



Australian Government

**Assessment Requirements for
SHBHTLS005 Conceive, develop and
realise innovative hairdressing concepts for
media**

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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 media presentation according to three different client briefs
- produce a documented concept proposal for each design to include descriptive text and images that represent the design
- present one concept proposal to a client and engage in discussion and critical analysis to agree on final nature of the design
- develop one operational plan for a given media production to guide activities for the preparation and delivery of hair design services for the production
- manage the delivery of hair design services during one media production.

Knowledge Evidence

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

- sources of reliable information on emerging hair design trends and technologies
- key characteristics and interrelationships of the elements and principles of hair design and use in achieving a wide range of innovative hair designs for media presentation
- influences on contemporary and historical hair designs:
 - cultural
 - sociological
 - philosophical
 - aesthetic
 - political
 - commercial
- media presentation methods used and how these impact on imagery of hair designs
- 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 hair designs
 - operational plans to guide preparation for and realisation of hair designs during media production
- methods of sketching or digitally representing hair designs
- 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
- risk management issues to be considered for the preparation and realisation of hair designs for media presentation
- project management methods
- roles and responsibilities of different production personnel:
 - creative director and producer
 - hair stylists and support team
 - models
 - make-up artists
 - photographers, camera and audio operators.

Assessment Conditions

Skills for realisation of hair designs must be demonstrated in media production venues or sites; these can be:

- industry venues and sites or
- venues and sites operated within a training organisation where media production activities are operated in live time.

Assessment must ensure use of:

- activities that require the individual to coordinate realisation of hair designs in live media production time where time pressures and constraints play a key factor
- models, for whom the hairdressing team provides services
- a team of session stylists
- a media production team with equipment to capture hair design images

- people with whom the individual can interact for all consultation 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 and operational plans
- template concept proposals and operational plans
- client briefs detailing comprehensive information about promotional objectives, format of the media presentation, and style preferences
- comprehensive information about the production schedule to allow the individual to develop an operational plan for hair design services
- hairdressing services workstations set up at a media production venue or site
- hairdressing equipment and a diverse range of tools, set up at a media production venue or site, that match the requirements of the particular hair designs
- a diverse professional range of hair products that match the requirements of the particular hair designs.

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>