

Sightline

Learning Outcomes & NSCA Competency Mapping

For Continuing Professional Development (CPD) — Registered Architects

Event Details

Event: Sightline — February 2026

Presenter: Dana Tomić Hughes, Founder & Editor, Yellowtrace

Duration: Half-day (approximately 2.5 hours of educational content)

Sydney: Tuesday 10 February 2026 — University of Sydney

Melbourne: Thursday 12 February 2026 — RMIT

CPD Points: 2 Formal CPD Points

CPD Category & Framework

This event qualifies as **Formal CPD** under the National CPD Framework for Architects.

Formal CPD requires structured learning with assessment or significant interaction, which this event delivers through post-session assessment.

Learning Outcomes

Upon completion of this event, participants will be able to:

1. Apply a framework to evaluate and distinguish meaningful design signals from market noise and fleeting trends.
2. Analyse how cultural and technological forces — including algorithmic media and AI — are reshaping design practice and client expectations.
3. Identify emerging design directions across six interconnected territories, with practical application to current project work.
4. Develop strategic positioning and brand-building approaches to articulate design intent and communicate value to clients.
5. Integrate global design intelligence from key international events (Milan, Copenhagen) into local practice contexts.

NSCA Competency Mapping

This event addresses the following Performance Criteria from the 2021 National Standard of Competency for Architects (NSCA), within **Unit 2: Project Initiation and Conceptual Design:**

NSCA Reference	Performance Criteria & Relevance to Sightline
PC18	<p>Be able to apply creative imagination, design precedents, research, emergent knowledge and critical evaluation in formulating and refining concept design options, including the exploration of three dimensional form and spatial quality.</p> <p><i>Relevance: Sightline provides structured analysis of global design precedents and emerging movements through Dana's field observations from Milan Design Week, 3 Days of Design Copenhagen, and studio visits worldwide. The 'signal vs noise' framework supports critical evaluation of design information.</i></p>
PC26	<p>Be able to undertake site, cultural and contextual analysis as part of preliminary design research.</p> <p><i>Relevance: Session 1 examines how cultural forces — algorithmic media, AI disruption, and economic shifts — are reshaping design contexts. This analysis equips participants to understand the broader cultural landscape informing their project work.</i></p>
PC28	<p>Be able to draw on knowledge from building sciences and technology, environmental sciences and behavioural and social sciences as part of preliminary design research and when developing the conceptual design to optimise the performance of the project.</p> <p><i>Relevance: Session 2 covers 'wellness redefined' (human-centred design beyond surface-level wellness) and 'design for community' (social dynamics in retail, workplace, and third-space typologies) — directly addressing behavioural and social sciences in design.</i></p>

Session Structure

Session 1: Current State + Field Report

A diagnostic analysis of the contemporary design landscape, examining the cultural and technological forces creating homogeneity in design output. Includes field observations from Milan Design Week, 3 Days of Design Copenhagen, and other key events.

Key content:

- The 'Great Flattening' — algorithmic sameness and its impact on design distinctiveness
- A 'signal vs noise' framework for evaluating design information
- Attention, imagination, and authorship as competitive advantages
- The shift from output to input: references, filters, point of view, and brand

Session 2: What's Emerging

In this session, we shift from observation to direction. Dana maps six interconnected territories shaping the next wave of design. Each territory is illustrated through global case studies (architecture, interiors, retail, hospitality, workplace, exhibition) with clear design levers you can apply in your own work.

You'll walk away with a new lens for observing the current design landscape and evaluating your own work. You'll sharpen your filters for future opportunities, gain a refreshed perspective and clarity and leave with a more grounded sense of direction about where you want to take your practice next.

Assessment Method

Formal CPD requires assessment or significant interaction. This event uses a **post-session digital quiz** to verify participant understanding of key concepts.

- 10 multiple-choice questions covering content from both sessions
- Passing threshold: 70% (7/10 correct answers)
- CPD certificate issued via email upon successful completion from 23 February 2026

Provider Information

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