

03

FOR EVERYONE

Understanding the process means taking part in it

A guide for those who want to understand how a project is born
and delivered

This guide was written for you

Renovating a home, changing a space, following a project: these are experiences in which we rely on professionals whose language we do not speak.

You do not need to become a designer. You need to understand how the process works: what a concept is, how a budget is built, why technical drawings matter, what happens on site and in what order.

This guide is for those who want to take part in a project consciously, rather than simply approving it.

When the project speaks a language you don't know

These are common situations, and they almost always arise from a distance in language.

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- 01** Choices are approved without the means to assess them properly.
 - 02** The final cost bears little resemblance to the initial one, and the reasons remain unclear.
 - 03** The timescale stretches, but it is impossible to tell which stage caused the delay.
 - 04** Questions to the designer feel out of place because there is no shared vocabulary.
 - 05** What was imagined and what has been built do not match.
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From the traditional process to the algorithmic process

TRADITIONAL PROCESS

ALGORITHMIC PROCESS

You rely without understanding



You take part understanding the stages

The cost is a final figure



The cost is made of legible items

Decisions are taken on site



Decisions are foreseen by the project

The project is an image



The project is a document you can read

The dialogue with professionals is occasional



The dialogue takes place in a shared language

A project is a sequence, not an intuition

The design algorithm originated in Italy in 1994 and turns the delivery of a project into a path with defined stages, documents and responsibilities.

01 Concept

The idea takes shape and becomes a legible proposal.

02 Budget

The project is measured: components, quantities, unit prices.

03 Technical drawings

The working documentation that leaves no room for interpretation.

04 Construction

The site follows the project instead of reinventing it.

05 Turnkey

Completion, with the agreed quality, budget and timescale.

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Introduction

WHAT IT COVERS

The structure of the Academy and the communication process between the main parties, from the concept to turnkey delivery.

WHAT IT MAKES CLEAR

Which professionals are involved and at which point of the path.

WHY IT MATTERS

Knowing who does what is the first step towards finding your bearings in a project.

LESSONS

2 lessons

0.1 INTRODUCTION TO ALL THE COURSES · **0.2** THE COMMUNICATION PROCESS

01

Design Algorithm and the design process

WHAT IT COVERS

The Italian origins of the algorithm (1994), design as an economic activity, the path from concept to turnkey delivery, the guidelines of the proposal and the legal aspects.

WHAT IT MAKES CLEAR

The comparison between the logic of buying a car and that of a refurbishment.

WHY IT MATTERS

It explains why a project can become unpredictable and how that is avoided.

LESSONS

5 lessons

1.1 THE DESIGN ALGORITHM · **1.2** DESIGN AS A BUSINESS · **1.3** FROM CONCEPT TO TURNKEY DELIVERY · **1.4** GENERAL GUIDELINES · **1.5** LEGAL ASPECTS AND RULES

02

Contracts, construction and control of the process

WHAT IT COVERS

Design contracts, the project as the instruction manual for the site, construction and completion management, the control of quality, budget and time.

WHY IT MATTERS

This is the part that protects whoever commissions the work.

WHAT IT MAKES CLEAR

What to sign, what to ask for and what to keep.

LESSONS

5 lessons

2.1 THE DESIGN CONTRACT · **2.2** THE INSTRUCTION MANUAL FOR CONSTRUCTION · **2.3** THE CONSTRUCTION MANAGEMENT CONTRACT · **2.4** THE COMPLETION MANAGEMENT CONTRACT · **2.5** CONTROL OF QUALITY, BUDGET AND TIME

03

Practical applications and knowledge for the project

WHAT IT COVERS

The briefing, artificial lighting, the design of the kitchen, the bathroom, the living and dining rooms and the bedroom with its wardrobe, through to the conclusions of the course.

WHAT IT MAKES CLEAR

Ergonomics, dimensions and concrete criteria, room by room.

WHY IT MATTERS

These are the rooms where the everyday quality of a home is decided.

LESSONS

7 lessons

3.1 THE BRIEFING, THE BASIS OF THE PROJECT · **3.2** ARTIFICIAL LIGHTING · **3.3** THE KITCHEN PROJECT · **3.4** THE BATHROOM PROJECT · **3.5** THE LIVING ROOM AND THE DINING ROOM · **3.6** THE BEDROOM AND THE WARDROBE · **3.7** CONCLUSIONS OF THE COURSE

What changes for you

BEFORE

AFTER

You ask “how much does it cost?”



You know what a budget is made of and what to ask for.

You look at a proposal



You recognise the concept, the project and the working documentation.

You accept the timescale you are given



You connect the timescale to the stages of the process.

Materials are chosen by their look



You understand ergonomics, lighting and dimensions.

You undergo the process



You take part in the process with awareness.

A project is not only an image.

It is a process.

The process must be understandable.

**What is understandable can be
controlled.**

**What can be controlled can be delivered
with greater awareness.**

Understanding the process is not about doing it yourself: it is
about choosing better who does it with you.

Design Algorithm Academy is part of an ecosystem

The 03 — For everyone path, the other categories and the online consultations are presented on the Academy's website. The links on this page are active.

PERSONAL BRAND	Pierangelo Moro	The founder's professional path and qualifications	pierangelomoro.ru/en
PROFESSIONAL	Moro Design	Italian design and architecture studio	morodesign.studio/en
	Moro Design App	Project configurator	morodesign.app
METHOD	Design Algorithm	The method and its logic	designalgorithm.ru/en
	Design Algorithm Academy	Professional training in the method	designalgorithm.ru/en
TECHNOLOGY	Design Algorithm Application	Digital platform for project management	designalgorithm.app/en
	Design Calculator	Project calculation tool	designcalculator.ru/en
ART	Design Space	Design + Art	designspace.art/en