

Title	Produce conceptual design solutions		
Level	4	Credits	15

Purpose	People credited with this unit standard are able to: generate design ideas, produce conceptual designs, and review conceptual design solution options.
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Classification	Design > Generic Design
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Available grade	Achieved
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Guidance Information

- 1 It is suggested that activities associated with attaining this unit standard be combined with other activities involved in the design, development, realisation and presentation phases of a project.
- 2 Performance of all outcomes must be carried out in accordance with industry and/or organisation standards and procedures, unless otherwise stated. Industry and/or organisation standards and procedures may include – quality assurance, documentation, security, communication, health and safety, ethics, interpersonal behaviour, and design practice image. An acceptable standard would be comparable to ISO 9000 certified organisations and those set by an incorporated professional or trade body. Examples of such bodies are the Designers Institute of New Zealand, New Zealand Institute of Architects and Architectural Designers NZ Incorporated.
- 3 Performance of all outcomes must comply with legislation that may have an impact upon client needs and requirements such as, but not limited to – Building Act 2004, Copyright Act 1994, Consumer Guarantees Act 1993, Designs Act 1953, Fair Trading Act 1986, Health and Safety at Work Act 2015, Patents Act 2013, Privacy Act 1993, Resource Management Act 1991, Trade Marks Act 2002, and subsequent amendments.
- 4 Definition
Project brief includes the design brief and all other project outcomes as specified in a brief.

Outcomes and performance criteria

Outcome 1

Generate design ideas.

Performance criteria

- 1.1 Problems are identified to meet the requirements of the project brief.
- 1.2 Design ideas are generated using problem solving techniques to meet the requirements of the project brief.

 Range may include but are not limited to – attribute listing, brainstorming, trial and error, free association, forced relationship, inspired approach, morphological analysis.
- 1.3 Potential design solutions are selected to meet the requirements of the project brief.

Outcome 2

Produce conceptual designs.

Performance criteria

- 2.1 Conceptual designs are developed to meet the requirements of the project brief.

 Range drawings, notes, sketches.
- 2.2 Design elements and principles are applied that meet the project brief.

Outcome 3

Review conceptual design solution options.

Performance criteria

- 3.1 Conceptual design ideas are evaluated to ensure they conform with the brief.
- 3.2 Drawings, notes and sketches are revised in accordance with the contractual agreement.
- 3.3 Conceptual design solution options are evaluated for compliance with industry or organisation standards.

 Range may include but is not limited to – external consultants, design team, self, focus groups.

Replacement information	This unit standard replaced unit standard 2096, unit standard 8173, and unit standard 8174.
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Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 November 1998	31 December 2012
Revision	2	15 January 2004	31 December 2012
Rollover and Revision	3	16 February 2012	31 December 2020
Rollover and Revision	4	19 September 2013	31 December 2020
Rollover and Revision	5	16 February 2017	31 December 2020
Review	6	28 March 2019	N/A

Consent and Moderation Requirements (CMR) reference

0235

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.