SKILLS FRAMEWORK FOR DESIGN
SKILLS MAP – DESIGNER

Sector	Design
Track	Design
Sub-track	Design Craft
Occupation	Design Professional
Job Role	**Designer**

Job Role Description	The Designer is responsible for all phases of design projects and ascertains the feasibility of implementing new products and services for the organisation. He/She executes research to gather data and translates research insights into design outcomes. He uncovers new design ideas, conducts feasibility tests on prototypes and communicates results of design tests and project implementation. The Designer works in a team. He is encouraged to uncover the latest trends in the industry and develop deep business acumen to meet the needs of the organisation. He possesses mastery of design fundamentals and technical skills to execute design concepts required for products and services. He is able to work on multiple projects concurrently, and deliver on expectations within tight deadlines. He may specialise as an Architect, Landscape Architect/Landscape Designer, Interior Designer, Fashion Designer, Product Designer, Furniture Designer, Graphic Designer and/or Interaction Designer, etc.

	Critical Work Functions	**Key Tasks**	**Performance Expectations (For legislated / regulated occupations)**
Critical Work Functions and Key Tasks	Deliver design output	Generate ideas for new design concepts and prototypes	
		Produce designs and test specifications for new ideas	
		Administer experiments for testing the feasibility of prototypes	
		Communicate outcomes of design tests and project implementation	
		Prepare design plans and specification documents for submission	
		Prepare communication materials and samples for production	
	Perform design intelligence for design projects	Execute primary and secondary research for data gathering	
		Participate in design workshops for insights gathering	
		Consolidate research findings for report preparation	
		Prepare research reports for circulation to stakeholders	
		Prepare design visualisation for communicating research outcomes	

	Technical Skills and Competencies		**Generic Skills and Competencies (Top 5)**	
Skills & Competencies	Aesthetic and Design Sensibility	Level 3	Creative Thinking	Intermediate
	Business Presentation Delivery	Level 3	Problem Solving	Intermediate
	Conceptual Thinking	Level 3	Sense Making	Basic
	Critical Thinking	Level 3	Communication	Intermediate
	Cultural Sensitivity for Design	Level 3	Teamwork	Basic
	Data Analysis and Interpretation	Level 2		
	Design Creation and Development	Level 3		
	Design Sketching	Level 3		
	Design Standards and Specification	Level 3		
	Design Sustainability and Ethics Management	Level 3		
	Design Thinking Practice	Level 3		
	Digital and Physical Prototyping	Level 3		
	Empathetic Design	Level 3		
	Form Giving	Level 3		
	Imagination and Exploration	Level 3		
	Intellectual Property Management	Level 2		
	Material Studies and Production Processes	Level 3		
	Narrative Design	Level 2		
	Product and Production Engineering	Level 3		
	Systems Thinking	Level 3		

	Technical Drawing	Level 3	
	User Experience Design	Level 3	
	Visual Communication	Level 3	
Programme Listing	For a list of Training Programmes available for the Design sector,	please visit: www.skillsfuture.sg/skills-framework/design	

The information contained in this document serves as a guide.