



Australian Government

SHBHTLS006 Conceive, develop and realise innovative hairdressing concepts for events

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop hairdressing design concepts based on event objectives and to plan and realise the presentation of innovative hairdressing designs for events.

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 event 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 event 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 events.
 - 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 and incorporate elements suited to event theme and format.
 - 2.3. Collaborate with appropriate experts about achieving desired hair design effects based on event requirements.
 - 2.4. Develop hair design concept 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.
 - 2.7. Provide assistance and support to marketing personnel for production of promotional material.
3. Plan and co-ordinate hair design preparations for events.
 - 3.1. Estimate production timeline, workflow and budget for provisions 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 volunteers and clarify team roles in the event.
 - 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 at event.
4. Manage completion of hair designs at events.
 - 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 for the event.
 - 4.3. Coordinate assistant staff, support 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. Coordinate removal, disposal and return of hairdressing resources.
5. Evaluate professional
 - 5.1. Seek and use constructive criticism after the event to

work.

improve own performance.

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

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 communications 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

SIHHTLS806 Conceive, develop and realise innovative hairdressing concepts for events

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 SHBHTLS006 Conceive, develop and realise innovative hairdressing concepts for events

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 three different events 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 designs for the event
- develop one operational plan for a given event to guide activities for the preparation and delivery of hair design services for the event
- manage the delivery of hair design services during one event.

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 events
- influences on contemporary and historical hair designs:
 - cultural
 - sociological
 - philosophical
 - aesthetic
 - political
 - commercial
- basic aspects of technical components of event staging:
 - spatial parameters of stages
 - use of lights
 - 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 event staging
- 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 events
- project management methods
- roles and responsibilities of different event personnel:
 - creative director and producer
 - hair stylists and support team
 - models
 - make-up artists
 - technicians.

Assessment Conditions

Skills for realisation of hair designs must be demonstrated in venues or sites where events are staged; these can be:

- industry venues and sites or
- venues and sites operated within a training organisation where real events are staged in live time.

Assessment must ensure use of:

- activities that require the individual to coordinate realisation of hair designs in live event staging time where time pressures and constraints play a key factor
- models, for whom the hairdressing team provides services

- a team of session stylists
- an event staging team
- 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 event objectives, themes and format of the event, and style preferences
- comprehensive information about the event schedule to allow the individual to develop an operational plan for hair design services
- hairdressing services workstations set up at an event venue or site
- hairdressing equipment and a diverse range of tools, set up at an event 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 equivalent); 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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