



*Office Buildings, Washington DC (Photo Bill Bates)*

#### **48-759: VALUE BASED DESIGN**

Instructor: William Bates, FAIA

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 successful in the business world and or 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).