



Programme: Strategic Design and Entrepreneurship

Title: Strategic Design Proposal (Academy Class)

Semester: 1	Period: autumn semester 2024/25 ECTS-points: 7,5
<p>STRATEGIC DESIGN PROPOSAL</p> <p>This course is for students enrolled at the Royal Danish Academy. The Royal Danish Academy is responsible for the teaching. The students will be working in teams.</p> <p>The purpose of this course is to work exploratory and develop a strategic design proposal based on design/architectural representation techniques and methods. The goal for the students is to develop a strategic design proposal that relates to the focus of the group work in the course Collaborative Design Processes (15 ECTS).</p> <p>In the course Collaborative Design Processes, students from both CBS and the Academy collaborate. The research, analysis, program, prototypes and strategic design concept they conduct and develop with their cross-disciplinary team is the framework for developing the strategic design proposal in this 7,5 ECTS course.</p> <p>The studies in the course Collaborative Design Proposal thus function as preparation and context for the strategic design proposals.</p> <p>The potentials of working on proposals from several perspectives and in several scales at the same time are of particular importance. Relevant scales are selected in relation to each specific project.</p> <p>This semester focuses in particular on the inclusion of stakeholders such as users and experts in the design process, thus stimulating the students' ability to</p>	<p>KNOWLEDGE:</p> <ul style="list-style-type: none">• About strategic design- and innovation methodology.• About the inclusion of users and stakeholders in a design process. <p>SKILLS:</p> <ul style="list-style-type: none">• Skills in active participation in cross-disciplinary design processes.• In identifying and including stakeholders when developing strategic design proposals.• In relating sustainability to strategic design work.• In reflecting over the importance of prototypes and design/architectural representation techniques in a design process.• In choosing relevant design/architectural representation techniques and methods. <p>COMPETENCES:</p> <ul style="list-style-type: none">• In systematically applying methodologies and theory of collaborative design processes in the fields of architecture and design.• In the integration of knowledge about users and stakeholders in actual strategic design proposals.• In demonstrating the ability to argue for methodological choices in design processes and how methodological choices have influenced the collaborative design process and the strategic design proposal.• In the ability to facilitate the translation between researched insights and tangible artifacts (e.g. prototypes) in collaborative processes.



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investigate and address user needs, dreams and aspirations as well as business opportunities in their final strategic design proposal.

The students will learn to reflect on how strategic design and interdisciplinary collaboration can contribute to more sustainable societies and to work towards achieving the UN's Sustainable Development Goals.

Teaching forms:

The teaching consists of studio work, supervision in groups, critics and workshops. The students will reflect through diagrammatic work, prototyping, material studies, relevant design/architectural representation techniques and by working in several scales.

Teaching at the Royal Danish Academy is based on research, practice and artistic development work. This will be reflected in both the teaching and the teachers and lecturers involved in the course.

Students are expected to actively participate in and contribute to all study activities. Participating in fellow students critique is expected.

It is expected that the students work from the studio.

- In discussing strategic design proposals in relation to the UN's Sustainable Development Goals.

Attendance requirements: (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)

Submission requirements:

Physical prototypes, sketches and material experiments + Oral presentation and discussion.

Strategic Design Proposal presented in relevant scales + Oral presentation and discussion.



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Syllabus: See syllabus for the course Collaborative Design Processes.	Method of assessment: Oral examination, 30 minutes Grading: Danish 7-point grading scale Censor: Internal