



## CSD MEMBERSHIP ASSESSMENT GUIDANCE NOTES for MCSD in GRAPHIC DESIGN

### 1.0 GRAPHIC DESIGN

The Society's discipline heading of Graphic Design covers many areas of design activity, including:

- **Type design;** typography, lettering and calligraphy for reproduction purposes
- **Illustration;** book design, technical, medical
- **Design for advertising**
- **Design for print;** annual reports, brochures, books and magazines
- **Packaging design;** 2 and 3 dimensional
- **Corporate design;** identity and branding
- **Applied graphics;** including signing and information systems, vehicle livery, product graphics
- **Architectural graphics**
- **Design for moving image;** film, television, video, multi-sensual
- **Photography**

NB: Please check with the Society if you consider yourself to be practising in Graphic Design but cannot see your area of activity listed above.

### 2.0 THE APPLICATION & ASSESSMENT SCHEDULE

The membership (MCSD) application process is the same for any of the design disciplines accepted by the Society.

Prospective applicants receive or download a [CSD Membership Application Pack UK](#) which must be completed and submitted together with the required documents and payment of the current application fee as shown on the [CSD Website](#).

As soon as your application is processed, a date, time and place for your assessment will be arranged and communicated to you. You must confirm within 5 working days whether you are able to attend the assessment or not. Your assessment will only be confirmed once we have your acknowledgment. If you do not respond within this period your allocated assessment time may be offered to another applicant.

If you cancel your assessment once it is confirmed or fail to attend, you will need to re-apply making a further application fee payment to arrange a new appointment. Only in exceptional circumstances will the Society consider postponing your assessment. Please note that the Society does not return application fees once an assessment is allocated.

### 3.0 DOCUMENTS TO PROVIDE AT THE ASSESSMENT

In addition to the items to be submitted with the completed application form you will also need to bring the following to your assessment:

- your certificate(s) of qualification from your educational institution(s).
- a letter from your employer stating that the projects, or aspects of the project, you are presenting have been carried out by you, **or**
- qualifying letters from your clients that the projects you are presenting have been carried out by you.
- a record of your CPD (Continuing Professional Development) undertaken in the past year.

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NB: We realise it is not always easy to obtain such qualification letters for past projects or employment. Should this be the case you **MUST** ensure that you have qualification documents for current work. If in doubt please contact the Society.

You will be asked for these documents on arrival.

Your educational certificate(s) will be returned to you at the end of your assessment and the remainder copied to your membership record before being destroyed.

### 4.0 SUBMISSION REQUIREMENTS

The competence to be demonstrated to gain membership are the same for any of the design disciplines accepted by the Society. The context within which the competences are to be demonstrated will vary according to the discipline in which the applicant practices.

The assessors will require you to demonstrate competence in accordance with the framework known as the CSD Genetic Matrix™ identifying 4 key criteria as follows:

**CREATIVITY** - Demonstrate that you:

- are creative and possess insight, imagination, inspiration, and
- have the ability to generate relevant ideas, and
- are able to analyse, evaluate, select and develop those ideas, in order to
- understand and exploit the potential of your ideas

**PROFESSIONALISM** - Demonstrate that you:

- practice with integrity, maintain ethics and values, operate professionally, and
- adopt best practice within your process, and are able to
- communicate this to others, whilst ensuring you
- understand and adhere to the requirements, regulations and adoptive standards in your particular area of practice

**SKILLS** - Demonstrate that you:

- possess the core skills of a designer, and also
- evidence specific skills attributable to your area of practice, and can
- show personal skills that you have developed, which combined allow you to
- operate successfully and effectively in your working environment

**KNOWLEDGE** - Demonstrate that you:

- possess sufficient general knowledge through qualification and training, and
- have gained sufficient knowledge whilst in practice, and that you are able to
- research, acquire and exploit such knowledge, as well as showing you
- hold extensive knowledge of your operating environment, from a process, technical and historical perspective

The assessors will make a decision based on the personal interview and the work you present. The following list shows the number of examples of finished projects you may wish to present in a particular field of design activity. Please note that this number is purely indicative and will not form the basis of any decision as to the outcome of your assessment. However, these guidelines have been prepared based on research over many years of conducting assessments and the Society considers the quantity to be appropriate for assessment purposes.

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|                         |    |
|-------------------------|----|
| Type design;            | 12 |
| Illustration;           | 8  |
| Design for advertising; | 12 |
| Design for print;       | 8  |
| Packaging design;       | 8  |
| Corporate design;       | 4  |
| Applied graphics;       | 6  |
| Architectural graphics; | 8  |
| Design for image;       | 4  |
| Photographic design;    | 20 |

Applicants may present examples from various fields in which case the number of projects presented should be proportionate to the work you undertake and adequate to demonstrate the competences as set out in these submission requirements.

