

### Course description (syllabus)

Course title: Competitive Edge: Strategic Design and Persuasive Communication in Architecture and Design Fields				
Name and contact details of course instructor(s): <b>Neville Zoltan (<a href="mailto:neville.zoltan@mome.hu">neville.zoltan@mome.hu</a> +33671394674)</b>				
Code: B-SZ-401-EP-202425-01-02 M-SZ-301-EP-202425-01-02	Related curriculum (specialisation/level):	Place of the subject in the curriculum (semester): <b>BA3/1, MA1/1, MA2/1</b>	Credits: <b>5</b>	Number of lessons: <b>48-60</b> Individual student hours: <b>90-102</b>
Related codes: ER-MOME-MA-301-EP-202425-01-02 M-SZ-E-301-EP-202425-01-02	Type: (seminar/lecture/practice/consultation, etc.) <b>Seminar</b>	Can it be admitted as a tailor? <b>Yes</b>	Specific prerequisites in the case of a CPC: <b>None</b>	
Course relationships (prerequisites, parallelisms): <b>None</b>				
Purpose and principles of the course:  Do you want to learn how to win a design competition? Are you eager to master strategic project planning and enhance your organizational skills? This seminar course is designed to help you excel in design competitions and concept pitches.  Learn how to develop compelling narratives through adept written and graphic storytelling, highlighting the creative integrity of your designs. This course is especially suitable for BA3 and MA students, preparing you for your diploma projects and early professional endeavors.  The course will incorporate the use of case studies to analyze various successful methods in design competitions and stakeholder persuasion. You will research and present different strategies employed by leading creatives and analyze how these strategies can be adapted and applied to your own work. Additionally, you will explore different media and the opportunities they present.  Discover the various tender and competition opportunities that exist in the real world, gaining a broad overview of how they work and how to approach, strategically analyze, and pursue them.  Throughout the semester, you will gain insights into identifying opportunities and understanding what makes a compelling and winning pitch proposal. This holistic approach ensures that you develop critical analysis and communication skills crucial for your future endeavors in architecture and design professions, with a strong emphasis on practical application and professional readiness.				

Learning outcomes (professional and general competences to be developed):

Professional Knowledge:

- Format and framework of different competitive design procedures
- Analytic and critical skills for evaluation of opportunities
- Organization and resource management
- Design consortium / collaborative assembly

Creative Knowledge:

- Overview of various design communication techniques
- Analytic and critical skills for establishing presentation strategies
- Storytelling and Narrative development
- Media and Technology utilization

General Knowledge:

- Critical thinking and problem-solving
- Research and Analysis Skills
- Professional Communication Skills
- Strategy planning

Topics to be processed within the framework of the course:

- Introduction to competitive procedures
- Case Studies and Real-world applications
- Design communication and Media
- Narrative development and storytelling
- Design concept development and presentation

Peculiarities of learning organization/process organization:

The week's lessons will be composed of small lectures or presentations, group discussion, and case-study presentations by the students, concluding with a final project and presentation that applies the learned principles to one of the students' current or past design projects.

Professional guest interventions will take place regularly, particularly in relation with the Architectural Matters lecture series, where different professionals will present their work and explain their strategies. The exact dates of such interventions are not yet able to be determined until the beginning of the semester.

Week 1:

Introduction of students and instructor(s), teambuilding exercise, Introduction of Course syllabus and calendar as well as main assignments.

Introduction to the fundamental themes of the course.

Week 2:

Outline of competitive frameworks.

Case Studies and Real-World Applications.

[Introduction to Case-study Assignment #1 & Midterm Presentation.](#)

Week 3:  
Developing Comprehensive Strategic and Organizational Plans

Week 4:  
Understanding Stakeholder Perspectives  
[Student presentations of assignment #1](#)

Week 5:  
Design communication and Media. Visual storytelling.  
[Option for Guest presentation.](#)

Week 6:  
Develop resource and organizational skills.  
[Mid-term presentations.](#)

Week 7:  
Team building, managing design consortia and interdisciplinary collaboration.

Week 8:  
Enhancing Creative and Critical Thinking in Design / Sustainable and Ethical Practices in Design Competitions  
[Final Project Progress Presentations by Students.](#)

Week 9:  
Final Project Development and Peer Review.  
[Option for Guest presentation.](#)

Week 10:  
Preparing and Delivering Final Presentations

#### Evaluation:

##### Requirements to be met:

- Active class participation
- Completion 3 assignments : an introductory assignment (case-study presentation), the midterm assignment (case-study analysis & final project topic proposal), and final assignment (creative & strategic narrative for a past or current design project by the student).
- Max. 3 absences

Method of evaluation: (methods of evaluation {test, oral answer, practical demonstration, etc.})

1. Attitude: participation, activity
2. Process: work attitude and development
3. Independence: independently managing the 'Field tasks', coordinating with other members of the group if necessary, finding and processing resources, initiating research if necessary.
4. Quantity: Complete the totality of the assignments (number of characters, number of images/graphics, video length, etc.)
5. Quality: stylistic and terminological fluency/ knowledge and individual use of art research tools, regular use of source identification and references

Grade calculation (how does the result of each assessed requirement appear in the final grade? {e.g. proportions, points, weights}):

1. Participation and Engagement: 20%
2. Critical Thinking and Analysis: 20%
3. Demonstrated improvement of Reading, Research, and Communication skills: 5%
4. Semester Midterm presentation: 15%
5. Various assignments: 10%
6. Semester Final Project/ Presentation: 30%

Recommended reading:

- Knikker, Jan. *How to Win Work*. RIBA Publishing, 2021.

Other information:

Recognition of knowledge acquired elsewhere/previous knowledge/ validation principle:

- *no exemption from participation and completion of the course shall be granted,*

Extracurricular consultation dates and location:

Google meet - individually arranged as needed