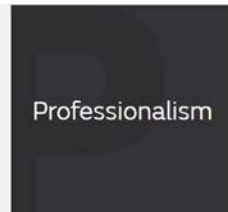


CSD 'Genetic Matrix'



CHARTERED
SOCIETY OF
DESIGNERS



Create:

Imagination, intuition, insight and inspiration

The ability to imagine, conceive and conjure alternative scenarios and to be intuitive and inspired, to generate and to question and be curious, calling on both cognitive and non-cognitive skills in order to allow for the development of unique and novel ideas

Generate:

Able to generate ideas and negotiate the inhibitors of creative thinking

The ability to generate creative ideas through various methods, techniques and approaches whether individually or collaboratively and being able to negotiate the inhibitors of creative thought such as risk and complacency. Displaying an ability to be inquisitive and recognising the need for convergent or divergent whilst at the same time remaining open to serendipitous interventions.

Manage:

Development and management of ideas from scoping and analysis to evaluation and selection.

The ability to scope, analyse, evaluate and select generated ideas for further development whilst proving those ideas are relevant for use in specific context. To be able to manage ideas in both a creative and business environment throughout the design process in order bring them to fruition.

Innovate

Able to exploit the potential of ideas and creative thinking

The ability to adopt and harness generated ideas and creativity to address specific problems or needs and to deliver original solutions in existing or new markets or environments. At the same time to be able to identify new opportunities where new thinking and ideas can add value to either a commercial, social or environmental endeavour and achieve this by the application of design.

Skills:

Generic

Ability to deliver creative ideas and innovative solutions using a range of tools

Possessing those skills of which some or all are essential to a designer across all design disciplines. The ability to communicate ideas and concepts by the use of storytelling techniques that include colour, expression of form, spatial manipulation, and any form of visual, audio or any sensory communication.

Operating

Competence in the skills required within particular operating environments

Possessing the specific skills required to operate in a particular commercial or social environment and at the appropriate level whether a sole-trader, an employee or in a managerial position. To ensure as appropriate, an awareness, knowledge and understanding of the operating skills required to complement those of design in achieving success, *ie: management, financial, business and commercial skills.*

Personal

Developing and maintaining interpersonal, complementary and transferable skills.

Possessing a range of interpersonal and people skills that are required in order to engage with others in whatever capacity and that enables the successful implementation and delivery of design projects. Developing skills that complement those gained as a designer whilst identifying transferable skills.

Contextual

Ability to practice at the appropriate level within a chosen field of design

The ability to apply generic design skills within the remit of a particular discipline and to ensure they are employed to the mutual benefit of design practice. To ensure competency in those skills that are necessary to practice professionally in a particular design discipline.

Knowledge:

Explicit

Theoretical and general knowledge supporting other competences

Knowledge that is required from others being derived from research, experimentation and theory and is generally accepted and or adopted and which forms the basis for an understanding of the environment of field in which the designer practices.

Tacit

Ability to apply knowledge gained from prior experiences

Knowledge gained from prior experience and relationships and which is may be called during the creative process, influences professional practices and informs skills development for the benefit of both the designer and client

Management

Ability to research, acquire and employ knowledge for specific purposes

The ability to acquire knowledge, by research or other means as and when needed as part of the design process. Managing such knowledge and imparting it to relevant stakeholders in order to achieve a successful design outcome. In doing so to be able to record the knowledge gained for future benefits.

Contextual

Knowledge of the sector include operating environment, markets, history, culture, etc.

Possessing an awareness, understanding and knowledge of the context in which design is practiced, both historical and contemporary, and the sector in which the designer operates, such as the market, technical and legislative conditions and in addition cultural awareness and knowledge.

Professionalism:

Values

Able to practices whilst adhering to the values expected of professional designers

Possessing and exercising values that are common to the environment in which designer's practices. Maintaining integrity when undertaking work and showing due regard for the practices of design whilst practicing in such a manner that respects others including clients, the environment, nature and society.

Process

Adopting best practice and appropriate methodologies

Operating in keeping with best practices and applying appropriate and adopted methodologies. Having a commitment to maintain an awareness and knowledge of the process used by others in a particular field of practice, whether clients, colleagues or suppliers

Communication

Competence to communicate appropriately with relevant audiences

The ability to communicate with stakeholders at all stages of the design process whether by written, verbal and/or other means. An understanding of the interpersonal and psychological communication employed as well as the relationships involved and the appropriate use of communication techniques.

Contextual

Awareness, understanding and knowledge of practice requirements, regulations and standards

An understanding and knowledge of the appropriate regulations and requirements with a specific field and ensuring both adoptive and statutory standards are maintained whilst practising. Being conversant with relevant Intellectual Property Rights in the field and understanding the means of protection and issues of infringement.