



Australian Government

SHBHTLS005 Conceive, develop and realise innovative hairdressing concepts for media

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop hair design concepts based on promotional objectives and to plan and realise innovative hair designs for media presentation. Designs are promoted to both industry personnel and consumers.

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

Elements describe the essential outcomes

1. Identify overall media objective and scope.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Clarify and agree on key objective of the promotional presentation in consultation with stakeholders.
- 1.2. Analyse broad factors influencing the hair concept and

- consult with stakeholders to determine overall approach.
2. Develop and present hair design concepts for media presentation.
 - 2.1. Research and analyse emerging trends that may influence development of the hair design concept.
 - 2.2. Use a range of creative thinking techniques to generate ideas for hair design concept.
 - 2.3. Collaborate with appropriate experts about achieving desired hair design images based on presentation methods to be used.
 - 2.4. Develop hair design concept that communicates key features of the product, service or design, ensuring originality and impact to set it apart from work of competitors.
 - 2.5. Investigate intellectual property and copyright constraints for proposed use of the concept.
 - 2.6. Present hair concept to relevant stakeholders encouraging feedback and offering clarification as required.
 3. Plan and coordinate hair design preparations for the media production.
 - 3.1. Estimate production timeline, workflow and budget for provision of creative hair design services.
 - 3.2. Prepare an operational plan for providing services, identifying sequential activities and risk management strategies.
 - 3.3. Appoint assistant staff and clarify team roles for providing hair design services.
 - 3.4. Provide accurate information on operational plan to team to ensure timely and effective planning and implementation.
 - 3.5. Implement, monitor and adjust operational plan throughout preparation for and realisation of hair designs.
 4. Manage completion of hair designs during media productions.
 - 4.1. Coordinate model preparations for realisation of hair designs.
 - 4.2. Manage completion of hair designs, ensuring styling techniques and finishes are appropriate for optimised presentation according to media used.
 - 4.3. Coordinate assistant staff, support individuals in their roles and ensure safe work 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 to ensure required purpose is met.
 - 4.6. Coordinate removal, disposal and return of hairdressing resources.
 5. Evaluate professional
 - 5.1. Seek and use constructive criticism after media

work.

production to improve own performance.

5.2. Assess own work to evaluate satisfaction and degree to which it met event objectives.

5.3. Adjust work processes and practice as necessary to improve technical, conceptual and commercial outcomes.

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
Oral communication skills to:	- ask open and closed probe questions and actively listen to determine design requirements and to elicit input and feedback on design concepts - clearly represent complex and innovative design concepts to others.
Numeracy skills to:	complete complex calculations for costs and timeframes for preparation and delivery of hair design services.
Planning and organising skills to:	- produce and use cohesive operational plans to guide preparation and delivery of hair design services for self and team members - efficiently manage operational logistics for delivery of hair design services for self and team members.
Self-management skills to:	critically analyse own performance to improve subsequent performance.

Unit Mapping Information

SIHHTLS805 Conceive, develop and realise innovative hairdressing concepts for media

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>

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

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

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