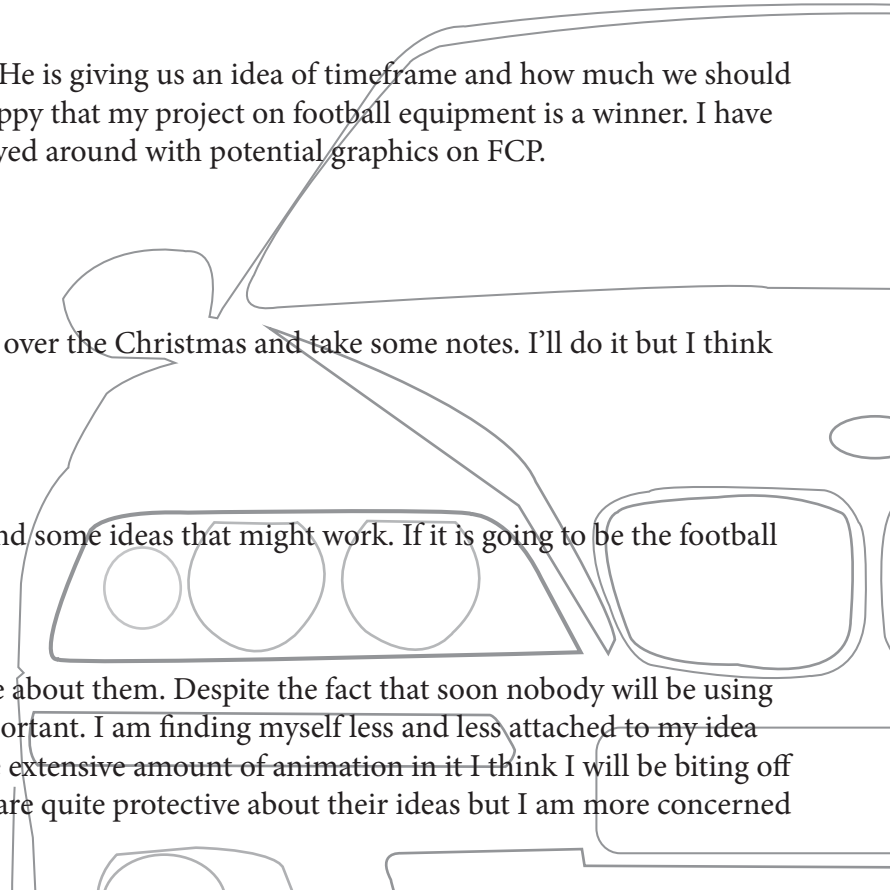
Today Lisa suggested we study dvd menu's over the Christmas and take some notes. I'll do it but I think I'll get more ideas from the internet itself.

27th December 2012

I watched some of the dvd menu's and found some ideas that might work. If it is going to be the football equipment project I'll have a lot to do.

5th January 2013

Watched some more dvd menu's and wrote about them. Despite the fact that soon nobody will be using these things I guess the exercise is still important. I am finding myself less and less attached to my idea of a football equipment project. Due to the extensive amount of animation in it I think I will be biting off more than I can chew. A few of the others are quite protective about their ideas but I am more concerned



about learning the process. To each their own!

11th January 2013

Our tutor gives us a run through of when we have to meet the certain deadlines. There's plenty to do but I'm happy that I've engaged with it sufficiently over the last few weeks. We have to show him our ideas next week plus a few back up ideas.

13th January 2013

My back-up ideas are as follows. A short documentary about making a film on no budget. I would use footage from one of my own films and point out the mistakes that most novice filmmakers make. Also a whistle stop tour along the N69 road including the sites and other points of interest.

15th January 2013

Shot down! Well not really but my tutor suggested that there might be better ideas out there. Also executing the football project could be difficult and agree with him on that. It's a good conversation and I bring up my interest in pursuing animation. If nothing else the last few weeks have confirmed that I'm probably not ready to do a broad scope animation. It really didn't bother me that he said no. I would rather have something solid in my portfolio than an optimistic project that might not get finished.

17th January 2013

After a quick chat with some of the other students who are also keen on animation I approach the tutor again with a different idea. I want to make an animation on preparing your vehicle for the NCT. The tutor likes the idea but not so much the execution. He asks me why this interests me and I explain that I see a niche in the market for doing good quality banner adverts on car websites. He likes that but for this project suggests we go for a more corporate style and incorporate general car maintenance. I am happy to do this even though it is a completely different idea from what I had in mind. The tutor shows me a similar cd-rom from the previous year and it gives me a good idea of what the layout should be. I am going to concentrate on making the footage as high quality as possible, give it that polished corporate look. I believe that if I am going to be doing work on car websites in the future stuff like this will be just as important as doing banner ads.

21st January 2013

I have been looking at a lot of car websites and there are plenty that need serious modernizing. Some of the best ones were the likes of BMW (Joe Duffy Motors). Very clean and clinical layout with excellent photography. I am thinking this might be a good template for the interactive dvd. I want it to have a uniform look to whatever car brand I choose. I am going to start working on a treatment in the next few days. I think the car maintenance will be the main video. Extras might include an NCT checklist and a subtitle option for those with hearing difficulty.

around at the different car brands there is no end of choice. What is certain is that for me, the car will dictate a lot of what the design looks like.

