SHBHTLS008 Originate and refine hair design concepts

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to originate and refine hair design concepts for products, programs, or services to a point where they could be implemented.

This unit applies to highly skilled senior hairdressers who have substantial experience across the industry and who work at a national or international level as freelance session stylists or creative or artistic directors for larger hairdressing organisations and product companies. They work with significant autonomy, have highly developed specialised technical, creative, conceptual and leadership skills and knowledge and are responsible for making a range of strategic design, operational and team decisions. They provide technical and creative leadership, training and support to colleagues and the industry at large.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Technical Leadership

Unit Sector

Hairdressing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Evaluate and explore needs and opportunities.	1.1. Research and evaluate information that informs development of new hair design concepts.
	1.2. Explore new ideas that challenge existing assumptions, preconceptions and current practices.
	1.3. Identify and analyse factors that could impact on

concepts to be developed, including potential for commercialisation.

1.4. Research and evaluate ideas and approaches of other hairdressing practitioners considering intellectual property and copyright requirements.

1.5. Develop preliminary ideas on innovative ways to address needs and opportunities.

1.6. Evaluate and agree on broad parameters for further concept development in consultation with relevant stakeholders.

2. Develop a range of creative approaches for innovative hair designs.

2.1. Use a range of creative thinking techniques to generate innovative and creative hair design concepts to address identified needs.

2.2. Challenge, test and experiment with different concepts as part of a collaborative process.

2.3. Evaluate concepts for their suitability for target audience or purpose, their feasibility and commercial potential.

2.4. Take account of social, ethical and environmental issues as concepts are generated and discussed.

2.5. Identify and evaluate resources required to achieve desired creative and innovative outcomes.

2.6. Evaluate effectiveness of different techniques for achieving desired outcomes.

2.7. Select concepts that achieve innovative and feasible outcomes.

2.8. Present proposed concepts in an appropriate format.

3. Refine hair design concepts.

3.1. Ensure concept development process is open to ongoing refinement and testing.

3.2. Seek input and feedback on concepts from relevant stakeholders.

3.3. Seek specialist advice on creative and technical aspects of proposals as required.

3.4. Compare concepts with best practice examples of similar products, programs, processes or services.

3.5. Use a range of creative and practical criteria to determine the advantages and disadvantages of different concepts.

3.6. Evaluate constraints on realisation of concepts.

3.7. Refine proposals based on analysis and feedback.

SkillsIQ

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skill	Description
Writing skills to:	• present complex design proposals in a format and style that can be understood by a broad audience.
Oral communication skills to:	• clearly represent complex and innovative design concepts to others • ask open and closed probe questions and actively listen to elicit input and feedback on design concepts.
Self-management skills to:	• critically analyse input from self and colleagues.

Unit Mapping Information

SIHHTLS808 Originate and refine hair design concepts

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898