



Australian Government

**Assessment Requirements for
SHBHTLS008 Originate and refine hair
design concepts**

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop three hair design concepts for products, programs, or services
- produce a documented concept proposal for each design to include descriptive text and images that represent the design
- for one of the three concepts, develop a report that covers:
 - organisational or personal context in which concept was developed and information used to inform the concept
 - creative thinking techniques and collaborative processes used to generate, test and refine ideas leading to the final design concept
 - the resources required to implement the design
 - practical, operational and commercial issues that will impact on feasibility of eventual realisation of the design.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- broad organisational or personal context in which concepts are being developed and information that can inform:
 - market research and client feedback
 - organisation's existing product or service range and style
- practical, operational and commercial issues that can impact on concept development and feasibility of eventual realisation of designs:
 - availability and cost effectiveness of using resources both human and equipment
 - technical difficulty of implementing designs
 - suitability for target audience or purpose and size of available market
 - social, ethical and environmental issues
 - fit with organisational or personal objectives, values and priorities
- primary components of copyright, intellectual property and design laws:
 - business or individual's rights over original designs
 - business or individual's responsibility to comply with laws that protect copyrighted products

- extent to which work can be used or adapted
- procedures for seeking permission to use or adapt the work of others and systems for the administration of copyright
- a range of creative thinking techniques:
 - brainstorming
 - daydreaming and mental wandering
 - lateral thinking games
 - making associations
 - mind mapping
 - trigger words
 - use of metaphors and analogies
 - visualisation
 - wishful thinking
- a range of formats for, inclusions and uses of descriptive concept proposals for hairdressing industry designs
- methods of sketching or digitally representing hairdressing industry designs.

Assessment Conditions

Assessment must ensure use of:

- people with whom the individual can interact for all communication aspects of this unit; these can be:
 - people in an industry workplace; or
 - people who participate in project activities, role plays or simulated activities within a training organisation
- computers and general software programs to document concept proposals
- templates to record concept proposals.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors; and:

- hold the Graduate Certificate in Hairdressing Creative Leadership, or be able to demonstrate equivalence of competencies; and
- have at least five years full time employment experience in the hairdressing industry where they have applied the skills and knowledge covered in this unit of competency.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>