

School of Fine Arts Design and Architecture / Architecture (English)

2023 - 2024 Academic Year

DESIGN MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DESIGN MANAGEMENT	ARC3115238	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Mustafa ERDEM				
Name of Lecturer(s)	Lect. Natali TOMA, Assist.Prof. Mustafa ERDEM				
Assistant(s)					
Aim	The course aims to provide basic knowledge, principles and skills regarding the process of managing design throughout the project life cycle.				
Course Content	<p>This course contains; Introduction to design management – Sectoral fairs and organizations ,Strategic planning, function determination, risk management ,Needs summary, concept and expectations during the design process week ,Feasibility process – Project plan, project budget, cash flow week ,Concept design process (relationship between concept design and energy efficiency) week ,Integration management ,Communication in design management and its impact on final product quality week, Mid term, Integration of the application design process – Sustainable design management, technical project management, coordination with engineering projects ,Workshop - A workshop is organized with the participation of students, aiming to learn the subject of "design management" by experiencing the architecture, interior architecture, engineering, lighting, graphics and fire consultancy projects of a completed project with the "reverse engineering" method. week ,The aim of the workshop, which is carried out with the participation of students, is to raise awareness about what happens in real life, from the contract process to the construction process. The workshop is held with the participation of students, as well as guest architects and design studio teachers who play an active role in the sector. week ,Innovative design methods inspired by nature, design management and culture in multinational architectural organizations, integrated quality systems in the design process – Quality-Environment-Safety Management ,Construction supervision process – Project revisions, coordination of details and productions for implementation, supervision process (Risks in the construction and construction process, experiences and results) examples from construction site life week ,Opening & handover process (integration of marketing, sales, leasing and commissioning processes), things to do after opening & lessons learned! (Duties of companies, professionals, bosses, consultants and other players in the sector, different approaches and results in international and domestic companies...).</p>				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
The student develops the talent of casting a critical eye on complex project studies by learning how 'sustainable design principles' are being applied to mixed use projects.			13, 21, 9	A	
The student is able to analyze a complex whole in terms of the parts it is composed of as well as the relationship between these parts.			2, 20, 6	C	
The student begins to express her/his project in plan, section and model form at the right scale.			2, 20, 6	C	
The student begins to develop a design concept in a manner wherein relevant environmental factors and functional requirements are also integrated into it.			2, 20, 6	C	
The student is able to bring together disparate elements into a comprehensive form perceivable as a whole unit.			2, 20, 6	C	
Teaching Methods	13: Case Study Method, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to design management – Sectoral fairs and organizations				
2	Strategic planning, function determination, risk management				
3	Needs summary, concept and expectations during the design process week				
4	Feasibility process – Project plan, project budget, cash flow week				
5	Concept design process (relationship between concept design and energy efficiency) week				
6	Integration management				
7	Communication in design management and its impact on final product quality week				
8	Mid term				
9	Integration of the application design process – Sustainable design management, technical project management, coordination with engineering projects				
10	Workshop - A workshop is organized with the participation of students, aiming to learn the subject of "design management" by experiencing the architecture, interior architecture, engineering, lighting, graphics and fire consultancy projects of a completed project with the "reverse engineering" method. week				
11	The aim of the workshop, which is carried out with the participation of students, is to raise awareness about what happens in real life, from the contract process to the construction process. The workshop is held with the participation of students, as well as guest architects and design studio teachers who play an active role in the sector. week				
12	Innovative design methods inspired by nature, design management and culture in multinational architectural organizations, integrated quality systems in the design process – Quality-Environment-Safety Management				
13	Construction supervision process – Project revisions, coordination of details and productions for implementation, supervision process (Risks in the construction and construction process, experiences and results) examples from construction site life week				

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Lecture Schedule		
Sequence	Topics	Preliminary Preparation
14	Opening & handover process (integration of marketing, sales, leasing and commissioning processes), things to do after opening & lessons learned! (Duties of companies, professionals, bosses, consultants and other players in the sector; different approaches and results in international and domestic companies...)	
Evaluation Methods		Weight(%)
Midterm Exam		50
General Exam		50

Resources
at Sektöründe Proje Nasıl Yönetilir? Türkiye'nin Projeleri, Fahriye Hazer Sanca, 2020. Design Management: Managing Design Strategy, Process and Implementation, Kathryn Best, 2006.