



## Program: Cross-disciplinary education

## Module title: Strategic design & company collaboration

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| <b>Semester:</b> 4<br><b>Blok:</b> 1   | <b>Time period:</b> 5. February – 15. March 2024<br><b>ECTS-points:</b> 10   |
| <b>Description of content:</b> <p>The purpose of the module is to give the student an understanding of strategic design in an organizational context and how design can contribute to the development of a sustainable transition. The focal point is a brief from a company, where the students, through research, framing of the task, concept development and design, must make proposals for new ways of implementing the company's strategy with a focus on how the company's future activities can contribute to a sustainable transformation of society .</p> <p>In the module, students learn to analyze and understand one or more companies' organization, strategy, business model, competencies, and position in the market and in society. Furthermore, the students must carry out research in relation to a company's competitors, target group(s), future trends and sustainable business models in order to inspire and inform design proposals that indicate new and concrete initiatives.</p> <p>In the project work, the students use presented theories, models and tools in practice. Concepts such as briefing, framing and re-framing function as cornerstones in the work of uncovering and/or defining a strategy which is translated into a concrete design proposal within the student's programme/field of study.</p> <p>In the module, emphasis is placed on providing students with time to work in practice with research, development of proposed solutions and design.</p> | <b>Learning objectives divided into knowledge, skills and competences:</b><br><b>Knowledge:</b> <p>The student must be able to demonstrate having acquired:</p> <ul style="list-style-type: none"><li>▪ basic theoretical and practice-based knowledge of strategic design as a practice that is both based on research, framing of the task and development of a design proposal</li><li>▪ knowledge of how strategic design can contribute to the development of a sustainable transition at several levels in a company</li></ul> <b>Skills:</b> <p>The student must:</p> <ul style="list-style-type: none"><li>▪ Based on a company's brief, be able to produce and analyze data about a company's strategy, competencies, target group(s), future trends with a particular focus on sustainable transition</li><li>▪ At a slightly practiced level, create a design proposal that demonstrates coherence to a well-defined corporate strategy</li><li>▪ Communicate how the work with the task has progressed, from the company's brief, through completed research, framing/re-framing of the challenge to final design proposal and design</li></ul> <b>Competencies:</b> <p>The student must be able to:</p> |
| <b>Teaching formats:</b>   |  |



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| <p>The teaching includes lectures, exercises, group work, supervision in strategy and business understanding as well as programme-specific guidance that continuously supports the understanding and application of the module's theories, methods and tools in a design project. In addition, the students must read the specified literature and use it to ask questions, reflect on and argue for their own choices in the design process, e.g. with a view to positioning their contribution within e.g. circular economy, regenerative design and/or sustainable transition. This continuous reflection and argumentation is supported by three mandatory submissions: framing of the assignment, mid-term review and individual reporting in a portfolio.</p> <p>Organization of the students: The student can choose to work individually in part of the project course or in groups of 2-3 students within the same discipline.</p> | <ul style="list-style-type: none"><li>▪ familiarize oneself with the strategy of the case company and/or the case company's customer and, at a slightly practiced level, work to frame/re-frame a strategic design challenge</li><li>▪ give shape to and argue for a design proposal that represents relevant, strategic and sustainable initiatives in the case company and/or with the case company's customer at a basic level.</li><li>▪ critically reflect on the proposed solution's implications for the company's current strategy, business model and practice, as well as the significance that the proposed solution may have for the users and for the surrounding world/society.</li></ul> |
| <p><b>Attendance requirements:</b><br/>Students are expected to participate actively in the teaching activities</p>   | <p><b>Requirements for submissions:</b><br/>As a requirement to take the exam, the individual student must participate actively in the preparation of two assignments: framing of the challenge/task and mid-term review. In addition, the students must individually prepare one or more pages for their own portfolio that convey their design proposals.</p> <p>The times for these partial deliveries will appear in the program when the module starts.</p> <p>The submission format for the mid-term review, final presentation and for the exam differs depending on the field of study and is described in the semester plan.</p>   |
| <p><b>Literature:</b> 100 pages</p> <p>100 pages academic literature, work references, and specialist literature within the following areas</p> <ul style="list-style-type: none"><li>▪ Strategic design and business understanding</li><li>▪ Design process and professionalism (briefing and framing)</li><li>▪ Sustainability within design</li></ul> <p>List of literature is included in the semester plan</p>   | <p><b>Examination format:</b> Oral test, 30 minutes</p> <p><b>Assessment:</b> 7-point grading scale</p> <p><b>Evaluation:</b> Internal censor</p>   |



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