

DESIGN ACADEMY



AN
EDUCATIONAL
SYNDICATE.

ACADEMY MANUAL

A Design Academy manual script
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A MESSAGE FROM THE GUARDIANS

Greetngs.

We founded Design Academy with the sole purpose of fostering the principles of design thinking in individuals.

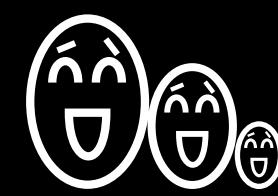
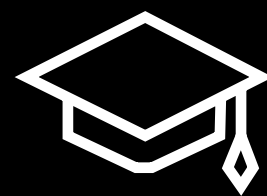
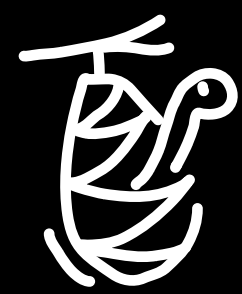
As compared to the other design-related clubs, who are soley based on development/prototyping, DA's journey takes one through the full cycle of a design process: discovery, definition, design & deliver. Methologies, design principles across multiple industries and schools will taught, with ample of collaborations and opportunites from real-world industries & companies.

This academy manual is written to give you everything you would need to survive and thrive, core principles that we follow because we are not barbaric animals but rather emotive, reflective human beans (so we need some values).

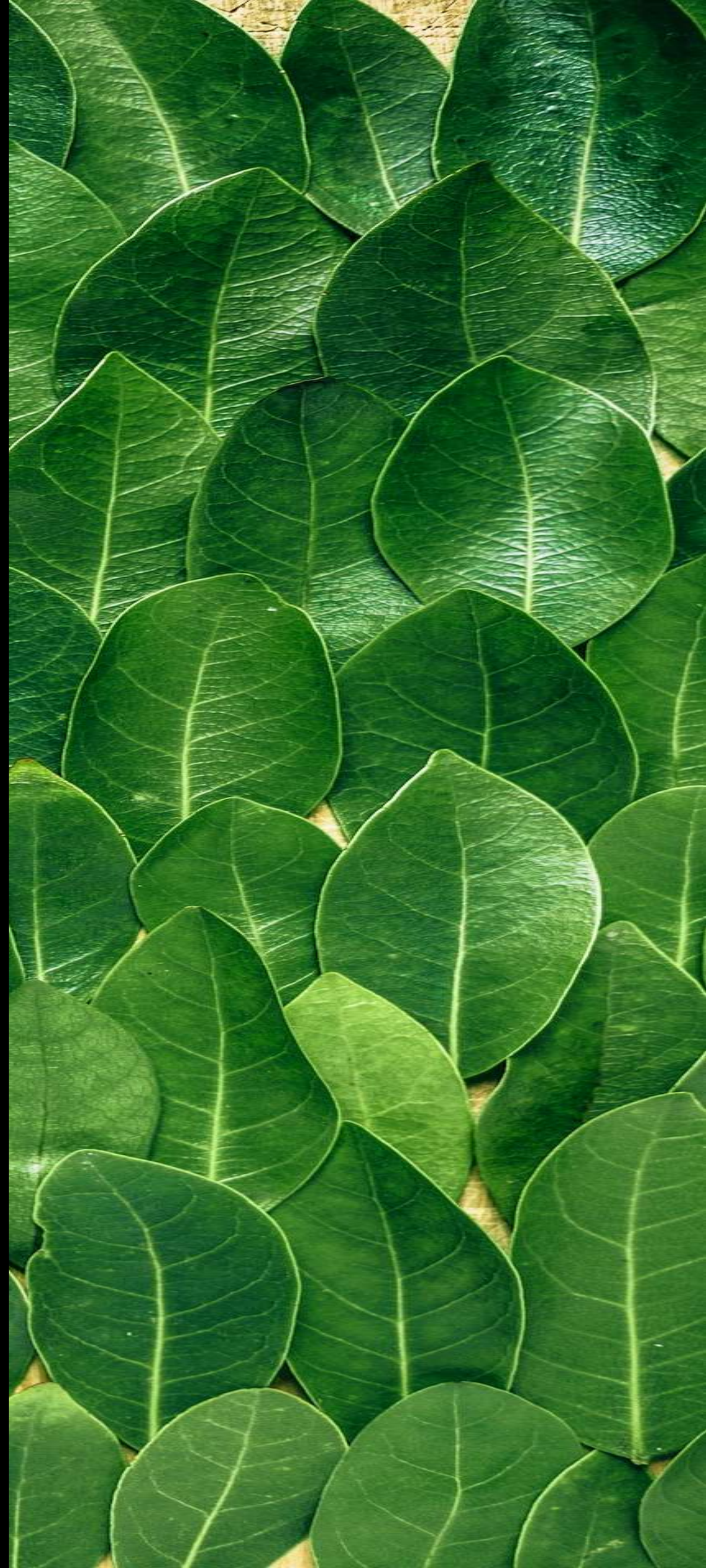
Embark on this call to adventure with us and find yourself.

