

Basic data of the subject	
Academic Unit:	Faculty of Architecture, Design and Wood Technology
Subject title:	Strategic and universal design
Study level:	Master
Subject status:	Mandatory
Years of study:	II
Number of hours per week:	4
Value of credits - ECTS:	5
Time / location:	
Lecturer of the subject:	Prof. Dr. Bujar Pira
Contact details:	bujar.pira@ushaf.net
Subject description:	
	In this subject students will be study and universal design knowing as designing for all people and strategic thinking and doing design.
Purpose of subject:	
	The purpose of the subject is crucial that students understand how to design for all people knowing as life span design, seeks to create environments and products that are usable by children, young adults and elderly. Design professionals' in innovation are no longer just executors of new product and/or service design briefs but are increasingly involved in the crafting of these briefs and in the strategic decisions leading to these briefs. Their rol is growing towards a more strategic one. In order to effectively play this role, design professionals need to master a set of strategic practices - i.e., routinized actions and ways of working. However, many designers lack knowledge on specific practices for acting effectively on a strategic level in innovation projects.
Expected learning outcomes:	
	Upon completion of this module, students will be able to: <ul style="list-style-type: none"> • Analyze the need for all generations when they design a product, • Realize the need if the product can be used by all generations. • Understand the process and recognize all standards of universal design and think strategically design .

	<ul style="list-style-type: none"> Understand how to use strategic design thinking and processes. 		
Contribution to student workload (which should correspond to the students learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical / laboratory exercises	2	15	30
Practical work			
Contacts to the Lecturer / Consultations	2	2	4
Field exercises	2	4	8
Tests, student seminars			
Home work	4	3	12
Time of self-study (in the library or home)	2	15	30
Final preparation for the exam			
Time spent in assessment (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	4	1	4
Total			124
Teaching methodology:			
	Lectures and combined exercises with case of studies and class discussions.		
Assessment methods:			
	Final exam evaluated by 100% of the grade. The exam consists of questions with possible answers, open questions, and three projects, one for the other colors for the lighting and the last for the acoustics.		
Literature			
Basic literature:			
	1. Universal Design: Principles and Models (Hardcover) by Roberta Null 2. Strategic Design: 8 Essential Practices Every Strategic Designer Must Master Paperback - November 22, 2016		
Additional literature:			
Designed plan of teaching:			
Weeks	Lecture to be held		
Week 1:	What is Universal Design?		
Week 2:	The universal Design Process		

Week 3:	Enabling Products
Week 4:	Universal Design in the Office
Week 5:	Design in Public and Commercial Environments
Week 6:	Universal Design in the Home
Week 7:	Marketing Universal Design
Week 8:	Sustainability
Week 9:	The importance of strategic design
Week 10:	What is strategic design
Week 11:	Design vision as strategy
Week 12:	Co-creating and prototyping to trigger innovative thinking and design
Week 13:	Designing transitions: Pivoting complex innovation
Week 14:	Creating process understanding: Design practices and abilities.
Week 15:	Lasting design impact through capacity building.

Academic Policies and Rules of Conduct:
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Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.
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