

01

STUDENTS

From study to the profession

Why it is worth building your own method before you start working

This guide was written for you

The years of study teach you to design: to compose, to draw, to justify a decision. That is the visible part of the profession, and university teaches it well.

There is a second part, less visible and rarely taught: how a project becomes reality. Contracts, budget, communication with the client, the building site, suppliers, deadlines, responsibility.

This guide is for those about to cross that line: the student who will soon be a professional.

What nobody tells you at university

If you recognise yourself in any of these situations, this guide is about you.

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- 01** You can draw a project, but you do not know how the commercial proposal that goes with it is built.
 - 02** Nobody has explained how many contracts, and which ones, are signed between the concept and handover.
 - 03** The relationship with the client feels unpredictable: constant revisions, changing requests, decisions that come back.
 - 04** The budget remains unknown until the end, and the end always arrives later than planned.
 - 05** The step from the classroom to the first real commission feels like a leap into the void.
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From the traditional process to the algorithmic process

TRADITIONAL PROCESS

The project as an image to be presented

Every commission treated as a separate case

Decisions taken once the problem appears

The cost discovered at the end

The profession learnt by trial and error

ALGORITHMIC PROCESS

The project as a process to be governed

An algorithm that repeats and improves

Decisions anticipated by the structure of the process

The cost defined as a stage of the project

A method learnt before it is needed

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 parties in the business process, from the concept to turnkey delivery.

WHAT IT MAKES CLEAR

Who takes part in the process, in what order and with what information.

WHY IT MATTERS

Communication is one of the decisive factors in the correct running of any process.

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 turnkey delivery, the principles of the commercial proposal and the legal aspects.

WHAT IT MAKES CLEAR

Why buying a car is logical while delivering a project usually is not.

WHY IT MATTERS

It identifies the single point from which every problem of the traditional process arises.

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

Splitting design contracts into concept, budget and technical drawings; the project as the instruction manual for the site; construction and completion management contracts; control of quality, budget and time.

WHAT IT MAKES CLEAR

Which documentation is needed before signing and before work starts on site.

WHY IT MATTERS

It puts in writing what would otherwise remain a verbal understanding.

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 professional identity

WHAT IT COVERS

The briefing as a visual manual, the illustrated bill of quantities, technical drawings according to DAA, the supply chain and the personal brand built from university onwards.

WHY IT MATTERS

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

WHAT IT MAKES CLEAR

That at the start of a career the product is you.

LESSONS

6 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 SUPPLY CHAIN · **3.5** PERSONAL BRAND FROM UNIVERSITY ONWARDS · **3.6** CONCLUSIONS OF THE COURSE

What changes for you

BEFORE

AFTER

You present a project



You present a path: stages, timescale, costs, responsibilities.

You respond to the client's requests



You lead the dialogue with the client through the briefing.

You learn the trade on the job, at your own expense



You enter the profession with a structure already clear.

The building site is unknown territory



The building site is a foreseen stage with its own documents.

Your value is the drawing



Your value is the method that turns the drawing into reality.

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.

Starting the profession with a method means not having to improvise one when the first real client arrives.

Design Algorithm Academy is part of an ecosystem

The 01 — Students 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