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THE BIRTH



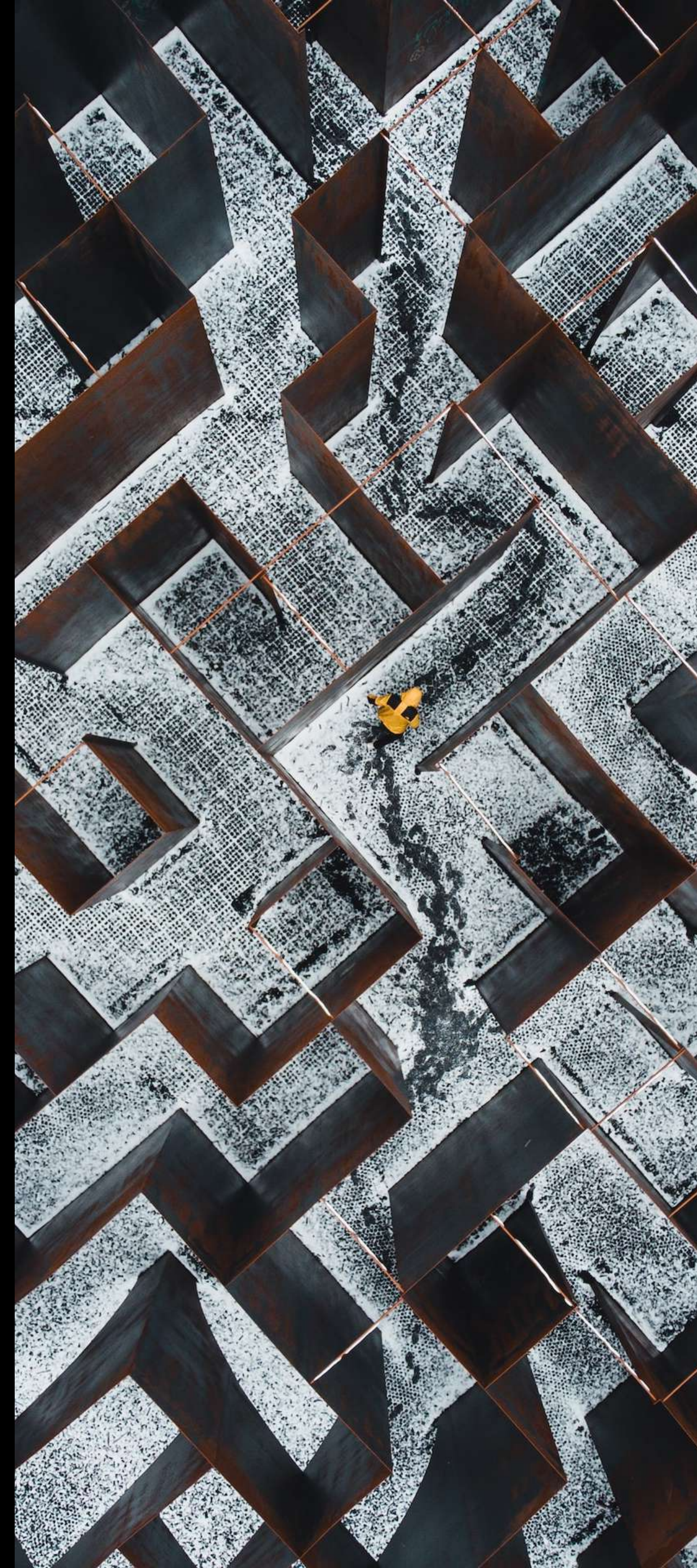
In our current time and age, society has dictated on how teachers teach and students learn.