28th January 2013

The weekend did not help me decide what car company to choose. My tutor suggested a hi-spec company and I tend to agree with him. In saying that it's the likes of the small car market( Opel Corsa, Ford Fiesta) who have the most adventurous ad campaigns. I will decide in the next few days and take it from there.

30th January 2013

I have decided on BMW. I did up a few mock ups of potential dvd menu pages today and found that with a brand such as BMW there is plenty of opportunity to use iconography. From the company badge to the front of the car and even potentially the font used on the back of the car there is a lot to work with.

1st February 2013

We had a critique session with our design tutor today. My mock up design was quite well received but she pointed out a few ways I could possibly improve the design that I will take on board.

4th February 2013

I have tweaked the design since the previous Friday. I made a point of following the tutors guidelines. She suggested that my DVD selection page was better than the front menu page. She also suggested that the content of the video seemed quite long. I have been thinking about this and indeed it is long. I think for the people this dvd is aimed at, the 'changing the oil' segment might be unnecessary.

8th February 2013

My new and improved design was well received but my design tutor still thinks I could someone more with the font so I will start editing that today.







# VIDEO PRODUCTION

# LOOK AFTER YOUR CAR VIDEO SHOOT

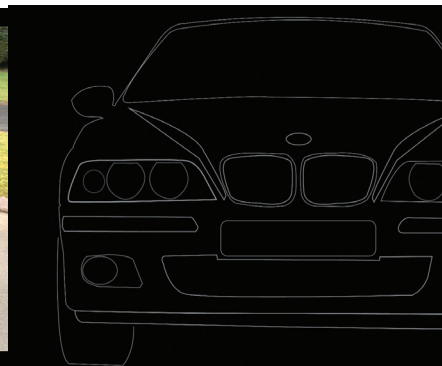


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I had a feeling it was going to be an overcast dull day when we out to shoot the video and so that's how it turned out.

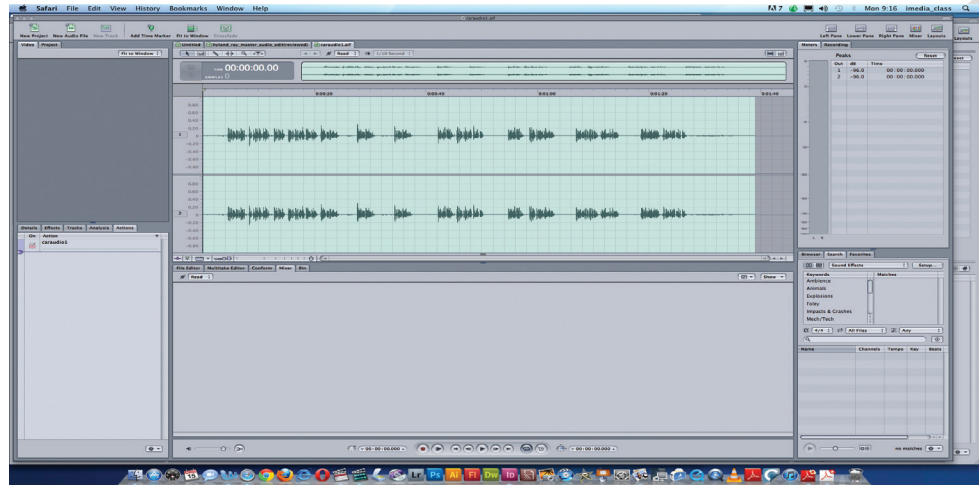
I had hoped there would be rain so that there would be droplets on the bonnet because I thought it would look good on camera.





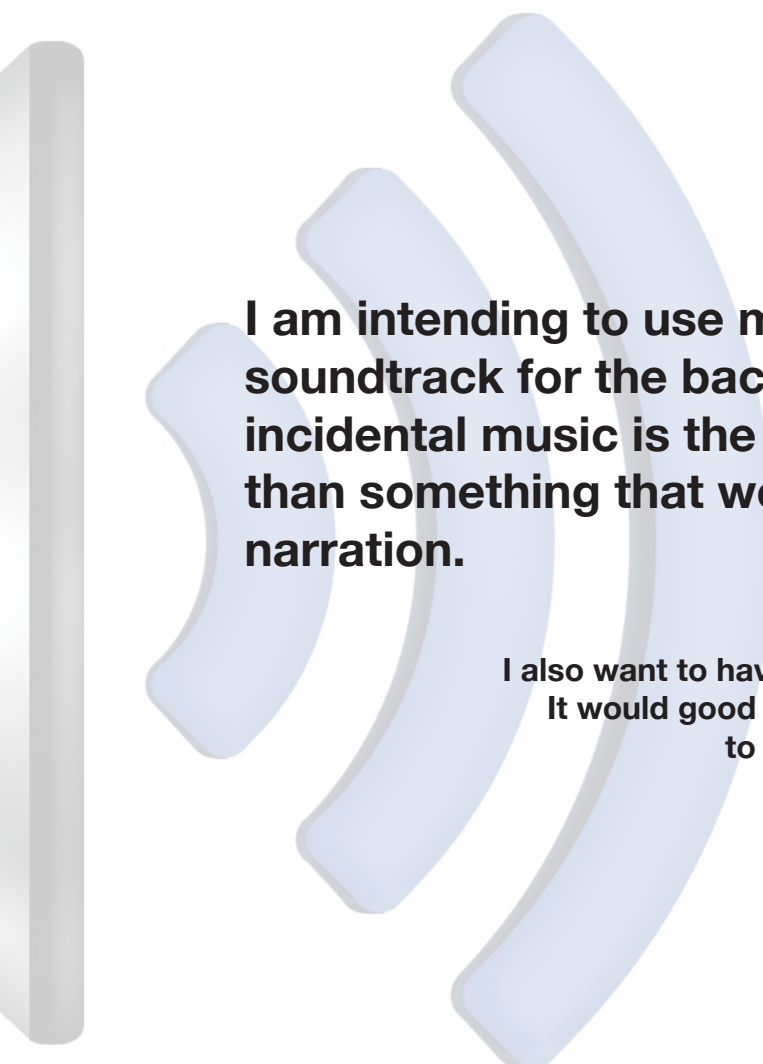
**We also decided to shoot up in the mountains for some atmospheric footage to open the video. The light was fading fast but I was quite happy with what we got.**

