



Workshop Discussion

- Introduction
- Case Studies
- Project Data
- Project briefs
- Dissemination & Communication
- Competitions
- Research





Case Studies

- General comments
 - Have the right decisions been made?
 - Book #1 & book #2
 - Business stuff – multi-disciplinary perspective, knowledge transfer
 - Decision analysis key part of each case study
- Jet intake design
- Wheels – dynamics and aerodynamics
- Control systems – e.g. Winglets
 - Active vs passive control
- Rocket design – liquid, hybrid, solid



Case Studies

- Turnaround planning – operations management
- Cost model
- Materials
- Safety and risk management
- Car vehicle dynamics, including steering, rocket firing
- Manufacturing – concurrent engineering, integration, partners



Case Studies

- Supply chain management
 - Distributed capability
 - contracting
- Project management – skunk works
 - Distributed working and communication (flat structure problems)
- Run location
- Environmental aspects
- Cockpit design and ergonomics
- Braking systems – aero and mechanical



Case Studies

- Education
 - How do you transfer knowledge and skills
 - Pedagogy
 - Cultural inheritance and new generation of learners
 - New interfaces
 - Use as a **live experiment**
 - Collaboration – virtual team working
 - 24 hour design project - international



Project Data

- Overall design brief- if it exists?
- Vehicle technical specification
 - Even brief version
- Vehicle options under consideration
 - Parameters open to discussion
- Performance data
 - Lift, drag, thrust, rolling coefficients, run simulations
- Performance model – Ron's spreadsheet 😊



Project Data

- CAD – components only with detail
 - Overall physical envelope not possible – yet!
 - Air intake geometry
 - **Rear wheels, fairings and suspension**
 - Pump system - materials
 - Braking systems
 - Steering, front wheel system
 - Car Structure



Project Data

- Data acquisition and telemetry
 - Vehicle health systems
 - Run data for analysis and validation
- Vehicle loadings – e.g. Front axle
- Electrical and electronic systems
- Emergency and safety systems
- Decision data – trade-off
 - Decision analysis process, include in case studies
- Cost data



Project Briefs

- BH team project laundry list
 - Heat management – e.g. HTP pump
 - Turnaround logistics
 - Jet fuel tank – minimise ullage
 - Rocket mounting – measurement of thrust vector
 - HTP coupling for refuelling rocket oxidiser
 - Force feedback through steering wheel
 - Cockpit crashworthiness
 - Supersonic paint test
- **How do we raise money!**



