

# Embedded design expertise and business leadership for Asia-Pacific's top innovation companies.

## How it works

DSA Academies are fully customisable programs of leaning. They are developed for organisations looking to upskill their creative teams. Each Academy learning session is asynchronous—learners can pick which units they want to study in which order and when they want to study. As a practice-based modular system this affords the flexible learning required for working professionals.

Academy learning sessions are intended for cross-team collaboration too. Core learners are early professionals working in design research, information architecture, user interface branding, marketing and project management. We have intentionally set the engagement bar high. Equivalent to a practice based Master's program as we believe this is appropriate to those in industry who want to fast track their career.

We deliver the learning using industry standard software as a service. We have our own instance of Moodle's Learning Management System running on AWS and an educational license from Figma. We use Padlet's virtual bulletin boards for 'show and tell' crits.

## Why it works

We appreciate the pain points of the user experience industry in emerging markets. Organisations invest a huge amount of time and effort training a junior up to senior level. This is where we add value. By accelerating the talent. This is achieved by embedding design expertise and design leadership through criticality and process.

We recognise that creative, marketing and development teams need to approach work from a business perspective and develop their sense of imagination and criticality at the same time. Ultimately life-long learning should be embedded at work to develop creative talent and scale the business organically. Education is transformative and we believe in work-integrated learning regardless of post qualification experience.

<b>Insight Development</b> <ul style="list-style-type: none"> <li>• People-Centered Design Principles</li> <li>• Behavioral Journey Mapping</li> </ul>	<b>Experience + Imagination</b> <ul style="list-style-type: none"> <li>• Design Principles I: What Design Can and Should Do</li> <li>• Design Principles II: Experimentation and Speculation</li> </ul>	<b>Prototyping + Modelling</b> <ul style="list-style-type: none"> <li>• Prototyping and Modeling Principles</li> <li>• Visualising Reflective and Reflexive Process</li> </ul>
<b>Tier-1</b>		
<b>Entrepreneurship + Innovation</b> <ul style="list-style-type: none"> <li>• User Experience Design for Service</li> <li>• People-Centered Design for Social Innovation</li> </ul>	<b>Value Creation</b> <ul style="list-style-type: none"> <li>• Strategy: People, Technology and Organisation</li> <li>• Marketing Essentials</li> </ul>	<b>Leadership + Negotiation</b> <ul style="list-style-type: none"> <li>• Communication Rhetoric for Non-Design Audiences</li> <li>• Pitching for Funding</li> </ul>
<b>Tier-2</b>		
<ul style="list-style-type: none"> <li>• Research Methods and Ethics</li> <li>• Design Sprints</li> <li>• Scaling Projects</li> <li>• User Flow and Wireframe Ideation</li> <li>• Prototyping Iteration</li> <li>• Accessibility and Inclusivity Affordance</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder Mapping</li> <li>• Holistic Business Modeling</li> <li>• Value Proposition and Context</li> <li>• Behavioral Science Essentials</li> <li>• Lean Canvas Methodology</li> <li>• Evaluation Metrics</li> </ul>	
<b>Specialisation modules</b>		

Academy curriculum

## Scalable customisation for innovation teams

DSA Academy	Academy Pro plan	Academy Campus plan
The quickest and easiest way to deliver world class design learning to your teams.	Experienced design educators and facilitators partnering with your organisation.	Co-branded and co-created design expertise and design leadership embedded in your organisation.
THB115,000 SGD4,600/yr	THB140,000 SGD5,600/yr*	THB180,000 SGD7,225/yr**
<ul style="list-style-type: none"> <li>• Unlimited number of learners.</li> <li>• Asynchronous delivery: learners can pick which units they want to study, in which order, when they want without any time constraints.</li> <li>• Learners that fail assessments can re-take as many times as they need.</li> <li>• Instant messaging for active learners to contact DSA teaching staff/admin.</li> </ul>	All the benefits of the DSA Academy, plus: <ul style="list-style-type: none"> <li>• Face to face learning supervision with DSA teaching staff.</li> <li>• Learning session customisation.</li> <li>• DSA Founder will externally examine students and offer feedback to the live project 'briefs'.</li> </ul> * plus implementation fee.	All the customisation of the Academy Pro plan, plus: <ul style="list-style-type: none"> <li>• Co-branded with your organisation and DSA.</li> <li>• Your organisation can define additional learning units to the DSA programs.</li> <li>• DSA world class learning and development consulting embedded in your organisation.</li> </ul> **as pro plan plus consultancy fees.

### Ask a question

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