# EDITING PROCESS



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As I intend for the audio recording to be a simple voiceover with background music I didn't record any ambient audio on the shoot itself.



**I am intending to use music from a film soundtrack for the background score. I feel incidental music is the best option here, rather than something that would overshadow the narration.**

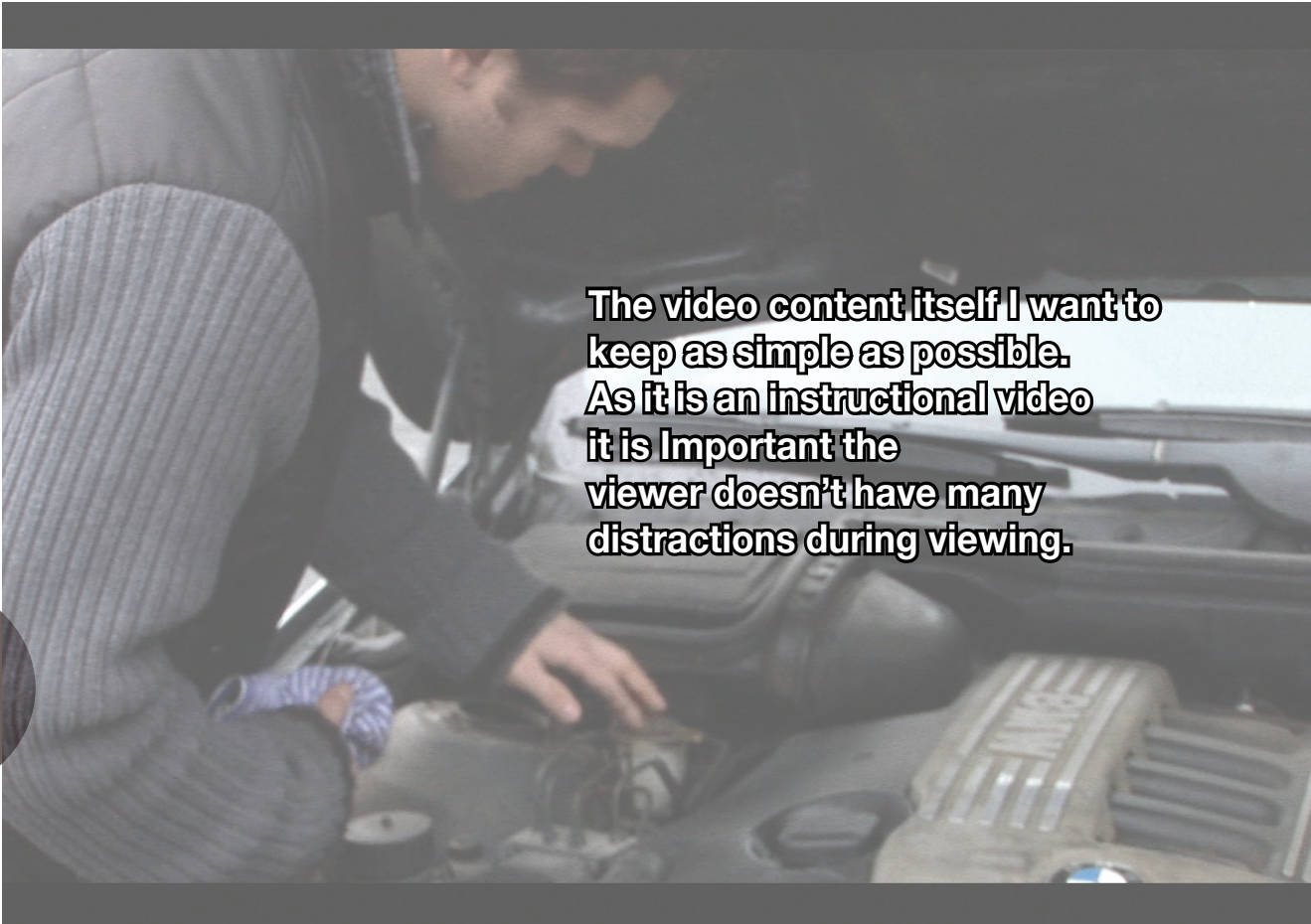
**I also want to have a subtitle option.  
It would good if the video was accessible  
to those with hearing difficulties.**

The intro I would like to keep short and sweet. There is nothing as bad as having to watch a long intro on a DVD. In this case I hope to give enough information to the viewer about what the dvd is about as well as maybe some info on the model of car itself.