Academic ability is very important, but so are other forms of intelligence and thinking.





People who think visually might love a particular topic or subject, but won't realize it if their teachers only present it in one, nonvisual way. Yet our education systems increasingly encourage teachers to teach students in a uniform fashion.



These approaches to education are stifling some of the most important capacities that the youth now need to make their way in the increasingly demanding world of the twenty-first century—the powers of creative thinking. Our systems of education place a high premium on knowing the single right answer to a question. Children are forced to meet unnatural expectations & standards, prioritizing conformation.

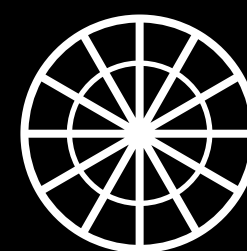
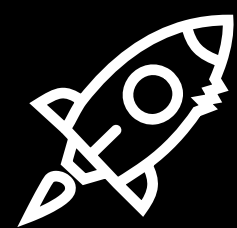
In these ways, our current education system systematically drains the creativity out of our children.



Thus, Design Academy was born.

We aspire to empower individuals to explore the full range of their abilities & interests, in manners that seem most organic to them. We shall embrace the uniqueness of every single oddball or goofball, celebrating their talents and abilities that evoke motivation in learning.







**THE
DESIGN
JOURNEY**

2

OVERCOME

Learn new forms of thinking
Design impactful ideas
Produce amazing work



1

BEFRIEND

Meet like-minded individuals
Collaborate on projects together
Form ever-lasting friendships

