Australian Government

SIHHTLS806 Conceive, develop and realise innovative hairdressing concepts for events

Release 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

SIHHTLS806 Conceive, develop and realise innovative hairdressing concepts for events

Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to conceive, develop and realise hairdressing concepts for events.

It requires the ability to develop the hairdressing design concepts based on the event objectives and to plan and realise the presentation of innovative hairdressing designs for the event.

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 freelance session stylists and provide technical and creative leadership, training and support to colleagues and the industry at large.

In these roles, individuals play an important leadership role for the industry. They determine and lead the future hair designs that the industry will create through the development and realisation of the innovative hairdressing designs. These hair designs promote current and future hair fashions, products and techniques to 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 event objective and scope.	1.1 Clarify and agree on key objective of the *event* in consultation with *stakeholders.*
	1.2 Analyse *broad factors influencing the hair concept* and consult with stakeholders to determine overall approach.
2. Establish and develop the hair design concept for an event.	2.1 Research and analyse emerging trends that may influence the development of the hair design concept.
	2.2 Apply a range of *creative thinking techniques* to generate new ideas and thinking, incorporating creative elements into the hair concept based on event theme and format.
	2.3 Collaborate with *appropriate experts* about achieving the desired hair design effects based on *event requirements.*
	2.4 Develop the hair design concept ensuring originality and impact to set it apart from the work of other competitors and colleagues.
	2.5 Investigate *legal and ethical constraints* for the proposed use of the concept.
	2.6 Use effective communication strategies to present the developed hair concept in a format that facilitates understanding to the stakeholder, encouraging feedback and offering clarification as required.
	2.7 Provide assistance and support to marketing personnel related to promotional material.
3. Plan and co-ordinate the hair design preparations for the event.	3.1 Estimate production timeline, workflow and budget for the presentation of creative hair designs.
	3.2 Prepare an *operational plan* for the provision of *resources,* identifying steps, activities, sequence and incorporating appropriate *risk management strategies*.
	3.3 Identify and appoint assistant staff and or volunteers to be involved, clarifying team roles in relation to the hair show.
	3.4 Manage the communication of the operational plan to ensure timely and effective planning and implementation.
	3.5 Implement and monitor the plan for the completion of the hair designs for the event, making adjustments as required.

4. Manage the completion of the hair designs for the event.	4.1 Manage the coordination of *model preparations* for the show.
	4.2 Manage the completion of the hair designs, ensuring styling techniques and finishes are appropriate for optimised presentation for the event.
	4.3 Manage the coordination of assistant staff supporting individuals in their roles and ensure safe work practices.
	4.4 Provide assistance and support to staging and production teams as needed.
	4.5 Monitor compliance with relevant legislation, regulations and codes in relation to the provision and distribution of goods and information.
	4.6 Monitor, and facilitate where necessary, assistance and support to stakeholders during the event.
	4.7 Co-ordinate the removal, disposal and return of resources, ensuring minimal environmental impacts.
5. Evaluate professional work.	5.1 Seek and apply constructive criticism from others after the event to improve own performance.
	5.2 Assess own work to evaluate satisfaction and degree to which event objectives are met.
	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 events
  - reflect on complex issues and make judgements and decisions around those issues
  - evaluate own work performance in meeting event 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 event from initial concept to realisation
- technical skills to apply and adapt specialist skills relative to the presentation of hair design for events

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 intricate characteristics and interrelationships of the elements and principles of design, and their effects on the style and function of innovative hair designs for event presentation
- highly developed hairdressing technical skills appropriate for event presentations
- project management methodologies
- copyright, moral rights and intellectual property issues and legislations associated with the presentation of creative work
- presentation technologies relevant to the presentation of the hair designs for the event
- the roles and responsibilities of different event personnel, including models, makeup artists, choreographers, hair stylists, staging team
- operational constraints for the hairdressing concept based on event requirements
- staffing and volunteering requirements for events
- a range of formats for and inclusions of operational plans produced to conceive, develop and realise the hairdressing concept for events
- risk management issues to be considered for the preparation and realisation of the hair

designs for events

- 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 hairdressing concept that reflects event objectives • realising hair designs, using styling techniques and finishes appropriate for optimised presentation for event presentations • complying with legislative and regulatory requirements in relation to facilitating the presentation of hair designs for an event • dealing with issues and challenges associated with planning and realising the hair show • applying appropriate cross-cultural communication skills and knowledge in preparing and monitoring the presentations of hair designs for the events • 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 events to allow the candidate to fully develop hair design concepts and operational plans to meet the event requirements • events and event venues on which the candidate can work • interaction with others to reflect the communication aspects of the unit • interaction with event and venue co-ordinators 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 events
- evaluation of innovative and creative hair designs on-site at the events where the designs are managed by the candidate
- review of operational plans prepared by the candidate for preparation and monitoring of the hair show
- case studies to assess ability to develop the hairdressing concepts and plans for different types of events
- evaluation of reports detailing the planning processes undertaken for the events and highlighting particular challenges and issues
- written and verbal questioning or interview to test knowledge of formats and features of different types of events, hair design options and styles for different types of events, 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
- SIHHTLS807 Plan and deliver professional hairdressing presentations

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.

Event may include:	• industry presentations • award presentations • trade shows • hairdressing competitions • product company promotional event or seminars • fashion shows.
Stakeholders may include:	• event organisers • sponsors • suppliers and contractors • venue staff and management • security contractors • caterers • organising committees • colleagues • entertainers.
Broad factors influencing the hair concept may include:	• event purpose • concept, style and theme • product or brand marketing • show duration • nature of venue or site • number of hair designs • audience profile • availability of equipment and resources • overall budget estimate.
Creative thinking techniques may include:	• brainstorming • graphic organisers, such as visual maps • making associations • mind maps • visualisation.
Appropriate experts may include:	• lighting technicians • set technicians • stage managers • sound technicians
Event requirements may include:	• concept, style and theme • client or sponsor preferences

	- products to be promoted - location of event and transportation requirements - parameters of the site including: - dimensions of runway - preparation area - consideration of negative environmental impacts and minimal impact practices for the event - off and on-site staff - volunteering requirements - liaison with others involved in the event.
Legal and ethical constraints may include:	- 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 - staffing requirements, roles and responsibilities - volunteering requirements, roles and responsibilities - choreography - rehearsals.
Resources may include:	- models - styling team - hairdressing equipment, materials and products - makeup artists - choreographer - clothing - make up - accessories - music.
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 - potential non-delivery of resources or products

	from suppliers
	• venue access and impacts of preparation to meet timelines.
Model preparations may include:	• pre-styling including colouring, hair in first pli
	• makeup application
	• garments and accessory fittings.

Unit Sector(s)

Hairdressing

Competency Field

Technical Leadership

Service Skills Australia