NB: If your application for membership covers more than one main design discipline, please consult the submission requirements for that discipline on the [CSD Website](#).

In addition to displaying finished projects you should bring supporting work for at least one of the projects to show your research, scoping, analysis, ideas generation, design methodology, professional practice, implementation, management and design business awareness. The assessors will be keen to see sketches, visuals, drawings and design practice documentation.

Your presentation may be in hard copy or digital. Please see arrangements for digital presentation in the following section.

### 5.0 THE ASSESSMENT

Membership assessments are normally held at the Society's offices.

Please ensure that you arrive on time for your assessment in order to submit the documents referred to in section 3.0 and prepare your presentation if digital. At times applicants may be asked to complete an optional short questionnaire for CSD performance purposes.

NB: If you arrive late your assessment will only last until the allocated finishing time so as not to affect other applicants. In cases of extreme lateness the assessors may refuse to conduct the assessment. In such instances you will be required to apply for another assessment date and to make a further application fee payment.

If you are presenting your work in a digital format you will need to bring your own laptop and to set it up before your assessment time. Please take care to check that your presentation opens immediately. Please note that there will be NO computer available on which to present your work.

There will be NO internet connection available during your presentation. If you are presenting website design or relying on a website for your presentation, please ensure you have an offline version ready to access.

Please ensure your laptop has sufficient battery life for your presentation.

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.At the appropriate time you will be invited to the assessment suite and introduced to your assessors.

The assessors will ask you to briefly talk about yourself and then invite you to present your portfolio during which they will ask you questions relating to your work and design practice.

The assessment is meant to be informal and informative and will last 45 minutes. During this time the assessors may make notes.

It is important that you manage the time during your assessment to ensure that you present the work you feel best demonstrates the competences required for membership. You may wish to rehearse and time your presentation prior to the assessment to ensure that you are comfortable with the content. Please note that at the end of the 45 minutes the assessment must stop in order to accommodate other applicants fairly.

The assessors will not disclose the result of the assessment to you so please refrain from asking.

Following the assessment the assessors will complete an Assessment Record Sheet, discuss the presentation and decide the outcome.

#### **6.0 WHAT YOU MAY EXPECT**

As an applicant you may expect to be treated as a professional, with respect and equal to all other applicants.

If you feel that you have been treated otherwise during your assessment you should report this in writing to the Chief Executive of the Society as soon as possible.

Assessors are presented with applicants' CVs prior to the assessment and have a duty to disclose any conflict of interest they may have or whether they have a relationship with the applicant. Every effort is made to avoid this occurring but if on arrival you become aware of such a situation you should make this known to a member of the Society's staff immediately in order that action can be taken. Unfortunately, it is not possible to notify applicants in advance of the names of the assessors.

You may expect that the assessors are chosen due to their understanding and knowledge of the design processes. However, it is not always the case that the assessors will practice in the same design discipline you have elected for your application.

You may also expect to have the decision of the assessors communicated to you in writing normally within 10 working days.

#### **7.0 CONFIDENTIALITY**

The assessors are under an obligation to maintain confidentiality and not to disclose or use in any way any information or data of any sort, that they are made privy to during the assessment, for any purpose other than to make a decision as to your suitability for membership.

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If you consider your presentation to be commercially sensitive or wish to protect any IP rights you should request the assessors to sign a Non-Disclosure Agreement. You must submit this request in writing in advance of your assessment together with a copy of the NDA you wish to be signed.

If you are intending to submit work which you believe your employer or client may regard as commercially sensitive it is your responsibility to obtain their written consent to disclose the work prior to your assessment.

### 8.0 AFTER THE ASSESSMENT

The decision of the assessors will be communicated to you normally within 10 working days of the assessment.

The decision of the assessors remains final.

However, if you feel that you have been the victim of discrimination of any kind resulting in a rejected application, you should write to the Chief Executive at the Society's offices within 10 days explaining why you consider this to be the case.

If you are successful in your application you will be sent an annual fee notice together with your acceptance letter. The fee will become payable on the first day of the next complete calendar month and thereafter on the anniversary of the same.

Once payment has been received you will be sent a MCSD membership certificate showing your grade of membership, membership number and date as of your first full subscription. This certificate carries the Society's Minerva Seal and remains the property of the Society.

Only after paying your subscription will you be entitled to use the affix MCSD and thereafter only while you maintain your membership by annual subscription in accordance with the Byelaws.

You will also be listed as a member in the CSD online directory by name only with the option to enter further contact and practice details personally.

At this point your responsibilities as a 'professional designer' begin. You will then be expected to:

- operate to the highest standards of professional practice as set out in the [Code of Conduct](#) issued by the Society
- abide by the Royal Charter and Byelaws of the Society
- ensure that you are continually developing your creativity, professionalism, skills and knowledge by undertaking regular CPD (Continual Professional Development)

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