



Australian Government

Department of Education, Employment and Workplace Relations

SIHHTLS709A Establish, negotiate and refine hair design concepts for briefs

Release: 1

SIHHTLS709A Establish, negotiate and refine hair design concepts for briefs

Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to work pro-actively with a client or commissioning organisation to develop and negotiate hair design briefs for the promotion of product and services, and hair design directions for the hairdressing industry and consumer markets.

Application of the Unit

This unit applies to highly skilled senior hairdressers who have substantial experience across the industry. The job roles include creative or artistic directors who work for larger hairdressing organisations or a hairdressing products company or independently as a freelance session stylist and provide technical and creative leadership, training and support to colleagues and the industry at large.

In these roles, these individuals play an important leadership role for the industry in determining and leading future hair designs that the industry will create through the development and realisation of innovative hairdressing designs and images that promote current and future hair fashions, products and techniques to the hairdressing industry and consumer markets. They are able to operate at a national or international level.

Establishment, negotiation and refinement of the hair design concepts for a brief requires the integration of highly developed creative thinking, communication and planning skills in a process that may not be linear. Adaptability and effective response to change and new ideas is crucial.

In practice, this unit supports and is supported by other units describing the specialist skills and knowledge required by specific design disciplines.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

- organisational requirements.
- 3.4. Identify the need for and seek specific requirements for developing formal agreements or contracts that are appropriate.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication, presentation and negotiation skills to work with clients to establish and refine hair design concepts
- creative thinking skills to generate and develop concepts and ideas for the hair design brief, including responses to briefs where parameters may be quite broad and open or very restrictive
- literacy skills to research and evaluate a wide range of source materials for the development of ideas and concepts
- numeracy skills to develop realistic costings for realisation of the hair design concept
- planning and organisational skills to guide and coordinate the process of negotiating and finalising the hair design brief
- problem-solving skills to pro-actively identify and develop effective solutions to complex challenges of a unpredictable nature
- self-management skills to take responsibility for driving and guiding the brief negotiation process

Required knowledge

- copyright, moral rights and intellectual property issues and legislation that impact on design relating to hair design in the media industries
- legal issues that affect negotiations and contracts relevant to the hairdressing, fashion and media industries
- scope, nature and potential variations within the hair design briefs
- sources of information that inform the development of hair design concepts

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- effectively interpreting the brief to client and organisational specifications
- developing and refining hair design brief to meet industry specific purpose
- effective collaboration and communication with others to develop and refine the hair design
- understanding the design process within the industry context or design discipline.

Context of and specific resources for assessment

Assessment must ensure that competency

- consistently demonstrated over a period of time by the assessor or the technical expert with the assessor as described in the Assessment Guidelines
- demonstrated in a range of work situations and involvement in other related activities in the work environment.

Assessment must ensure access to:

- appropriate equipment and media to create and communicate ideas and concepts
- sources of information relevant to the design process
- interaction with and involvement of others to demonstrate the collaborative nature of the work, and the negotiation skills required.

For further guidance on the use of an appropriate assessment environment, refer to the Assessment Guidelines for the Training Package.

Method of assessment

A range of assessment methods should be used to assess skills and knowledge. The following examples are provided for this unit:

- direct questioning combined with review of work product, evidence and third-party workplace reports on performance
- evaluation of a design brief in which the candidate has played a significant development role
- evaluation of reports detailing the process of establishing and refining the design brief

challenges faced and lessons learned from

- observation of discussions and negotiations with other stakeholders
- written or verbal questioning to assess the process and issues surrounding legislative sources of information
- evaluation of candidate response to different situations to assess ability to adapt approach to different requirements and contexts.

Guidance information for assessment

A unit of competency describes an individual who rarely perform one skill at a time. Many skills are performed on a day-to-day basis in the workplace as part of a job role. This does not mean that each skill described by a unit of competency is prerequisite to another—they are related. Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

- SIHHTLS705A Conceive, develop and deliver hairdressing concepts for media

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments a detailed below. Essential operating conditions that may be present with training and assessment (depending on contexts) may also be included.

Legal and ethical constraints may include:

Information and references relevant to the development of the hair design concept may include:

Overall objectives and parameters may include:

Critical analysis may include:

Appropriate format or medium may include:

Terms and conditions may relate to:

Organisational and professional standards may include:

Unit Sector(s)

Hairdressing