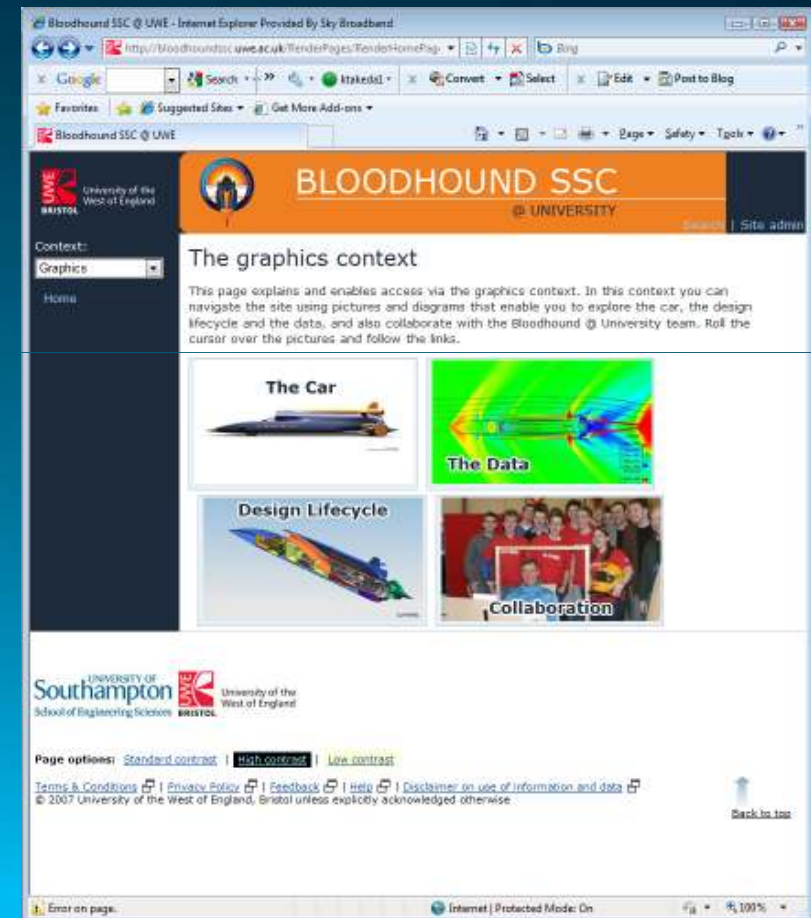
Project Briefs

- Logistics for whole team
 - Physical, political (strategic metals), costs
- Driver preparation
- Driver monitoring
- Ethics
- How do you assess if this makes a difference?
 - Impact of science on UK PLC
 - Impact of public engagement and education
 - New ways of interfacing with new generation of engineers
- How do you disseminate



Dissemination & Communication

- BH@Uni portal
 - Business model – people knicking Uni work
 - Licensing issues
 - Tension between open access and making money
 - IPR derived from BH material
 - Harvard Business School model for case studies
 - Some peer review
 - BH certified material





Dissemination & Communication

- EdShare
- Try it out
- Authentication

EdShare - University of Southampton - Tag cloud - Internet Explorer Provided By Sky Broadband

EdShare - University of Southampton - Keyword matches "Web science" - Internet Explorer Provided By Sky Broadband

EdShare - University of Southampton - COMP3016 Web Technology - Introductory Lecture - Internet Explorer Provided By Sky Broadband

EdShare University of Southampton

Dr King Takoda

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Share tools

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- Add to Folder
- Bookmark

Send us your feedback!

- Fill-in our online survey
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COMP3016 Web Technology - Introductory Lecture

The Introductory Lecture is a discussion about "What is the Web". It involves lots of calling out TLAs and writing them on the blackboard, dividing things into servers, clients, protocols, formats, and the punchline is that the one unique and novel thing about the web is the hypertext link.

Slides for Introduction and Discussion & HTTP Protocol

Format: MS PowerPoint
Size: 1377Kb

Download Link to...

<http://www.w3.org/DesignIssues/Overview.html>

Format: Internet Link

View

Tags

Keywords: [Web science](#), [Web technologies](#), [HTTP](#)

Course Codes: [COMP3016](#)

University Structure: [School of Electronics and Computer Science](#)

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Dissemination & Communication

- Podcasts – small chunks
- Video seminars/lectures
- Webinars
- Wikis
- Exhibition
- Roadshow
- HE events/workshop – Formula Student
- Link back to industry – SME to link with academia
- Competitions....



Dissemination & Communication

- Audience
 - Trade bodies – IMechE, MIA, etc
 - **STUDENTS! Bottom-up approach**
- Student ambassadors
- Engineering tasks to students
 - Students are part of the project
- Viral campaigns
 - Managing authenticity
- Hosting workshops
 - Guy@Westminster



Competitions

- Intense team design competitions
 - Piggyback existing competitions
- BLOODHOUND SSC business/engineering game
 - Modular
- BLOODHOUND innovation competition
 - IPR issues and access for publication
 - Drip feed, web-based, peer-assessed – league table
 - Dragon's Den final
 - Major project/challenge - individual and team -2010/11
 - Incentives – low-speed car runs, dinner, prize-giving
 - Masters projects for Summer 2010
 - Live list of projects – optional deadline



Research

- 5 year timescale – adding value to UK PLC
 - Platform grant – TSB to leverage EPSRC
 - Collaborative innovation project (EPSRC) – assessment of impact
 - Innovation in the UK to generate new knowledge
 - Exchange, education, engineering, management
 - Unlocking innovation, enterprise to SMEs
 - Promoting open innovation – new model
 - How does this project do it?
 - Technical
 - Supersonic composites
 - Educational aspects – who to fund?
 - Higher Education Academy



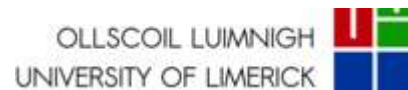
BLOODHOUND@University Special Interest Group

- Higher Education Academy Special Interest Group
- Led by University of Southampton
 - In conjunction with UWE & Swansea University
- Regular workshops
 - Community-driven activity
- Dissemination through HEA & BLOODHOUND@University portal





Higher Education Working Together





BLOODHOUND@University

- Open-access cutting-edge engineering project
- The devil is in the detail
- Inspiring, engaging and exciting!
- Join us....



BLOODHOUND SSC

THE ADVENTURE BEGINS WWW.BLOODHOUNDSSC.COM



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