

GUIDE TO DEMONSTRATING CPSK™



CHARTERED
SOCIETY OF
DESIGNERS

Creativity, Professionalism, Skills and Knowledge (CPSK) are the four key criteria on which the Chartered Society of Designers relies to underpin all of its initiatives in support of best professional design practice. The criteria stem from the CSD Genetic Matrix™ which was devised following years of research by the Society and others as to what constitutes a ‘designer’.

Each of the four criteria are subdivided into four competences comprised generic, those competences generally associated with being a designer, and contextual competences relating to a particular field of design practice.

These 16 competences provide the framework against which all of the Society’s classes of membership are benchmarked.

For Associate membership (Assoc.CSD) and full membership (MCSD) applicants are required to demonstrate their competence across all of 16 competences. Evidence of their competences is submitted to various Society specialist assessment panels to ensure the appropriate level of competence is demonstrated before awarding either class of membership.

To assist applicants the following table has been prepared that sets out what must be demonstrated, the probable means of demonstrating and the possible evidence that may be submitted. The table is by no means exhaustive and each applicant must consider how they might best demonstrate their own individual competences.

C - CREATIVITY

	Competence	To be demonstrated:	Possibly by:	Possibly evidenced by:
C1	Creativity	How their imagination, intuition, insight and inspiration has contributed to their work.	Identifying differences in their approach to previous solutions within the market. Identifying differences, milestones, interventions over the period of applying their own creative process to solutions.	Sketchbooks, notes, storyboards, mood boards.
C2	Generating	Awareness of Creative Problem Solving (CPS) techniques and their application. An understanding of the inhibitors of creative thought and how to negotiate them. Risk Aware v Risk Averse. Ability to generate appropriate ideas. How to negotiate convergent or divergent thinking in problem solving. Inquisition – serendipity - questioning.	Training, development and research of CPS techniques, brainstorming, mind mapping, etc. Explanation of the creative journey in providing design solutions. Storyboards, ideas mapping, narrative, etc. Research – feedback – review.	Educational qualification. CPD detail, workshop/seminar. Throughout the initial design phase by project documents, logs, storyboards, narrative, visual history.
C3	Managing	Ability to scope, analyse, evaluate and select ideas for development. Proving of ideas for use in a specified context. Throughout the creative process, managing ideas in a business and creative environment, using analysis and evaluation as well as independent thinking.	Understanding and selecting a methodology for evaluation. Discussion, feedback, research. Incubating ideas and reviewing. Obtaining feedback on proposed ideas.	Reporting of views and soundings from clients or colleagues. Project logs and records. Project logs.
C4	Innovate	Adoption of generated ideas to address specific problem or need as set out in a brief or requirement in an original way. Identifying where ideas can be used to deliver original solutions in existing markets or creating new markets. Ability to exploit potential of creative ideas by the use of design principles to generate original outcomes.	Research and development within a market. Collaborative working with other groups, sectors, markets. Scenario exploration. Design outcomes.	Client presentations, on-going and final. Comparative evaluation of final outcome against brief and ideas generation and development. Project records, narrative, ideas timelines. Final presentations and project summary information as to impact, use, sales, awards, effectiveness.

P - PROFESSIONALISM

	Competence	To be demonstrated:	Possibly by:	Possibly evidenced by:
P1	Values	They possess and exercise values that are common to the environment in which designers practice. Are able to maintain integrity when undertaking work showing due regard for the practice of design. Act in a manner that respects and protects their colleagues, clients, the environment, nature and society.	Adherence to an acceptable Code of Conduct. Comparing initial briefings or requirements with outcomes showing how these have been shaped and moulded to adhere to values. Acknowledgement by others. Adherence to an acceptable Code of Conduct. Carrying sufficient relevant insurance.	Membership of a professional body or organisation displaying such values. Logs, records, decisions and communications relating to a project. Notes of interventions. Awards, citations, references. Membership of a professional body or organisation displaying such values. Current insurance cover.
P2	Process	Ability to adopt appropriate methodology of practice. Continual learning and research into best design practice.	Use of project management tools, systems. Undertaking training and/or development or giving instruction.	Project records and reports. Terms & Conditions. CPD logs, qualifications, papers, articles, attendances.
P3	Communication	Ability to communicate with stakeholders through written and oral platforms in presenting design. An understanding of the interpersonal and psychological communications employed as well as the relationships involved. Appropriate use of communication techniques.	Reports, documentation, speaking, correspondence, presentations, feedback. Undertaking training and development or giving instruction. Understanding of emotional intelligence issues. Conducting interviews or meetings with clients, staff, employers, etc. Giving talks or chairing meetings.	Written and recorded material. CPD logs, qualifications, market research related to projects. Records of such events.
P4	Contextual	Understanding and ability to use the appropriate regulations and requirements concerned and ensure standards (adoptive and statutory) are maintained in practice. Advanced knowledge of relevant IPRs and understanding of other IP issues. Ability to operate to best practice within their field of practice. Undertake work only if qualified to do so within a defined discipline.	Adherence to discipline specific and appropriate regulations. Use of IP either to protect developed concepts and/or work. Challenges to IPR infringements. Use or compliance with initiatives, schemes, etc. Adoption and compliance with relevant regulations. Ability to practice in a stated design discipline.	Compliance records, accreditations, certifications. IP policy documents, insurances. Instruments for managing IP (transfers, royalty agreements, licences). Membership of relevant bodies or organisations. Licences, certificates, awards. Schedule of services.

