

03

FOR EVERYONE

A PRACTICAL GUIDE TO THE METHOD

03 — For everyone · Training path

[DESIGNALGORITHM.RU](https://designalgorithm.ru)

A first approach to the Design Algorithm Academy method

This guide offers a first introduction to the **03 — For everyone** path of the Design Algorithm Academy and to the methodological principles it is built on.

The document does not replace the full training programme, but it makes its structure and main subjects clear: design, the business of design, contracts, construction, budget, quality, communication and professional identity.

The 03 — For everyone path consists of 4 modules and 19 lessons. The course map and the content of every lesson follow.

The five categories

The Academy's courses and online consultations are divided into five categories, each with its own objectives and audience.

01 Students

02 Professionals

03 For everyone [THIS PATH](#)

04 Real estate investors

05 Real estate agents

Course map

4 modules, 19 lessons: from communication between the parties involved to the tools of the method and professional identity.

0 Introduction

2 lessons · 0.1 · 0.2

1 Design Algorithm and the design process

5 lessons · 1.1 · 1.2 · 1.3 · 1.4 · 1.5

2 Contracts, construction and control of the process

5 lessons · 2.1 · 2.2 · 2.3 · 2.4 · 2.5

3 Practical applications and knowledge for the project

7 lessons · 3.1 · 3.2 · 3.3 · 3.4 · 3.5 · 3.6 · 3.7

MODULE



Introduction

2 LESSONS

0.1

INTRODUCTION TO ALL THE COURSES

In this first video of module no. 0 we introduce the Design Algorithm Academy, setting out the purpose and the structure of the courses and online consultations, divided into five categories: 1) students; 2) professionals; 3) for everyone; 4) real estate investors and 5) real estate agents.

0.2

THE COMMUNICATION PROCESS

In this second video of module no. 0 we introduce the communication process between the main parties in the business process, which starts with the concept stage and ends with full delivery on a turnkey basis. Communication is one of the decisive factors in the correct running of any process and therefore demands the closest attention.

MODULE

01

Design Algorithm and the design process

5 LESSONS

1.1 THE DESIGN ALGORITHM

In this first lesson of module no. 1 we define our design algorithm, recalling its Italian origins (1994) and the reason it came about (law 109/94). We compare the logic of buying a car with the illogicality of delivering a design project, identifying the single point from which every problem arises.

1.2 DESIGN AS A BUSINESS

In this second lesson of module no. 1 we introduce the importance of the brand as the reference point of an identity that defines both the cost of the product and the value we attach to (or perceive in) a given brand. Some prices are given for turnkey projects and for design work in the Russian Federation, in Moscow in particular.

1.3

FROM CONCEPT TO TURNKEY DELIVERY

In this third lesson of module no. 1 we go through, in broad terms, the path to be followed from the moment a property is identified for refurbishment and the steps that follow, from the concept through to completing the whole process on a turnkey basis, without forgetting, for instance, the importance of properly scheduled site cleaning.

1.4

GENERAL GUIDELINES

In this fourth lesson of module no. 1 we highlight the importance of the commercial proposal made by the interior designer or architect as a specific guide for the prospective client or property investor, who needs a clear view both of every step to be taken and of every estimated cost, none excluded, in order to grasp the overall timescale and the investment required.

1.5

LEGAL ASPECTS AND RULES

In this fifth lesson of module no. 1 we highlight the importance of contractual documentation, written messages and the related deeds that must be signed, keeping the originals in a safe place. The number of contracts entered into between the concept stage and turnkey completion is considerable.

MODULE

02

Contracts, construction and control of the process

5 LESSONS

2.1 THE DESIGN CONTRACT

In this first lesson of module no. 2 we show that the proposed design algorithm requires design contracts to be split into three parts: the concept stage, the budget definition stage and the stage of preparing the technical drawings and working documentation, with a short explanation of what each design contract produces.