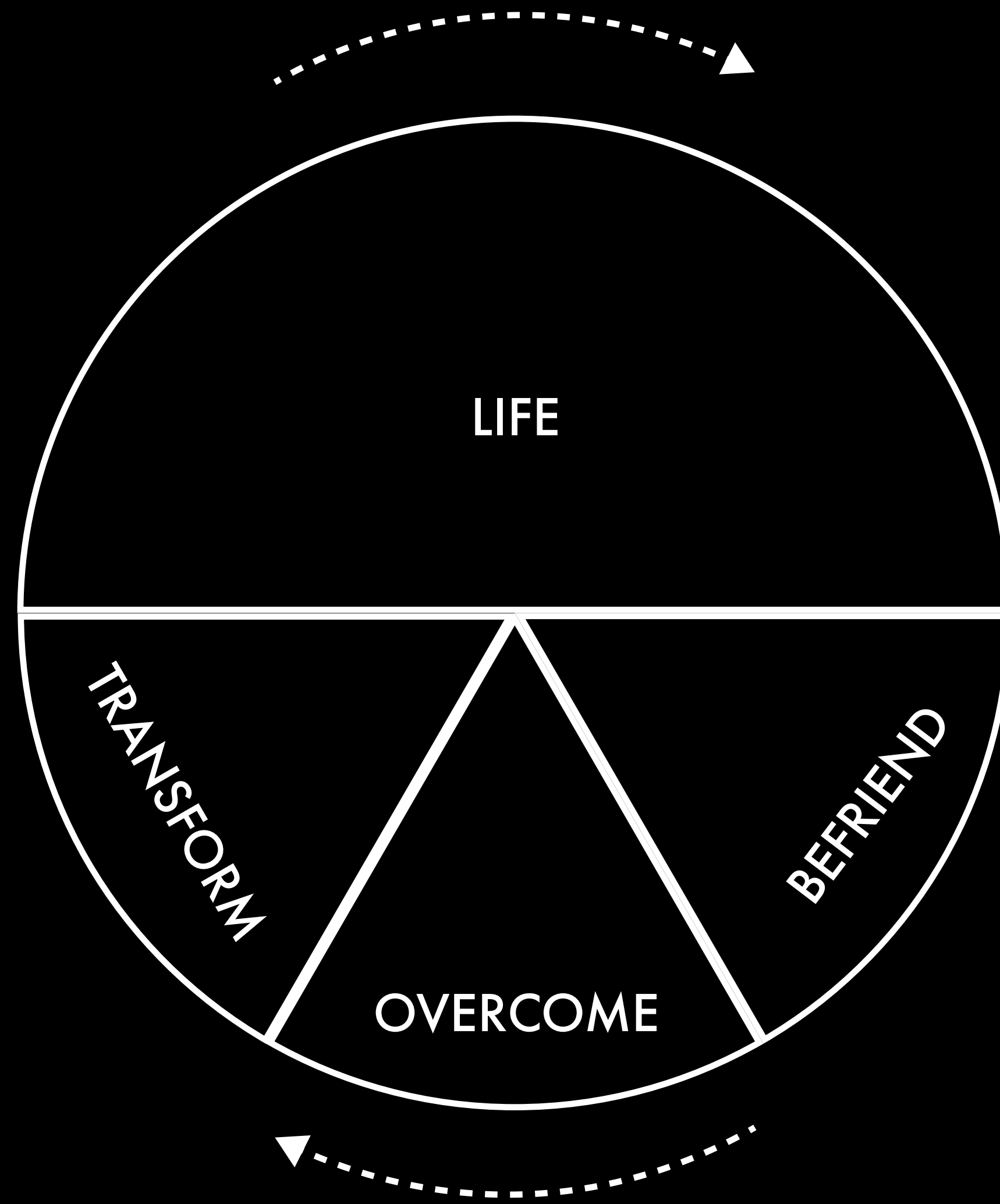


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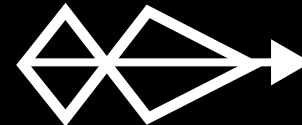
TRANSFORM

Gain real-world experience
Progress emotionally & skillfully
Harvest wisdom and knowledge

RETURN FROM DESIGN



CALL TO DESIGN





CORE PRINCIPLE NUMBER 1

LET'S LOVE.

This is an academy of love, peace and joy.

We strive to cultivate an environment that is safe, diverse and inclusive for every one, regardless of skin, sex & size.

We love animals, hoomans and all equally. Woof.



WE ARE HUMAN

We are complex beings with a beating heart so behave like one, instead of a robot.

Acknowledge your feelings. Embrace your feelings. Talk about your feelings.

It's okay to make mistakes.

Being overwhelmed is cool.

Ask for help.

Drink water.

Exercise.

Dream.

Listen to music.

Dance.

Laugh hard and laugh loudly.

Crying is beautiful. Cry the feeling comes.

Use "please" and "thank you" more often.



TYPE A DUMBASSES NOT OK

It's okay to be ignorant, but not be arrogant.

MEAN PEOPLE, SEXISTS, RACISTS WILL BE FLUSHED

Dumps, sass and sarcasm are only to be taken in the toilet.

If you need assistance, let us know. We will bring the triple-ply toilet paper for you.

We will not tolerate forms of extreme behaviour.

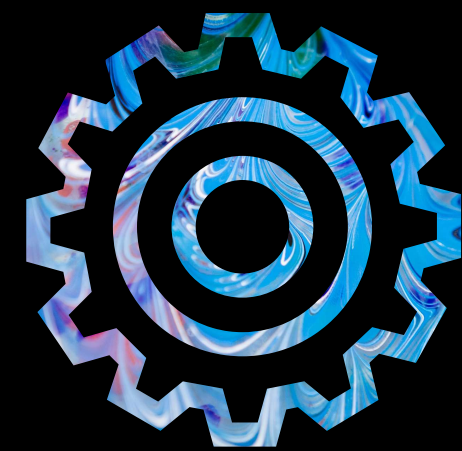
BE FEARLESS AND FREE

Free yourself from the crippling fear of insecurity and prejudice. Present your work, thought and opinions relentlessly.