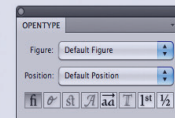
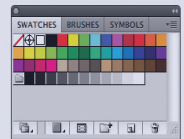
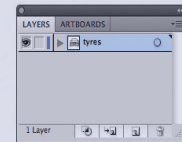
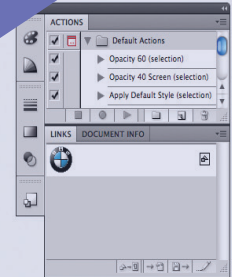
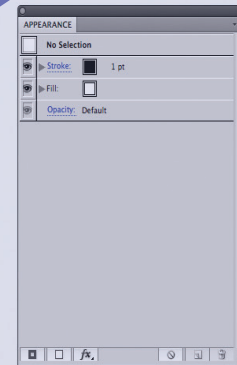
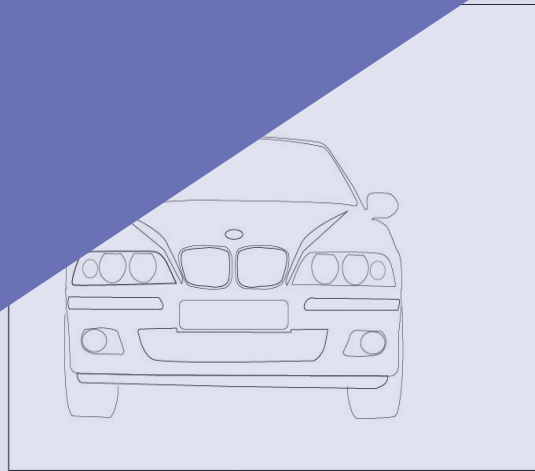


A person wearing a grey quilted jacket and a blue and white striped shirt is leaning over the open hood of a car, working on the engine. The engine cover has 'VW' and '1.8T' visible. The background is dark and out of focus.

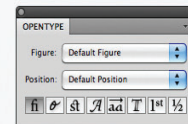
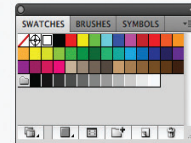
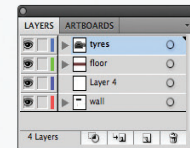
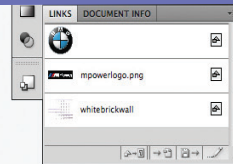
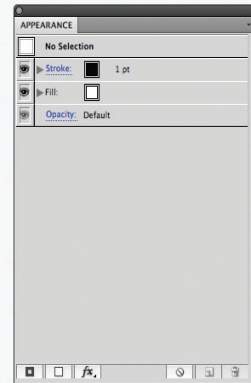
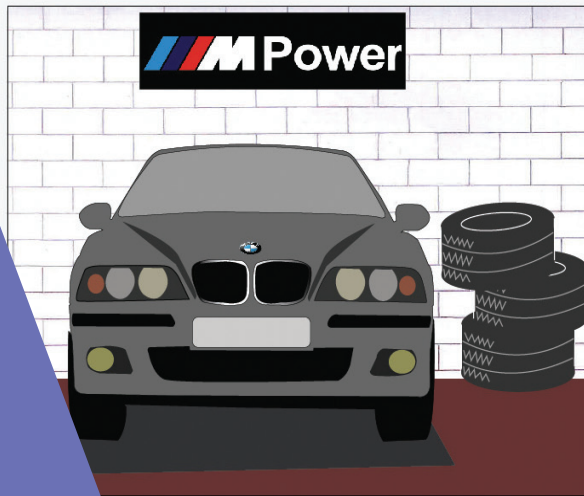
**The video content itself I want to  
keep as simple as possible.  
As it is an instructional video  
it is Important the  
viewer doesn't have many  
distractions during viewing.**

