

# PROFESSIONAL BODY CRITERIA

skills, expertise and capabilities  
 understanding user needs  
 communication  
 technology, prototyping, modelling, visualisation  
 research practices  
 continuous professional development  
 personal development planning

## practice methodologies

management style & creative culture  
 Subscription to policies & standards regarding diversity,  
 environment, trade, etc.  
 business culture  
 ethical integrity

## innovation intelligence

design methods and processes  
 approach to the brief  
 value measurement: output, deliverables and evaluation  
 managing client relationships  
 project management, planning and , costing structure  
 business management  
 logistics management

## project strategies

project types - restyling, redesign, new product  
 client requirements  
 design & market sectors  
 markets and cultures  
 collaborative work  
 new contexts for NPD  
 collective/corporate development  
 legal accountability & legislation

## professional practice

