

Name	Smart Mobility Project 3.: Mercedes project 3.
Codes	M-FR-305-MERCEDES-PROJECT / ER-PROD-262701-04
Host	MA School
Location	Classroom/Studio or workshop/ External venue/ Online

Course info			Subject info			
Course Type	Contact hours	Home study hours	Comprehensive Subject	Subject type	Semester	Subject credit value
Consultation	84	36	Smart Mobility Project 3.	Compulsory	Fall 2026	10

Recommendation
The MOME–Mercedes collaboration has been a cornerstone of transportation and product design since 2002. In this third-semester (MA) course, second-year students work alongside first-year students but are expected to operate at a higher professional level. The project serves as the foundation for the upcoming thesis semester, so students must integrate advanced future forecasting and storytelling into their work while continuing to receive direct feedback from Mercedes-Benz Sindelfingen designers.

Short description
This course guides students through a complete Advanced Mobility Design project with an outlook of 20 years. Building on the fundamentals acquired in Smart Mobility 1, students conduct deep research and future scenario forecasting, develop concepts, sketch and model forms, visualise their ideas and articulate compelling narratives. Second-year students are required to demonstrate greater autonomy and complexity in their work as the semester forms the basis of their thesis project. Regular consultations with Mercedes-Benz designers, including Robert Lešnik (Head of Exterior Design) and Thomas Sälzle (Design Manager), ensure professional alignment.

Teachers				
Name	Contact information	Teaching hours	Short BIO	Open hours
Andras Húnfalvi	Hunfalvi.andras@mome.hu	48	Industrial designer, founder Flying Objects Design	
Dániel Ruppert	Daniel.ruppert@mome.hu	48	Industrial designer, founder Ustory Mobility	
Viktória Szabó	Viktoria.szabo@mome.hu	48	Creative Strategist, Communication Designer	

Course scheduling			
Course format		Weekly class appointments	
Course Format: Weekly studio classes, group consultations, individual mentoring, interim reviews.		Group and individual consultations with scheduled online reviews with Mercedes-Benz. Monday 16:40-19:30 Wednesday 12:50-15:00	
Details of each session’s type and schedule, showing the teacher’s role			
Week	Date	Weekly educational content	Studio/workshop
1		Kickoff meeting, brief introduction	Studio session & remote call with Mercedes-Benz designers
2		Research phase, topic exploration, advanced future forecasting & scenario building	Studio session
3		Future forecasting & research evaluation	Studio session & remote call with Mercedes-Benz designers
4		Ideation phase, reviews	Studio session
5		Conceptualisation: sketching, form development	Studio session & remote call with Mercedes-Benz designers
6		Concept freeze	Studio session
7		Data modelling, concept development and narrative building	Studio session & remote call with Mercedes-Benz designers
8		Data modelling & narrative building	Studio session
9		Data modelling, animation & storytelling	Studio session & remote call with Mercedes-Benz designers
10		Visualisation	Studio session
11		Presentation development & narrative refinement	Studio session & remote call with Mercedes-Benz designers
12		Final presentation & thesis orientation	Studio session
13		Presentation	
14			
15			

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation

Active participation and consultation attendance	Final presentation	As assignments are not separable, see “General Requirements”	Final presentations’ week	20
Completion of the full design process	Final presentation			30
Research documentation, sketches, 3D models	Final presentation			10
Visualisation materials (renderings of the 3d data model)	Final presentation			25
Animation or VR presentation of the project	Final presentation			15
General requirements				
• Relevance and foundation of the chosen topic • Applied design methodology • Technical, ergonomic, social and anthropological understanding • Compliance with the brief • Depth and detail level of the design work • Visual and verbal communication quality				

Course materials and literature
Mandatory literature
Stuart Macey & Geoff Wardle: H-Point — The Fundamentals of Car Design & Packaging
Course notes and presentations
Recommended literature
Berk Kaplan YouTube Channel — Automotive design analysis and sketching resources

Learning outcomes	
Knowledge	Students acquire comprehensive understanding of future mobility systems, including technical, environmental and social factors. They learn holistic approaches to mobility challenges and long-term mobility scenarios.
Skills	Students develop industry-standard automotive design skills: research, conceptualisation, sketching, 3D modelling, visualisation and professional presentation techniques.
Attitude	The course cultivates a strong work ethic and professional attitude through its intensive, industry-level project structure. Dedication and discipline are core expectations.
Autonomy and Responsibility	Students create and realise an independent design concept while managing responsibilities in a professional and multidisciplinary environment.

Exemption
No exemption may be granted from participation in or completion of the course. Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities.

Full exemption may be granted
The student must discuss the details of a full or partial exemption with the instructor and the programme lead.

Curricular connections		
Subject	Parallel courses	Course proportion in subject
Smart Mobility Project 3	Smart Mobility 3: Public Transport project	50%
Subject prerequisites	Special subject prerequisites	Is it available as an elective?
Smart Mobility Project 1, 2		No

Guidelines and rules for the use of artificial intelligence in the course
The use of artificial intelligence at the university is subject to the Artificial Intelligence and Plagiarism Policy of the Moholy-Nagy University of Arts.

Materials needed for the course	Who provides the materials?
Sketching materials — Provided by: Student	Tech Park / Programme / Student / Other
3D software & lab access	Tech Park / Programme / Student / Other

Other information, comments
This course, and the activities carried out during it, fall under the scope of Section 6 (1) of the University's Intellectual Property Management Regulations, effective September 1, 2021. Accordingly, participating students will enter into an agreement with the University in line with Section 6 (3) of the Regulations, including the transfer of economic and usage rights of intellectual creations produced during the course to the University under the terms specified in the contract. Furthermore, the student is obligated to maintain full confidentiality regarding the entire course—especially concerning the subject of the course, the activities, the works, creations, and other results, as well as the circumstances of their creation—and may not disclose, publish, or make any information public, except as otherwise specified in a signed written agreement necessary for completing the course. Acceptance of these conditions is a prerequisite for enrolling in the course. By selecting the 'Course Registration' option, the student acknowledges awareness of these conditions and agrees to participate in the conclusion of the relevant agreement.