



Australian Government

SIHHTLS805 Conceive, develop and realise innovative hairdressing concepts for media

Release 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to conceive, develop plan and realise innovative hairdressing designs for media.

It requires the ability to develop hair design concepts based on media objectives and to plan and realise innovative hair designs for media that are used for the promotion of product and services, including 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. They determine and lead the future of hair designs through the development and realisation of innovative hairdressing designs. These hair designs promote current and future hair fashions, products and techniques to the hairdressing industry and consumer markets through a range of media. They are able to operate at a national or international level.

A person undertaking this role applies a range of specialised technical, creative, conceptual and team leadership competencies to plan, carry out, evaluate and take accountability for personal outputs and usually, those of a team.

They possess a substantial depth of theoretical knowledge of hairdressing design elements and principles and highly developed and specialised technical skills. They possess the research skills to gather and synthesise future trends and technologies in related creative industries such as fashion, graphic art and product design to design and create hair designs influenced by these trends.

Licensing/Regulatory Information

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

Pre-Requisites

Nil.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Identify overall media objective and scope.	<p>1.1 Clarify and agree on key objective of the media presentation in consultation with stakeholders.</p> <p>1.2 Analyse broad factors influencing the hair concept and consult with stakeholders to determine overall approach.</p>
2. Establish and develop the hair design concept for media presentation.	<p>2.1 Research and analyse the emerging trends that may influence the development of the hair design concept.</p> <p>2.2 Apply a range of creative thinking techniques to generate new ideas for the hair design concept based on the media objective and scope.</p> <p>2.3 Collaborate with the appropriate experts about achieving the desired hair design images based on the presentation methodologies to be used.</p> <p>2.4 Develop the hair design concept that communicates the key features of the product, service or design, ensuring originality and impact to set it apart from the work of competitors and other colleagues.</p> <p>2.5 Investigate the legal and ethical constraints for the proposed use of the concept.</p> <p>2.6 Use effective communication strategies to present the developed hair concept to relevant stakeholders encouraging feedback and offering clarification as required.</p>
3. Plan and coordinate the hair design preparations for the media presentation.	<p>3.1 Estimate production timeline, workflow and budget for the presentation of creative hair designs.</p> <p>3.2 Prepare an operational plan for the provision of resources, identifying steps, activities, sequence and incorporating appropriate risk management strategies.</p> <p>3.3 Identify or appoint assistant staff, clarifying team roles related to their contribution to the hair designs.</p> <p>3.4 Manage the communication of the operational plan to ensure timely and effective planning and implementation.</p> <p>3.5 Implement and monitor the plan for the completion of the hair designs for media, making adjustments as required.</p>
4. Manage the	4.1 Manage the co-ordination of model preparations for the

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| completion of hair designs for the media presentation. | execution of hair designs. |
| | 4.2 Manage the completion of hair designs, ensuring styling techniques and finishes used are appropriate for optimised presentation for the media to be used. |
| | 4.3 Monitor the coordination of assistant staff supporting individuals in their roles and ensuring safe working practices. |
| | 4.4 Provide assistance and support to production team as needed, including, using test shots of hair designs for shoot. |
| | 4.5 Monitor production requirements and content implications of presentation to ensure required purpose is met. |
| | 4.6 Co-ordinate the removal, disposal and return of hairdressing equipment, materials and products and clothing, ensuring minimal environmental impacts. |
| 5. Evaluate professional work. | 5.1 Seek and apply constructive criticism after the event to improve own performance. |
| | 5.2 Assess own work to evaluate satisfaction and degree to which it met event objectives. |
| | 5.3 Evaluate own work in the context of work by others in order to extend own practice. |
| | 5.4 Adjust work processes and practice as necessary to improve technical, conceptual and commercial outcomes. |

Required Skills and Knowledge

Required skills

- communication skills to:
 - collaborate with others as part of the creative process
 - discuss abstract ideas with others
- critical thinking and analytical skills to:
 - analyse event objectives
 - develop, evaluate and select hair design options for media presentations
 - reflect on complex issues and make judgements and decisions around those issues
 - evaluate own work performance in meeting media objectives
- learning skills to receive and integrate constructive criticism from others
- literacy skills to:
 - interpret unfamiliar and complex information or abstract ideas
 - develop detailed hair design specifications and complex operational plans
- numeracy skills to interpret budgetary constraints, and to calculate the size and number of resources required for the presentation of hair designs
- problem-solving skills to adjust to constraints, limitations and respond to contingencies
- self-management and planning skills to plan and coordinate the hair designs for the media presentation from initial concept to realisation.
- technical skills to apply and adapt specialists skills relative to the presentation of hair design for media

