



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>