

01

STUDENTS

A PRACTICAL GUIDE TO THE METHOD

01 — Students · Training path

DESIGNALGORITHM.RU

A first approach to the Design Algorithm Academy method

This guide offers a first introduction to the **01 — Students** 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 01 — Students path consists of 4 modules and 18 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** [THIS PATH](#)

02 Professionals

03 For everyone

04 Real estate investors

05 Real estate agents

Course map

4 modules, 18 lessons: from communication between the parties involved to the tools of the method and professional identity.

0 Introduction and communication

2 lessons · 0.1 · 0.2

1 The design algorithm and design as a business

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

2 Contracts, construction and control

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

3 Tools of the DAA method and professional identity

6 lessons · 3.1 · 3.2 · 3.3 · 3.4 · 3.5 · 3.6

MODULE



Introduction and communication

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

The design algorithm and design as a business

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

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

Tools of the DAA method and professional identity

6 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 THE BILL OF QUANTITIES IN THE DAA SYSTEM

In this second lesson of module no. 3 we highlight the importance of the illustrated bill of quantities and of its structure, which must contain every component of the project with its unit prices and, above all, indicate where each component is located within the project itself (geolocation). For this reason Design Algorithm Application seeks to offer a useful tool to everyone working in interior design.

3.3 TECHNICAL DRAWINGS ACCORDING TO DAA

In this third lesson of module no. 3 we highlight the importance of technical drawings and of their legibility and clarity. Here it is Design Algorithm Academy that seeks to establish simple technical rules to be applied to every sheet, so that the reader can never interpret our technical drawings but grasps the intentions of the project quickly.

3.4 THE SUPPLY CHAIN

In this fourth lesson of module no. 3 we show that the chain of suppliers is clearly reflected in the breakdown of the project parameters set out repeatedly during the course, and that a great many details, even the smallest ones, matter to the project itself and must never be forgotten.

3.5 PERSONAL BRAND FROM UNIVERSITY ONWARDS

In this fifth lesson of module no. 3 we show that it is essential to build one's own personal brand already during the university years, using the best social platforms and the strategies that go with them. It should never be forgotten that the product is ourselves, and that we have to make the world understand our uniqueness — and first of all be able to recognise it.

3.6 CONCLUSIONS OF THE COURSE

In this sixth 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 about our standing as a student who will soon become a professional. Most of the information given in this course is not available at universities or at other schools and academies.



DESIGN ALGORITHM ACADEMY

01 — Students

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

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