LETS GET PHYSICAL & EXTREMELY LOUD

Handshakes, fist bumps, high fives, hugs are highly encouraged. No, wait, they are mandatory.

Clapping, cheering, wooing to display excitement, express emotion is cool. Bring your pom poms out and unleash your inner cheeleader.



CORE PRINCIPLE NUMBER 2

LET'S SYNERGIZE.

Synergy is the value of working together and we truly believe that “two heads are better than one.” In the world of design, teamwork, collaboration and creative cooperation are important to produce results.

“Synergy is not the same as compromise. In a compromise, one plus one equals one and a half at best.”

— Dr. Stephen R. Covey

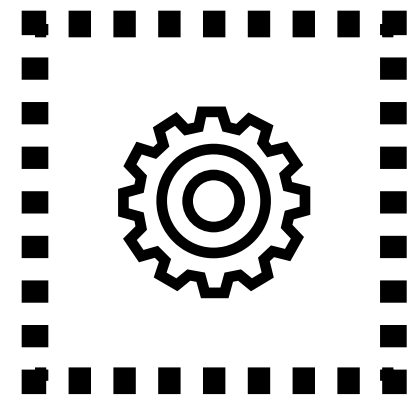


BUILD BRIDGES, NOT WALLS

Building trust is absolutely the most important thing here in the academy. It is the foundation of success of all relationships.

Try and add at least one brick to the bridge everyday: bond together, value other's strength and learn from them; teach your strengths to others.

We will add more ways to this list in time to come.



SYNERGIZE

KIA ORA

If you want someone to know you or get to know somebody, take the initiative and introduce yourself

MAKE NOISE IN NEED

Ask for help and it shall be rendered. A quiet person who is drowning may very well be thought of as a silent swimming.

FIGHTING IS ONLY ALLOWED INSIDE THE ACADEMY

All disputes, disputes and conflict can be fought inside our four walls. As soon as we step outside, we must forgive each other and not let any form of hatred spillover to our personal lives. Work is work and we handle it maturely by not letting it affect our friendships.

PRESENT SOLUTIONS NOT PROBLEMS

The world is full of problems and it's really easy to identify a mistake, it's hard to solve it. Be kind, do due diligence by delaying your comments to someone, do them a favor and think hard of a potential solution or an action plan that can be implemented. Offer this tasty sundae treat with rainbow sprinkles. Yum.



CORE PRINCIPLE NUMBER 3

LET'S DESIGN.

This word is widely use by many and can convey significance in many different ways. Our interpretation of 'design' is process of discovery, definition, development and delivery to create and explore innovation ways to solve problems.

Of course, not all designs need to solve problems, we can most definitely f(_) *!>< \$h!+ up sometimes as well.



TAP INTO YOUR INNER CHILD

As we grow older, we start to lose our zest of life. We chase and pursue materials like wealth, fame and fortune. We become fearful of judgement and are conditioned to think, speak and act in a certain manner because of expectations.

Who the hell cares what other people think? We certainly do not.

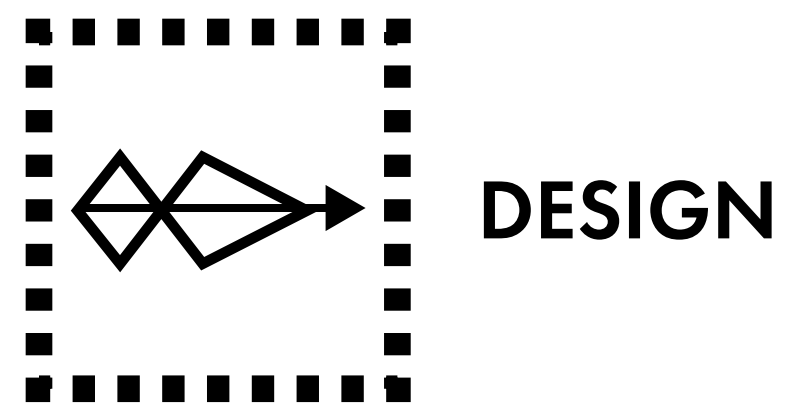
Let's get back in touch with our youth by sharpening of sense of curiosity, wonder, enthusiams and openness to new ideas.

