

02

PROFESSIONALS

Don't work more. Work through a process

A method that makes the work you already do legible,
controllable and repeatable

This guide was written for you

Anyone who has been designing for years knows the hard part of the job: not the drawing, but getting the project to the end without it turning into something else.

Constant revisions, a budget that widens, incomplete documentation, a site that interprets, suppliers who answer halfway — these problems recur, and they rarely depend on the quality of the project itself.

This guide is for the professional who is not looking for new ideas, but for a better process to deliver their own.

Problems that repeat, commission after commission

These are not personal failures: they are the consequence of a process that was never defined.

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- 01** Difficulties in communication between the parties involved.
 - 02** Constant revisions and misunderstandings with the client.
 - 03** Budgets that are hard to control and only emerge as the work proceeds.
 - 04** Incomplete documentation and responsibilities that are not clearly assigned.
 - 05** Difficulties in managing the site and in dealing with suppliers.
 - 06** Time lost redoing what had already been decided.
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From the traditional process to the algorithmic process

TRADITIONAL PROCESS

The process rebuilt from scratch every time

Agreements entrusted to memory and messages

The budget as a consequence

The site interpreting the project

Control exercised in person, every day



ALGORITHMIC PROCESS

An algorithm that repeats and improves

Separate contracts for concept, budget and technical drawings

The budget as a design stage, with unit prices

The project as the instruction manual for the site

Control secured by the process and its standards

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 and communication

WHAT IT COVERS

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

WHAT IT MAKES CLEAR

Where the flow of information breaks down in your process today.

WHY IT MATTERS

Poorly governed communication is the first cause of what we later call an unforeseen event.

LESSONS

2 lessons

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

01

The design algorithm and design as a business

WHAT IT COVERS

The Italian origins of the algorithm (1994, law 109/94), design as an economic activity, the path from concept to delivery, the commercial proposal as a guide for the client, and the legal aspects.

WHAT IT MAKES CLEAR

Why a complete commercial proposal protects the designer even before the client.

WHY IT MATTERS

It defines the point from which the recurring problems of the traditional process arise.

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

WHAT IT COVERS

The three design contracts (concept, budget, technical drawings), the project as an instruction manual, the construction and completion management contracts, the control of quality, budget and time.

WHAT IT MAKES CLEAR

Which documentation to obtain from the contractor before signing and before opening the site.

WHY IT MATTERS

This is the part of the profession that is rarely taught and that decides the outcome of a commission.

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

Tools of the DAA method and the practical section

WHAT IT COVERS

The briefing as a visual manual, the illustrated bill of quantities with geolocation of components, technical drawings according to DAA and the practical section of the official programme.

WHY IT MATTERS

These are the tools that turn the method into daily work.

WHAT IT MAKES CLEAR

How to connect the theory of the method to professional practice through case studies.

LESSONS

4 lessons

3.1 THE BRIEFING, THE BASIS OF THE PROJECT · **3.2** THE BILL OF QUANTITIES IN THE DAA SYSTEM · **3.3** TECHNICAL DRAWINGS ACCORDING TO DAA · **3.4** THE PRACTICAL SECTION OF THE STUDY PROGRAMME

What changes in your studio

BEFORE

AFTER

You explain the project



You hand over a path with stages, documents and responsibilities.

You argue about revisions



Revisions find the place the process has foreseen for them.

The budget comes after the drawing



The budget is a stage of the project, and it can be measured.

The site asks for clarifications



The site reads a document that leaves no room for interpretation.

The result depends on your presence



The result depends on a process that holds even without you.

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.**

A better process takes nothing away from the project: it lets the project reach the end intact.

Design Algorithm Academy is part of an ecosystem

The 02 — Professionals 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