Required knowledge

- scope of research potential within and beyond traditional creative areas
- different critical and creative thinking techniques and how they work in the context of creative practice
- cultural, sociological, philosophical, aesthetic, political and commercial influences on hair design concepts in both an historic and contemporary context
- the characteristics and inter-relationships of the elements and principles of design, and their effects on the style and function of innovative hair designs for media presentation
- highly developed hairdressing technical skills appropriate for media presentations
- project management methodologies
- copyright, moral rights and intellectual property issues and legislations associated with the presentation of creative work
- presentation technologies relevant to presenting hair designs for the media
- the roles and responsibilities of different production personnel, including models, makeup artists, hair stylists, photographers and camera operators
- operational constraints for the hairdressing concept based on media presentation requirements
- a range of formats for and inclusions of operational plans produced to conceive, develop and realise the hairdressing concept for media presentations
- risk management issues to be considered for the preparation and realisation of the hair

designs for media presentations

- practices to reduce environmental impacts when preparing and developing hair designs

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and 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:

- planning and developing innovative and creative hair designs concepts that reflects media objectives
- realising hair designs, using styling techniques and finishes appropriate for optimised presentation for a variety of media presentations.
- complying with legislative and ethical issues in relation to the presentation of creative work
- applying appropriate cross-cultural communication skills and knowledge in preparing and monitoring the presentation of hair designs
- monitoring and reviewing hair designs against production requirements to ensure required purpose is met.

Context of and specific resources for assessment

Assessment must ensure access to:

- a range of real work situations which includes involvement in other related activities relevant to this environment
- comprehensive and sufficient information about the client brief to allow the candidate to fully develop hair design concepts and operational plans to meet the requirements
- preparation and production sites on which the candidate can work
- interaction with others to reflect the communication aspects of the unit
- interaction with the client and production team to reflect the on-site management aspects of the unit
- a fully equipped office environment using appropriate computers, software and information programs and publications to facilitate the processes involved in developing and documenting hair design concepts and operational plans.

For further guidance on the use of an appropriate simulated environment, refer to the Assessment Guidelines in this Training Package.

Method of assessment

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

- direct observation of the candidate completing tasks during set-up, operation and post activities of the presentation of hair designs
- evaluation of innovative and creative hair designs on-site at the production site where the designs are managed by the candidate
- review of operational plans prepared by the candidate for preparation and monitoring of the presentation of hair designs
- case studies to assess ability to develop the hairdressing concepts and plans for different client briefs
- evaluation of reports prepared by the candidate detailing the planning processes undertaken for the presentation of work and highlighting particular challenges and issues
- written and verbal questioning or interview to test knowledge of presentation methodologies, hair design options and styles for different types of presentation methodologies, varying operational constraints, risk management issues and minimal impact practices
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIHHTLS804 Provide creative leadership to the hairdressing industry

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Key objective of the media presentation may include:

- product or brand marketing
- individual or organisational promotion
- education purposes
- fashion shoot.

Media presentation may include:

- photo images
- digital files
- video files.

Stakeholders may include:

- client
- product company
- sponsors
- suppliers and contractors
- organising committees
- colleagues.

Broad factors influencing the hair concept may include:

- media objective or purpose
- target audience
- market and competitors
- media presentation to be used
- number of hair designs
- equipment and resources availability
- overall budget estimate.

Creative thinking techniques may include:

- brainstorming
- graphic organisers, such as visual maps
- making associations
- mind maps
- visualisation.

Appropriate experts may include:

- photographers
- camera operators
- lighting technicians
- set technicians.

Presentation methodologies to be used may include:

- CDs and DVDs
- digital media presentations
- digital and photo slide shows
- digital media sequences with recorded sound
- presentation cards, promotional folders

- Legal and ethical constraints*** may include:
- printed images
 - websites
 - interactive media.
 - legislation
 - regulations
 - codes of practice
 - ethical principles
 - policies and guidelines
 - society's expectations
 - cultural expectations and influences
 - social responsibilities, e.g. protection of children, environmental issues.
- Operational plan*** may include:
- costing of all resources and materials to be provided
 - purchasing of resources and materials to be used
 - timelines
 - model requirements
 - staff and volunteering requirements
 - staff and volunteering roles and responsibilities
 - choreography
 - rehearsals.
- Resources*** may include:
- models
 - assistant hairdressers
 - hairdressing equipment, materials and products
 - makeup artists
 - clothing
 - make up
 - accessories.
- Issues that may be addressed in ***risk management strategies*** may include:
- potential non-attendance of models, staff or volunteers
 - lack of experience of staff or volunteers
 - shoot preparations and impacts of preparation to meet timelines.
- Model preparations*** may include:
- prestyling including colouring, hair in first pli
 - makeup application
 - garments and accessory fittings.

Unit Sector(s)

Hairdressing

Competency Field

Technical Leadership