

## Memorandum

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To All National Councilors

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From David Robertson

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Date 12/2/07 Pages 1 of 6

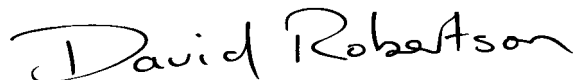
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### **DIA Membership Entry Points System Explained Issue B - To accompany 2006 membership changes Professional Stream**

February 2007

This document explains the application of the Points System following the addition of Graduate membership from January 2007. It illustrates by worked example the way the Points System is to be applied to applicants for Student, Graduate, Associate and Member status for all levels of design education.

Yours sincerely



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## **DIA Entry Points System**

These are the basic premises that the system is built on:

- 1 Designers develop as professional designers in a variety of different ways
- 2 The DIA recognises designers in all design disciplines and at all levels of development and offers them a professional body to join
- 3 The DIA offers 4 levels of recognition that can be applied for as a practicing professional designer:
  - Student
  - Graduate
  - Associate
  - Member
- 4 The DIA sets minimum standards of experience and behaviour for all levels
- 5 Those minimum standards are set from time to time to reflect current levels of education and practice in the community and to remain at least on a par with the requirements of the international peak bodies
- 6 The DIA measures these standards using three required parameters and one optional parameter:
  - Education
  - Experience
  - Ethics
  - Optional - Portfolio (Performance/Skill Level/Practice)
- 7 In circumstances where Education and Experience points do not provide the Membership Committee with an adequate guide to an applicant's status a Portfolio may be called for. Conversely the applicant may request that a portfolio be considered to clarify their appropriate level of recognition
- 8 The system must be equitable and consistent for all applicants
- 9 The final application of the scoring system is at the discretion of the DIA Membership Committee.

### **The Role of the Portfolio**

As an inclusive organisation recognising the diversity of areas of design practice and the vastly differing commercial requirements experienced by designers depending on their discipline area and clientele, the DIA recognises that it cannot apply a consistent assessment standard to designers' professional output (portfolio) that will have meaning to the marketplace.

The DIA does however recognise and promote skilled design practice through awards programs and provides for peer assessment and recognition of exceptional achievement levels through this method. Therefore assessment of an entrant's portfolio is only called for where the Membership committee is unable to adequately determine an applicant's appropriate status from Education and Experience information provided.

Further, an applicant may request that a portfolio be taken into account where they feel that the points assigned via Education and Experience do not adequately reflect their status.

### **Design Education**

This Points System does not set aside the DIA's current official preference that the education to prepare for a professional design career consists of a four year degree plus relevant practical experience. It does, however, acknowledge the variety of ways that designers enter the industry.

## The Points Matrix

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Student	1	Enrolment in a recognised university or TAFE design course = 1	Not applicable	Not applicable	Not applicable	
Graduate	6	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	Not applicable	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	Not applicable	
Associate	9. Education plus Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	1 year = 2 2 years = 4 3 years = 6	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	May be required by Membership Committee or volunteered by applicant.	
Member	21. Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	3 years = 6 4 years = 8 5 years = 10 6 years = 12 7 years = 14 Max points = 14	On agreeing to and abiding by the 'Guide to Professional Conduct' = 6	May be required by Membership Committee or volunteered by applicant.	

## How this works in practice

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### Entering Student Level

Demonstrating enrolment in a design course results in acceptance

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### Entering Graduate Level

All graduates of tertiary TAFE certificates and diplomas, and University degrees are eligible for Graduate membership.

Students who have graduated from tertiary courses of 3 years or greater have sufficient points to apply for Associate level on graduation.

Graduate members are automatically upgraded to Associate members after two years of membership.

## Entering Associate Level

These are the basic premises that govern Associate entry :

- 1 A minimum involvement of three years with the design industry made up of either education or experience years or both.
- 2 At Associate level a **3 year degree** is currently the minimum standard of education that results in **acceptance of an applicant on graduation** as an Associate without assessing a portfolio.
- 3 The Membership Committee may require any applicant to submit a portfolio to clarify their appropriate status.
- 4 Any applicant may request that their portfolio be taken into account.

