



48-759: Value Based Design Introduction

Units: Variable

Instructor: William J. Bates, FAIA, NOMA

Description: This course will explore the fundamentals of project values, incentives and motivations as they relate to the diverse, sometimes conflicting perspectives of a project's stakeholders. It will hone the student's understanding of multifaceted issues required in problem seeking and stakeholder collaboration to make a design project successfully relevant in the business world and society. Students will learn proven methodologies in documenting and incorporating value into the ethos of the project delivery team's thinking from design concept to construction completion. The class will rely on case studies and interviews with clients, architects and contractors to advance the idea of balancing the principles of Return on Investment (ROI) with Return on Design (ROD).

Key Topics: The course will cover the critical role of design thinking in the decision making process of developing the built environment. The semester will examine not only the types of Value Based Design but learn methods to elevate and preserve Design Value from inception through construction. After developing an understanding of stakeholder value and the role that design holds in its creation the students will be given opportunities to identify examples of the various types of Value Based Design. Everyone will share their discoveries with the class and defend their reasoning behind each examples.