2.2 THE INSTRUCTION MANUAL FOR CONSTRUCTION

In this second lesson of module no. 2 we show how the project is the essential instruction manual for every construction stage, and what that project must contain in order to fulfil its function, bearing in mind that the project is also a communication tool and must have a precise graphic and technical language that leaves no room for interpretation.

2.3 THE CONSTRUCTION MANAGEMENT CONTRACT

In this third lesson of module no. 2 we set out the essential documentation the designer should receive before even signing the construction management contract. The lesson specifies the key points both of the contract and of the documentation to be received from the construction company before work starts on site.

2.4 THE COMPLETION MANAGEMENT CONTRACT

In this fourth lesson of module no. 2 we set out the essential documentation the designer should receive before even signing the completion management contract. The lesson specifies the key points of the contract, the details that must not be overlooked and the clarifications to be requested from each of the supplying firms involved throughout the works, which are many.

2.5 **CONTROL OF QUALITY, BUDGET AND TIME**

In this fifth lesson of module no. 2 we show how the definition of quality begins with a process capable of securing a given result through a sequence of delivery stages and specific standards. Thanks to the process it follows, our algorithm makes it possible to secure the agreed quality, budget and timescale.

MODULE

03

Practical applications and knowledge for the project

7 LESSONS

3.1 THE BRIEFING, THE BASIS OF THE PROJECT

In this first lesson of module no. 3 we highlight the importance of the briefing, or technical task, that underpins any design work. Given its technical and legal importance, it is essential that the briefing be a visual manual allowing the client to answer simply and intuitively. This is where the proper dialogue between designer and client begins.

3.2 ARTIFICIAL LIGHTING

In this second lesson of module no. 3 we highlight the importance of lighting as a project within the project, one that must be addressed from the concept stage and not, as often happens, at the end of the design work. Lighting has its own language and its own technical rules, which have to be known. This lesson is a journey into the fascinating world of light and its strong influence on our mood.

3.3 THE KITCHEN PROJECT

In this third lesson of module no. 3 we highlight the importance of ergonomics in design and, in particular, in the design of the kitchen. There are many unwritten rules to be followed when designing a kitchen: this room accounts for a significant share of the budget, and it is best to avoid functional, ergonomic and lighting mistakes that could put the property investment at risk.

3.4 THE BATHROOM PROJECT

In this fourth lesson of module no. 3 we highlight the importance of the bathroom area, both in homes and in hotel rooms. On one hand it is the place where one recharges; on the other it is a mark of status, set by the materials and finishes used. Here too it is essential to assess ergonomics, the minimum dimensions to respect and the technical parameters of lighting.

3.5 THE LIVING ROOM AND THE DINING ROOM

In this fifth lesson of module no. 3 we highlight the dimensions to be respected in order to ensure comfort in both the living room and the dining room, taking ergonomics, functionality and correct lighting into account. This chapter also addresses the importance of knowing the brands: most furniture belongs to the standard category, and it is essential to know what the market offers in terms of aesthetics, ergonomics and, above all, price.

3.6 THE BEDROOM AND THE WARDROBE

In this sixth lesson of module no. 3 we highlight the importance of correctly assessing the mattress dimensions for the bed and the relationship between the bedroom and the wardrobes or the dressing room. Beyond ergonomics, it is very important here to understand the correct sizing of wardrobes and dressing rooms according to the clothes, shoes and accessories to be accommodated, bearing in mind that the dimensions for women's clothing differ considerably from those for men's.

3.7 CONCLUSIONS OF THE COURSE

In this seventh and final lesson of module no. 3 we look back over the whole training path from the very first lesson and at the concepts and fundamentals we have learnt in our capacity as coordinator of the path that begins with the concept and ends with turnkey delivery. The aim of the course is not to replace a professional, but to provide the technical, ergonomic and legal knowledge that allows you to keep every process under control, bearing in mind that the process is one of the factors that secures quality.



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The full programme, the other categories and the online consultations are presented on the Academy's website.