### Applying with no tertiary design education

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Associate	9. Education plus Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	1 year = 2 2 years = 4 3 years = 6	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	May be required by Membership Committee or volunteered by applicant.	9

### Applying as a TAFE certificate graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Associate	9. Education plus Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	1 year = 2 2 years = 4 3 years = 6	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	May be required by Membership Committee or volunteered by applicant.	10

### Applying as a TAFE diploma graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Associate	9. Education plus Experience = minimum of 3 years	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	1 year = 2 2 years = 4 3 years = 6	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	May be required by Membership Committee or volunteered by applicant.	11

### Applying as a university 3 year degree graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Associate	9. Education plus Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	1 year = 2 2 years = 4 3 years = 6	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	May be required by Membership Committee or volunteered by applicant.	12

### Applying as a university 4 year degree graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Associate	9. Education plus Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	1 year = 2 2 years = 4 3 years = 6	On agreeing to and abiding by the 'Guide to Professional Conduct' = 3	May be required by Membership Committee or volunteered by applicant.	15

## Entering Member Level

These are the basic premises that govern Member (MDIA) entry :

- 1 A minimum of three years verifiable, relevant professional experience.
- 2 Satisfy the Membership Committee that your mix of education, experience and professional ability represents the current entry level required of a full Member.
- 3 A **3 year degree** is currently the minimum standard of education that results in acceptance of an applicant as a Member **after 3 years of verifiable, relevant professional experience** without assessing a portfolio. The current DIA recommended education for a designer is four years of design training to degree level.
- 4 The Membership Committee may require any applicant to submit a portfolio to clarify their appropriate status.
- 5 Any applicant may request that their portfolio be taken into account.

### Applying with no tertiary design education

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Member (MDIA)	21. Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	3 years = 6 4 years = 8 5 years = 10 6 years = 12 7 years = 14 Max points = 14	On agreeing to and abiding by the 'Guide to Professional Conduct' = 6	May be required by Membership Committee or volunteered by applicant.	20 See note below.

The Membership Committee may accept this applicant on the advice of referees, on the known quality of the provided verifiable relevant professional experience or by assessing a portfolio of appropriate quality.

### Applying as a TAFE certificate graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Member (MDIA)	21. Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	3 years = 6 4 years = 8 5 years = 10 6 years = 12 7 years = 14 Max points = 14	On agreeing to and abiding by the 'Guide to Professional Conduct' = 6	May be required by Membership Committee or volunteered by applicant.	21

The applicant may request a portfolio be reviewed to achieve Member (MDIA) status with fewer years of experience.

### Applying as a TAFE diploma graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Member (MDIA)	21. Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	3 years = 6 4 years = 8 5 years = 10 6 years = 12 7 years = 14 Max points = 14	On agreeing to and abiding by the 'Guide to Professional Conduct' = 6	May be required by Membership Committee or volunteered by applicant.	22

The applicant may request a portfolio be reviewed to achieve Member (MDIA) status with fewer years of experience.

### Applying as a university 3 year degree graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Member (MDIA)	21. Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	3 years = 6 4 years = 8 5 years = 10 6 years = 12 7 years = 14 Max points = 14	On agreeing to and abiding by the 'Guide to Professional Conduct' = 6	May be required by Membership Committee or volunteered by applicant.	21

### Applying as a university 4 year degree graduate

Category	Minimum Points	Education	Experience	Ethics	Portfolio	Score
Member (MDIA)	21. Experience = minimum of 3 years.	TAFE certificate (1 year) = 3 TAFE diploma (2 year) = 6 3 year degree = 9 4 year degree = 12	3 years = 6 4 years = 8 5 years = 10 6 years = 12 7 years = 14 Max points = 14	On agreeing to and abiding by the 'Guide to Professional Conduct' = 6	May be required by Membership Committee or volunteered by applicant.	24

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#### Additional Notes:

Ethics points increase to 6 at Member level to reflect the heightened level of ethical behaviour that the DIA expects of a full Member. In the entry process there is no specific test of ethical behaviour therefore this aspect of the Point System is neutral in differentiating between candidates. It is simply a signpost to emphasise the behaviour required by the DIA.