Autodesk®
Alias® Design

Inspire with your designs.

Innovate Ahead of the Curve

Style, form, and function all influence a consumer's choice of products. Create the innovative designs consumers want—faster than your competition. Use Autodesk® Alias® Design to experiment with ideas, rapidly iterate concepts, and refine winning details.

Facing these issues?

- Staying ahead of the competition requires consistent production of innovative designs.
- Design intent is lost or altered during the engineering phase.
- Moving between multiple software applications interrupts design workflow.
- Projects are delayed by a slow design review process.
- Design and engineering teams struggle to collaborate on designs.

Unleash Creativity

Combine creativity with craftsmanship, capturing inspirational forms using the powerful tools in Autodesk® Alias® Design software. It helps you design innovative consumer product models, addressing the unique creative requirements of the industrial design workflow. Alias Design powers your creative process with industry-leading sketching, modeling, and visualization tools. Using Alias Design, you can bring ideas to reality in a single software environment, in less time.

Capture and Communicate Design Intent

Tell your story clearly and persuasively—help team members and customers understand your design intent. Alias Design provides a complete set of tools for producing innovative designs and communicating concepts to others. It reduces the time required to create high-quality imagery for clear, efficient, and effective communication. As a result, design review decisions are made quickly, and projects progress seamlessly.

Own the Design

Alias Design helps you maintain design integrity throughout the product development process. It provides tools for efficiently refining model details and creating production-quality data for downstream use. You own designs and incorporate changes later in the process, increasing the flexibility of design decisions and preventing loss or alteration of design intent during the engineering phase. Alias Design helps designers and engineers collaborate effectively, ensuring that designs address both aesthetic and functional requirements.

Specialized Design Tools

Alias Design unleashes innovation with features that support problem solving and experimentation. An enhanced set of tools for sketching, illustration, and image editing functionality helps meet the requirements for:
- Concept exploration
- Design modeling
- Visualization and communication
- Productive environment
- Process integration

Discover how Autodesk Alias Design helps companies turn design into a competitive advantage.

Bring your ideas to life. Build conceptual product models and create high-quality surfaces with a comprehensive set of digital modeling, shape definition, painting, and sketching tools.

The Autodesk® Alias® Product Line

Autodesk Alias Design
Autodesk® Alias® Design is for consumer product designers who control the entire design process—from ideation to the final surfaces that are passed to engineering. It enables designers to rapidly develop and communicate product design concepts using sketches, illustrations, photorealistic renderings, and animations.

Autodesk Alias Surface
Autodesk® Alias® Surface software, part of the Autodesk solution for Digital Prototyping, offers a full set of dynamic 3D modeling capabilities that enable virtual modelers to evolve concept models and scan data into high-quality production surfaces for consumer product design and Class-A surfaces for automotive design and styling.

Autodesk Alias Automotive
Autodesk® Alias® Automotive software, is an industry-leading application for automotive design and styling and the choice of leading automotive styling studios throughout the world. The software provides a comprehensive set of visualization and analysis tools for the entire shape-definition process, from concept sketches through Class-A surfacing.

Stay ahead of the competition by consistently producing innovative designs.
Autodesk® Alias® Design comprises a set of digital paint and sketching tools that enable you to efficiently experiment with and iterate your ideas throughout the entire design and refinement process. Providing a direct path to other software applications, you can replicate the same high quality as when designing with a brush, increasing productivity by helping reduce the time spent scanning and touching up paper sketches.

Prevent design intent from being lost or altered during the engineering phase.
Autodesk Alias Design software tools help you capture the forms you want without compromise. Create production-quality geometry that can move back and forth between design and engineering applications, enabling collaborative product development. Because you retain control of your designs, you can incorporate changes much later in the process, increasing flexibility.

Deliver projects on time and on schedule.
Autodesk Alias Design provides a complete set of tools for concept design and communication. Productivity tools help to reduce the time required to create high-quality imagery, animated movies, or interactive presentations for persuasive visual communication.

Collaborate effectively on 3D design data.
Autodesk Alias Design helps solve CAD integration issues by providing fast, high-quality data exchange with Autodesk® Inventor® software and other 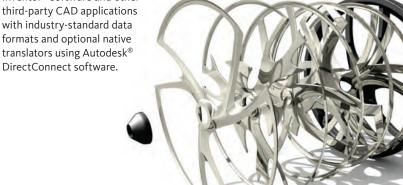third-party CAD applications with industry-standard data formats and optional native translators using Autodesk® DirectConnect software.

Digital Prototyping
Alias Design is part of the Autodesk solution for Digital Prototyping, which connects conceptual design, engineering and manufacturing teams through the use of a single digital model. This single digital model simulates the complete product and gives manufacturers the ability to better design, simulate and visualize their products. This unique approach to the product development process allows companies to reduce their reliance on physical prototypes and bring products to market ahead of the competition.

Digital Prototyping for the Manufacturing Market

Autodesk is a world-leading supplier of engineering software, providing companies with tools to experience their ideas before they are real. By putting powerful Digital Prototyping technology within the reach of mainstream manufacturers, Autodesk is changing the way manufacturers think about their design processes and is helping them create more productive workflows. The Autodesk approach to Digital Prototyping is unique in that it is scalable, attainable, and cost-effective, which allows a broader group of manufacturers to realize the benefits with minimal disruption to existing workflows, and provides the most straightforward path to creating and maintaining a single digital model in a multidisciplinary engineering environment.

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