



Programme: Strategic Design and Entrepreneurship

Title: Strategic Design Proposal (Academy Class)

Semester: 2	Period: spring semester 2024/25 ECTS-points: 7,5
<p>STRATEGIC DESIGN PROPOSAL (taught by Academy to Academy students). The students will be working in teams.</p> <p>In a parallel process, along with the collaboration with companies, Academy students work on architecture/design project proposals matching the challenges developed with the organisations. Feedback and formative evaluation will be given both as supervision for each project and as part of panel sessions throughout the project process.</p> <p>The purpose of this course is to work exploratory and develop a 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 Strategic Design and Consulting (15 ECTS).</p> <p>In the course Strategic Design and Consulting, 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>KNOWLEDGE:</p> <ul style="list-style-type: none">• Of design and entrepreneurship project management.• Of actor-network theory.• Of narrative theory. <p>SKILLS:</p> <ul style="list-style-type: none">• In choosing and evaluating architecture and design theory relevant to projects and project contexts.• In representational techniques: drawings, prototyping and models relevant to the specific fields of architecture/design.• Skills in active participation in cross-disciplinary design processes.• In identifying and including stakeholders when developing strategic design proposals.• In reflecting over the importance of prototypes and design/architectural representation techniques in a design process. <p>COMPETENCES:</p> <ul style="list-style-type: none">• In proposing an strategic architectural/design project based on analysis of professional, social and economic contexts.



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Teaching forms:

The teaching consists of studio work, meetings with a studio teacher, 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.

Attendance requirements: 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 applying critical analysis and reflection in relation to strategic design challenges in practice.
- In iteratively developing a well-argued strategic proposal in the fields of architecture/design.
- In developing and executing a programme based strategic proposal at an advanced level.

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

Submission requirements:

Strategic design proposal: Within the framework of the collaboration with a company, answering the project framing and project thesis from the students programme.

Deliverable: Project proposal including documentation of working processes. Poster, drawings, models and/or other media in relevant scales and text. Oral presentation.

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



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	Strategic Design Proposal presented in relevant scales + Oral presentation and discussion.
Syllabus: See syllabus for the course Strategic Design and Consulting.	Method of assessment: Oral examination, 30 minutes Grading: Danish 7-point grading scale Censor: Internal