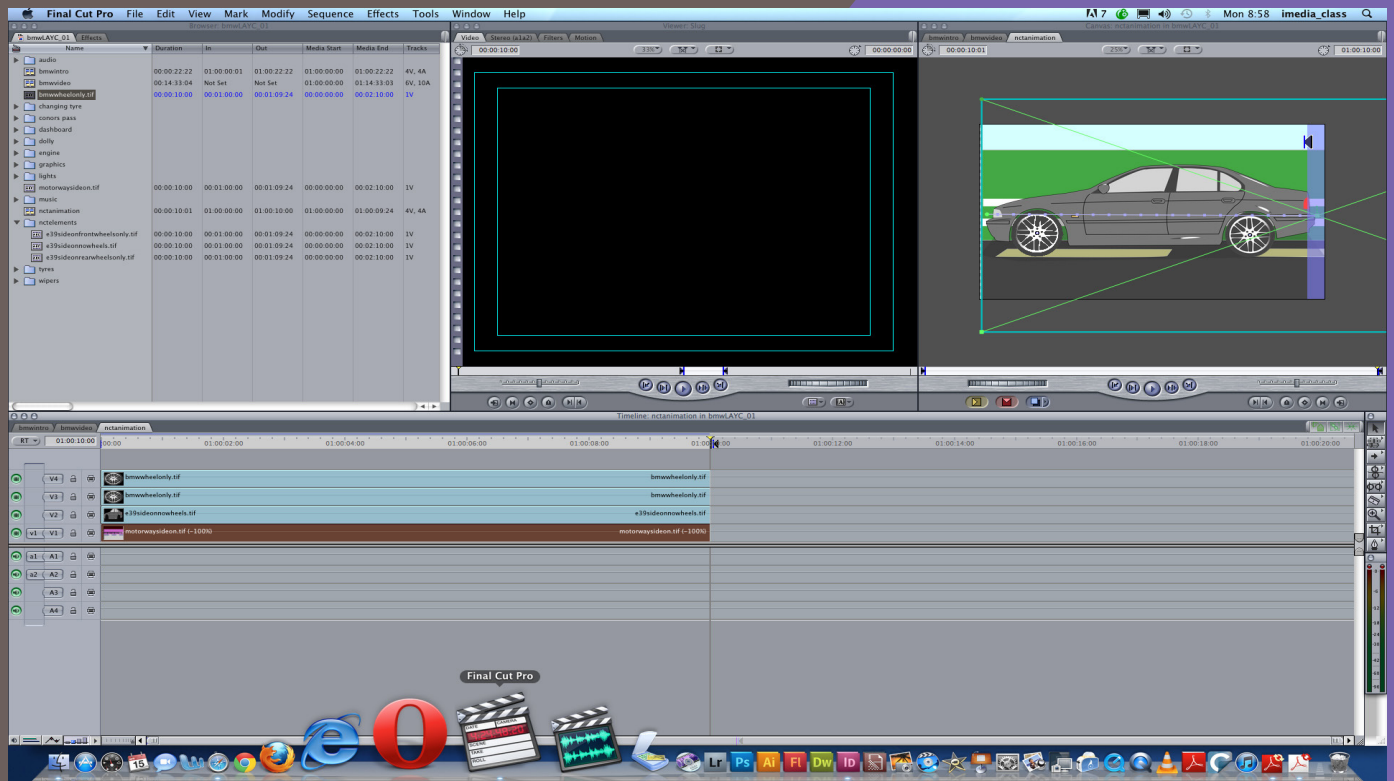


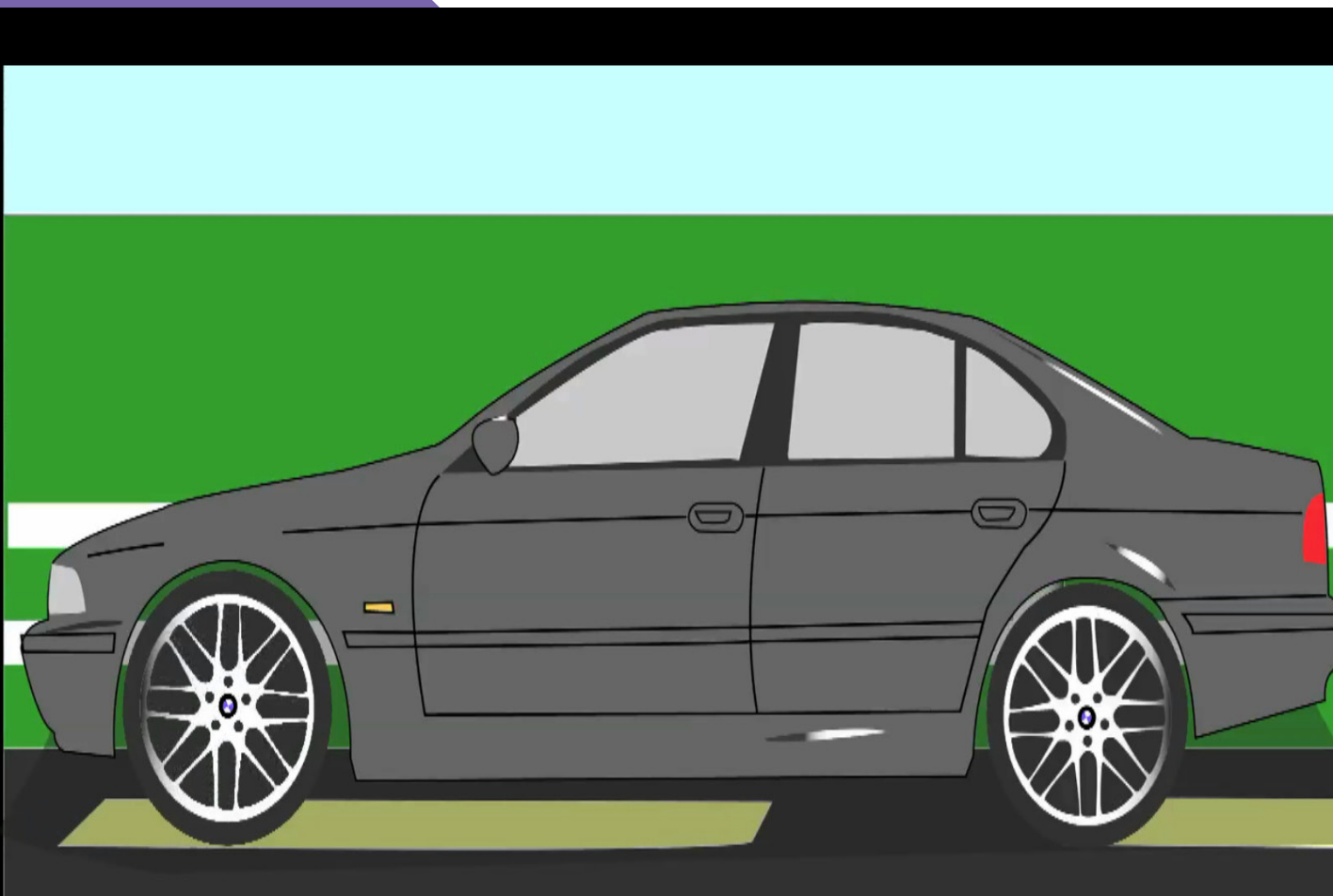
The NCT checklist element of it is quite challenging. I have already designed the car on Adobe Illustrator and I intend to transfer these files into Photoshop to make files that can be used for FCP.















