

**SKILLS FRAMEWORK FOR DESIGN
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Creativity					
TSC	Aesthetic and Design Sensibility					
TSC Description	Imagine and develop novel, relevant and appropriate aesthetics to engage and evoke accurate and appropriate emotional and sensorial responses from target audiences					
TSC Proficiency	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			DSN-DES-3022-1.1	DSN-DES-4022-1.1	DSN-DES-5022-1.1	
			Provide judgment on the aesthetic appeal of designs through introspection and analysing the designs' ability to connect with intended target audiences	Evaluate the aesthetics and sensory appeal of designs to ensure that they evoke the desired emotions in the target audiences	Establish overall conceptual frameworks to define the organisation's sense of aesthetics and correlate aesthetics to overall organisational success	
Knowledge			<ul style="list-style-type: none"> • History of aesthetics and visual forms • Principles of attractiveness bias • Principles of 'Form Follows Function' • Concept of good design • Concept of emotional design • Uses of aesthetics in product and service design • Colour theory • Theory of form and proportion 	<ul style="list-style-type: none"> • History of aesthetics and visual forms • Uses of aesthetics and sensory appeal in product and service design • Concept of sound, touch, smell and other non-visual aesthetic cues • Principles of attractiveness bias • Principles of 'Form Follows Function' • Principles of good design • Principles of emotional design • Human factors requirements and sustainability • Colour theory • Theory of form and proportion 	<ul style="list-style-type: none"> • Power of aesthetics and visual forms • Uses of aesthetics and sensory appeal in product and service design • Linkage between aesthetics and product success • Role of aesthetics in driving branding success • Design theory • Role of aesthetics in design to achieve optimal product or service experience for users • Emerging aesthetics design trends • Concept of design language • Relationship and impact of sociology and design history on aesthetic and design sensibility 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Interpret design briefs to understand aesthetic requirements and solutions • Develop a sense of aesthetic awareness and style to create individualised designs • Apply the principle of attractiveness bias to build relationships with users and hold their attention • Assess designs to determine if they have the desired aesthetic appeal with users and intended audiences • Assess the suitability of and adapt new aesthetics and forms for design projects 	<ul style="list-style-type: none"> • Identify design elements that fail to serve the overall aesthetic and sensory functions of the products • Assess and make trade-offs in the design process by compromising either critical functionality or aesthetic appeal • Propose suggestions to enhance the aesthetic and sensory appeal of designs • Review overall design of products and services? to ensure that they bring positive associations and do not overload the users' senses • Develop new aesthetics and forms for design projects 	<ul style="list-style-type: none"> • Direct the development of the overall brand identities of products, and ensuring coherence of brand elements across all product and service lines • Define desired experiences that are associated with particular aesthetic styles • Establish an overall sense of aesthetic for the organisation's creative design work • Embed deeper brand identities and philosophies into product design aesthetics • Drive the development of aesthetically pleasing products that make lasting impressions with audiences • Drive research activities to uncover the principles behind aesthetically pleasing designs for users • Develop the art direction for new aesthetics, expressions and forms for design projects and creative work 	
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