S - SKILLS

	Competence	To be demonstrated:	Possibly by:	Possibly evidenced by:
S1	Generic	Visual interpretation and communication of ideas and concepts in a manner that can be communicated with others. Use of colour and expression of form and how it is used to deliver concepts and managed for design outcomes. Conceptual and spatial awareness. Design thinking capability and creative skills.	Personal exploration of ideas within a drawn context. Presenting ideas and concepts. Presentation of ideas to stakeholders and justifications for choice of solutions. Narrative of developed projects. Training, development, qualification, appraisal, examples.	Sketchbooks, presentation boards, concept sketches. Presentations, reports, proposals, CPD. Record of project development at various stages. Qualifications, CPD, acknowledgements, references, CV, documentary evidence.
S2	Operating Environment	Skills required within the operating environment of the designer. Ability to employ generic skills within operating environment and to the level required. Ability to audit and identify skills required within operating environment and address deficiencies whilst enhancing acquired skills. Financial, budgeting, management, organisational, leadership, information management and commercial skills.	Currently practicing. Matching skills with requirements of stakeholders. CPD plan.	CV, promotional material, website. Performance reviews, career progression, accolades, achievements, CV. CPD record.
S3	Personal	Interpersonal and people skills. Complimentary and transferable skills.	Negotiation, conflict resolution, communication, mentoring, teaching, lecturing. Experience in related fields, adoption of other skills to enhance individual practice and visa-versa.	CV, CPD, interview. Other activities, qualifications, awards, undertakings.
S4	Contextual	Skills required to practice competently within a defined design discipline. Ability to apply generic skills within the remit of a defined design discipline.	Use of sector standard software, IT, technology. Presentations and outcomes.	Proficiency awards, qualifications, CPD record. Relevant visual rendering and communication throughout a project.

K - KNOWLEDGE

	Competence	To be demonstrated:	Possibly by:	Possibly evidenced by:
K1	Explicit	Knowledge acquired from others which derives from research and experimentation and is generally accepted. Possesses theoretical knowledge. Possesses general knowledge.	Education, CPD, training. Higher education, CPD. Communication at appropriate level.	Qualifications and awards. Qualifications and awards. CV and activities.
K2	Tacit	Knowledge gained from prior experiences at any stage of the design process.	Reflection of past projects. Identification of successes and failures.	Notes and records. CPD record.
K3	Management	Ability to undertake research relevant to own professional practice whether academic and/or practice based. Ability to undertake research and acquire knowledge specifically related to delivering appropriate design solutions. Exploitation of knowledge for the benefit of all stakeholders, designer, client, commerce, society, etc.	Education, CPD, research projects. Contextual research, market research. Gains achieved from design solutions adopted.	CV, qualifications, CPD record, papers, articles. Proposals and reasons for adopted design solution. Relevant performance indicators, sales, delivery, waste reduction, energy efficiency, etc.
K4	Contextual	Awareness, understanding and knowledge of the history of their profession and chosen discipline. Knowledge of the sector in which they operate including; processes, market conditions, legislation, technology, methodologies. Cultural awareness of operating environment and those involved.	Education, CPD, research. CPD, achievements. Languages, CPD, communications.	CV, qualifications, activities. CPD log, references. Qualifications, CPD log, documents.