# EXTRAS



# ACKNOWLEDGEMENTS

*For this handbook I required additional photos from various sources.*

*On the front of each chapter you can see a different automobile from the famed archives of BMW. I sourced these through the following places*

*[www.BMW.com](http://www.BMW.com)*

*[bmwspotlight.com](http://bmwspotlight.com)*

*[loudpopvoyager.com](http://loudpopvoyager.com)*

*[usautoparts.com](http://usautoparts.com)*

*[fanpop.com](http://fanpop.com)*

*I also sourced adverts and other information from a number of places.*

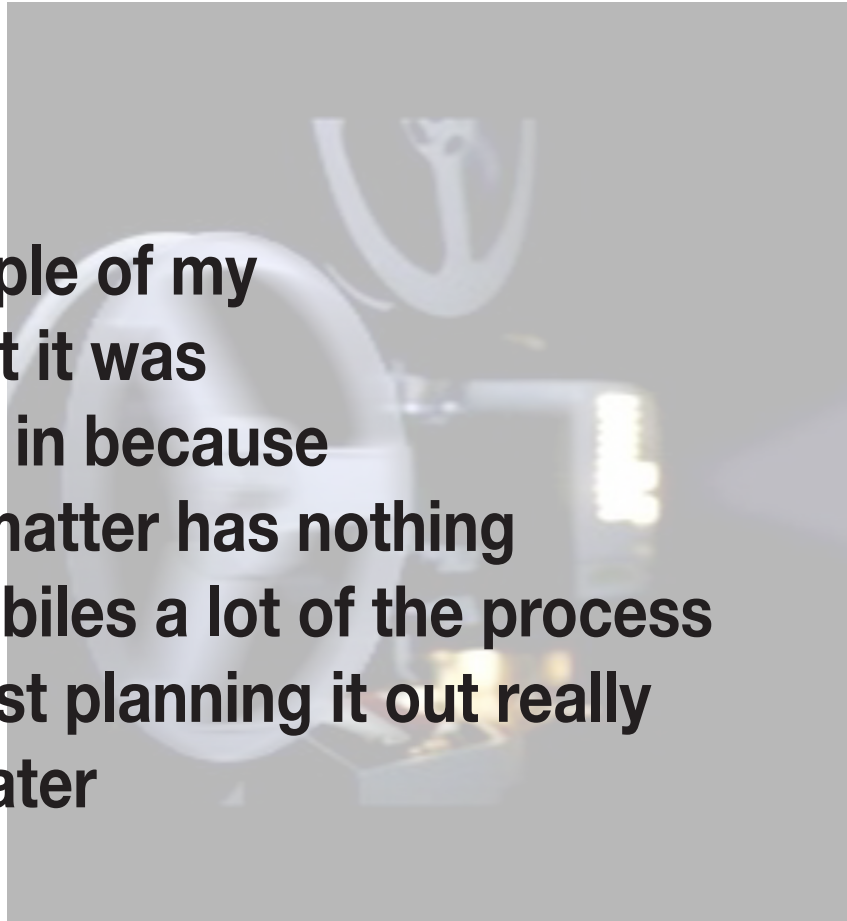
*[www.alpinabmw2002.com](http://www.alpinabmw2002.com)*

*[www.bimmerfest.com](http://www.bimmerfest.com)*

*For the original concept of the video I must thank Mick's Garage.com for their excellent videos on youtube. These provided me with an excellent start off point.*

*I also must mention Brennain Gould Duff and Nicola Sheehan who were part of my video crew for the production.*

**I have attached a sample of my original concept. I felt it was important to put this in because whilst the subject matter has nothing to do with automobiles a lot of the process I went through whilst planning it out really informed what I did later**



# THE FABRIC OF FOOTBALL

*a history of football kit & equipment design*

When West Germany won the World cup for the first time in 1954, everybody wondered how brave if slightly workmanlike opposition had conquered the magnificent Magyars of Hungary.

