

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Management					
<b>TSC</b>	Design Concepts Generation					
<b>TSC Description</b>	Build preliminary ideas on innovative design concepts and different ways to address target stakeholder needs and market opportunities					
<b>TSC Proficiency</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>TOU-DNI-2002-1.1-1</b>	<b>TOU-DNI-3002-1.1-1</b>	<b>TOU-DNI-4002-1.1-1</b>		
		Support in the development of new design concepts	Analyse concepts in terms of their suitability for the target audience or purpose, their feasibility and their commercial potential	Integrate ideas generated and create specifications to relevant parties for approval, funding or endorsement		
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• Concept generation processes</li> <li>• Principles of concept designs and prototyping</li> <li>• Techniques for design visualisation</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamental design principles for effective design solutions</li> <li>• Factors that influence design solutions</li> <li>• Design concepts criteria</li> <li>• Prototype testing procedures</li> </ul>	<ul style="list-style-type: none"> <li>• Ideation process management</li> <li>• Key factors for design concept success</li> <li>• Industry best practices</li> <li>• Creative strategies</li> <li>• Target audience profiles</li> <li>• Research and analysis tools and methodologies</li> <li>• Techniques for generating creative ideas and solutions</li> <li>• Methods to translate ideas into workable concepts</li> </ul>		
<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Support generation of design ideas and concepts in alignment with organisational objectives and target market segments</li> <li>• Identify resource requirements for materialisation of design concepts</li> <li>• Conduct research to inform of new design concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Generate design ideas and concepts in alignment with organisational objectives and target market segments</li> <li>• Evaluate existing information that informs new concept development</li> <li>• Develop design concepts based on fundamental design principles</li> </ul>	<ul style="list-style-type: none"> <li>• Develop strategic directions and frameworks for generation of design concepts</li> <li>• Lead teams through the idea generation processes to develop preliminary concepts</li> <li>• Establish scopes and objectives for developing ideas and concepts to meet market demands</li> </ul>		

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			<ul style="list-style-type: none"> <li>• Conduct trial runs and/or prototype tests to refine design concepts</li> <li>• Identify market demands and opportunities for exploration of opportunities</li> <li>• Analyse designs to refine effectiveness of the design solutions</li> <li>• Compare concepts with best practice examples of similar products, programs, processes or services</li> <li>• Research and identify different types of design concepts for effective design solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Review design ideas and concepts</li> <li>• Evaluate design concepts in terms of commercial potential</li> <li>• Select concepts for further development</li> <li>• Propose solutions to overcome design challenges</li> <li>• Pitch creative concepts to relevant stakeholders</li> <li>• Review strategic directions and frameworks for generation of design concepts</li> <li>• Endorse concepts for further development</li> <li>• Identify factors that may impact design ideas and/or concepts to be developed</li> </ul>		
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