

**Programme:**

Strategic Design and Entrepreneurship - Architecture, Design and Business

Royal Danish Academy & Copenhagen Business School

Title:

Strategic Design Proposal, SDE2 (Academy Class for Academy students)

Module responsible:

Camilla Hedegaard Møller

Semester: 2nd semester

Period: 1 April 2027 to 25 June 2027

ECTS-points: 7,5 ECTS

Contents:

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.

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.

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 Strategic Design and Consulting course (15 ECTS).

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.

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.
Teaching forms: The teaching consists of studio work, supervision in groups and critique. 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. Students are expected to be able to participate in group work in person several days a week during daytime hours in the Studio at Holmen. Participating in fellow students' critique is expected. It is expected that the students work from the studio
KNOWLEDGE: • Of design and entrepreneurship project management. SKILLS: • In representational techniques: drawings, prototyping and models relevant to the specific fields of architecture/design on intermediate level. • Skills in active participation in cross-disciplinary design processes on intermediate level. • In identifying and including stakeholders when developing strategic design proposals. COMPETENCES: • In proposing a strategic architectural/design project based on analysis of professional, social and economic contexts. • 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 concept based strategic proposal at intermediate level.
Syllabus: (Number of pages approx.)
Method of assessment: Oral exam of 30 minutes based on fully developed design proposal including documentation of process and oral presentation and discussion.

50 mins for 2 students and 70 mins for 3 students.

Grading: Danish 7-point grading scale

Censor: Internal

Reexam/illness exams: Same as ordinary exam

Submission requirements:

Deliverable within the framework of the Academy:

Oral presentation and discussion of project proposal including documentation of working processes. E.g. digital presentation, poster, drawings, models and/or other media in relevant scales and text.