(1. photo of Hungary v Germany Colour part of photo & keyframe)

The Miracle of Bern had seen the Germans gain revenge for an 8-3 defeat earlier in the tournament, a remarkable turnaround in just over two weeks. Many in Switzerland wondered what the reason was for the sudden upswing in German fortunes. Later it was claimed management at half time dispensed shots of vitamin C. The more commonly held belief was that in the rain sodden pitch the German's new revolutionary footwear had won them the day.

(2. Photo of Adi Dassler)

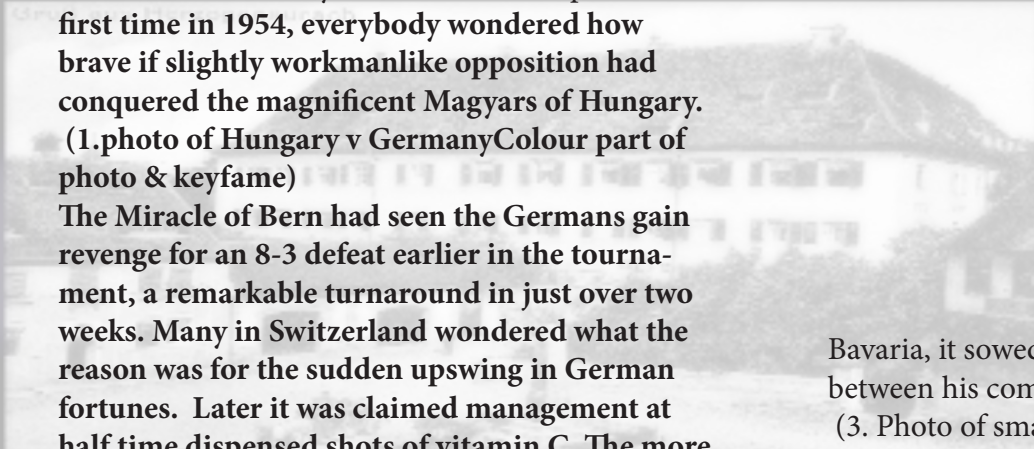
It was the kind of publicity money couldn't buy. And for a middle aged German shoemaker from

Bavaria, it sowed the seeds of a relationship between his company and the beautiful game.

(3. Photo of small German village projector)

Born in Herzogenaurach 1900 Adi Dassler was the son of Christoph, who worked in a local shoe factory. Adi's brother Rudi joined his father in the factory before setting up his own leather business in Nuremburg after World War 1.

(4 & 5. Photo of shoe factory, photo of leather being cut projector)



(6. Photo of bicycle generating power)

In 1936 the ever-resourceful Adi drove from Herzogenaurach to Berlin in an attempt to persuade American Athlete Jesse Owens to use his spikes during the Olympic events. Owens agreed and in due course won a record four gold medals in what was the first sports sponsorship deal for a black athlete. The risk paid off

handsomely for the Dassler's; soon they were selling over 200,000 pairs a year.

(7 & 8. Photo of Berlin road sign and Jesse Owens move car with keyframes in fcp & fade up Owens)

Many opined that the two had a rivalry to match that of any of the sportsmen they supplied footwear to. In 1943 both brothers joined the Nazi party. Rudi it's been said, the more passionately involved of the two. Tensions between the brothers were very high at the time. In one instance an argument broke out in a bomb shelter over a simple misunderstanding, Rudi certain that his younger brother had insulted him. Later Adi believed his brother was having an affair with his wife.

(9. Photo of two brothers together explosion over old german house)

In 1947 the Dassler factory was fortunate not to be destroyed completely. Adi's wife persuading Allied Forces that the factory's use was strictly for making sports shoes. In actual fact the factory had been assisting in the manufacture of

Herzogenaurach, so much so that the two local football teams sided with either side of the divide.

(12 & 13. Photo of Josy Barthel & Photo of rival teams)

The years that followed proved that whilst Rudi was somewhat of a renegade and very much his own man, he simply couldn't rival his brother for ingenuity.

The boots Adi designed for the national team in 1954 were well ahead of their time. Not only did the screw in studs offer greater grip in poor conditions but their low profile ankles also offered greater comfort and far less chance of injury.

(14. Photo of Adi at work)

The boots also carried three white stripes on their upper, a design feature that still remains to this day. Dassler himself had not come up with the three stripes. However in purchasing the patent from minor player Karhu sports a few years previously he perhaps made his shrewdest bit of business.

By the time the 1960s rolled around the television revolution was gathering momentum. People were now being exposed to companies selling their wares in advertisements, their dainty jingles implanted on the viewers psyche through subtle repetition.