Think outside the box.

Tear that box up.

Turn the box into a fort.

Please, just have some fun.



BEST IS TEST

The best ideas are the tested. Prove it.

NEVER SAY NO

There is a charge \$1.00 fine for every “no” word used. All ideas, perspectives, opinions are to be welcomed with open arms.

By saying yes to everything, no matter how ridiculous it is, we open the realms of possibility to innovate and create anywhere, anytime and anyhow..

SHARING IS CARING

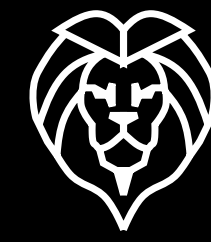
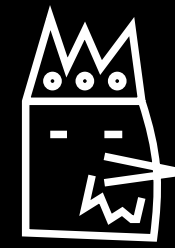
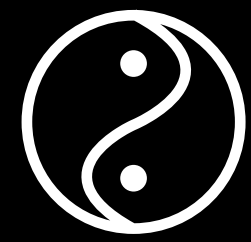
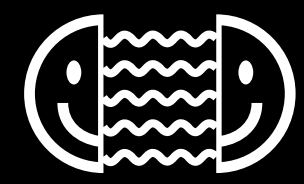
Share your ideas and designs with everybody.
Be a care bear.

DESIGN, RINSE & REPEAT.

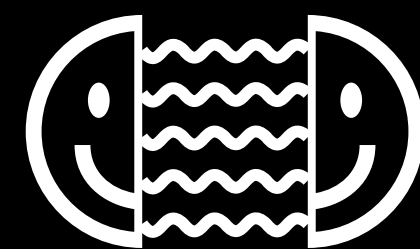
In the Academy, we practice what we preach. Hence for everything and anything, company rules, best processes and etc (including this guide), they are constantly improving and changing,

Take the step forward to propose change anytime.

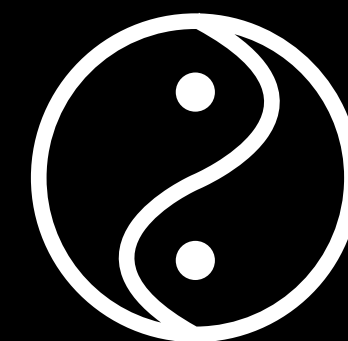
Let's co-create a wonderful company for everyone.



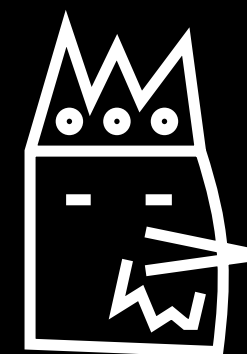
GUARDIAN OF THE ACADEMY



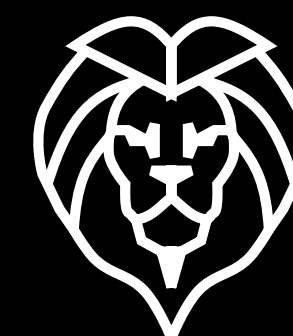
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ANIMA



JESTER



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CALLS SIGNS

Here in the Academy, we use call signs.

They are badass, cool, funny and showcase a glimmer of an individual's personality or memorable moment in an experience.

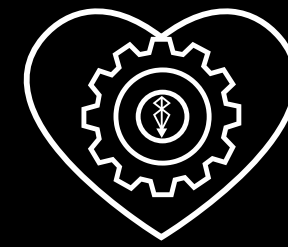
However, one will need to earn their designer nickname.

HOW TO EARN YOUR CALL SIGN

1: ONE IS CALLED BY THEIR BIRTH NAME

2: ONE CONQUERS AN ADVENTURE

3: ONE'S CALL SIGN IS EARNED



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