(16. Photo of family watching ad's on tv)

It was also the decade a young boxing phenomenon made his bow. Cassius Clay was tailor made for the new decade of discovery. His boastful commentaries before matches enthralled audiences who were certain he would fail. His skills in the ring ensured he never did.

Clay was perhaps the first sporting superstar. Jesse Owens could argue the point but with television now becoming such a key partner in sports, Cassius Clay could be instantly recognized by those with merely a passing interest in boxing.

(17. Photo of a young Cassius Clay)

Dassler himself saw some similarities between the pair, not least how light on their feet each of



were. Clay's mantra 'to float like a butterfly and sting like a bee' was not empty rhetoric but in fact a very neat and accurate description of his ring technique.

(18. Photo of a slightly older Clay)

By the time the Louisville lip had become Muhammed Ali and fought rival Joe Frazier in Manilla in 1971 both men were sporting Adidas boots flourished with neat tassels that perfectly summed up the wearer's panache and style.

(19. Photo of Ali v Frazier)

Dassler's reputation had been growing steadily in the 1960s, the quality of his products unquestioned. Adidas were now the name in sportswear worldwide, providing apparel to the majority of Olympic athletes as well as international football players. Despite this, for any German company at this stage in the century, doing business remained very difficult.





## DVD MENU REVIEW

In order to form a layout for my own DVD I first at some Hollywood style menu's.

1. Die Hard Special Edition. This is a very well made DVD. The Menu screens are based on computer generated likenesses of the film's location, the iconic Nakatomi Tower. The menu is placed on the rooftop with each option 'scene selection, language etc and play movie taking up a different part of the building. It's a very nice touch. On the second DVD you also have the option of recreating scenes using deleted footage. There is also a complete copy of the original script available as well as the a 'director's commentary options. Navigation is easy enough and the intro's are quick. The original film's music only plays when you are going into a new selection which is quite welcome.

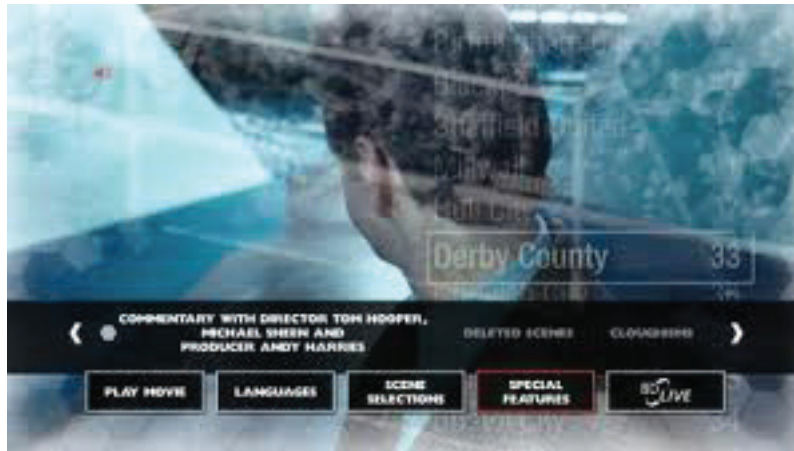




2. 'Chariots of Fire' No Background Music, Stills of movie and menu overlay, very uninspiring considering the subject matter. Presumably this is due to budget restrictions

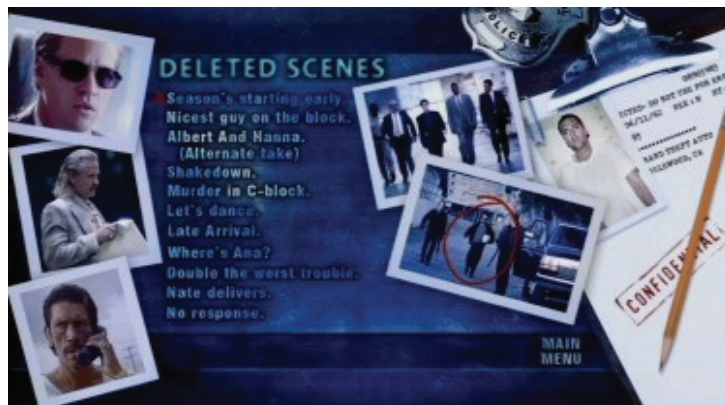
Scene Selection Picture frames with stills(all on one page)





4.The Damned United. This is a very simplistic layout with just a nice portrait of the main character placed in hexagonal football style frames with a funky soundtrack from the film. The menu lists are silent with stills from the film, this is the same for language selection, extras etc. Once again in scene selection button chapters are placed in hexagons.

5. Heat. Special 2 disc edition. The main menu is a brief loop of highlights in slo mo soundtracked by music from the film. The clips all have a blue filter on them to match many of the nighttime scenes in the film. The scene selections are in groups of six, proabbly because there are so many scenes in the actual fim. This menu page is silent. On the bonus disc a lot of the background menu's have police style themes. There are mocked up wrap sheets and mug shots on either side of the screen. Nice touches for a crime movie. navigation is quite easy allround and like many of the dvd sets from five years back there are 'play all' options on the deleted scenes lists.









**BMW DESIGN HANDBOOK**

**Ray Hyland**