



Australian Government

SHBHTLS009 Work to a brief to develop and refine hair designs

Release: 1

SHBHTLS009 Work to a brief to develop and refine hair designs

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to work proactively with a client to develop and refine their design requirements for hairdressing products, programs or services.

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. Analyse the brief to determine hair design requirements.

PERFORMANCE CRITERIA

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

- 1.1. Analyse the specifications of the brief.
- 1.2. Establish and clarify the user or clients for the proposed product or service to inform hair design concepts.
- 1.3. Identify and clarify specifications, parameters or constraints of the brief, including the legal and ethical

- constraints.
- 1.4.Proactively seek, review and act upon information needed to inform constructive communication with client.
 - 1.5.Build trust and respect between self and client through effective communication.
 2. Present concepts and negotiate final brief.
 - 2.1.Identify and source information and references relevant to the development of the hair design concept.
 - 2.2.Develop concepts that take account of overall objectives and parameters.
 - 2.3.Critically analyse concept and challenge ideas to ensure responsiveness to client needs.
 - 2.4.Present concept proposals in an appropriate format and seek feedback from client.
 - 2.5.Use effective communication techniques to generate discussion, debate and critical analysis.
 - 2.6.Re evaluate and refine options based on own analysis and input from client.
 - 2.7.Agree on final nature of design with client and accurately document details.
 3. Negotiate terms and conditions.
 - 3.1.Negotiate and agree terms and conditions of producing final designs according to relevant organisational and professional standards.
 - 3.2.Clarify, agree and document roles and responsibilities of those involved in the project.
 - 3.3.Confirm agreements in writing, according to organisational requirements.
 - 3.4.Identify the need for and seek specialist advice to develop formal contracts, as required.

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
Writing skills to:	present complex design proposals in a format and style that can be understood by a broad audience.
Oral communication skills to:	- ask open and closed probe questions and actively listen to clients to determine design requirements - clearly represent complex and innovative design concepts to clients.

Initiative and enterprise skills to:

- develop and suggest creative design concepts to enhance customer proposals.

Planning and organising skills to:

- collect, record and evaluate client information to determine initial and final design brief
- manage own timing and productivity to present initial design concepts within deadlines.

Unit Mapping Information

SIHHTLS809 Establish, negotiate and refine hair design concepts for briefs

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 SHBHTLS009 Work to a brief to develop and refine hair designs

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 products, programs, or services 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, debate and critical analysis to agree on final nature of the design
- for one of the three concepts, develop a report that covers:
 - analysis of the initial brief and how the concept design responded
 - information gathered to inform the development of the concept and any variations to original ideas that occurred
 - any refinements that must now occur post discussion with the client.

Knowledge Evidence

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

- typical role boundaries of hairdressing industry personnel in developing and refining client design requirements
- format, inclusions and terminology of typical written design briefs presented to hairdressing industry personnel
- sources of information that inform development of hair design concepts that meet requirements of the brief:
 - creative director
 - other designers involved in the project
 - production teams
 - creative and technical specialists
 - venue managers
- 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
- a range of formats for, inclusions and uses of descriptive concept proposals for hairdressing industry designs
- methods of sketching or digitally representing hairdressing industry designs
- key components of contracts with clients:
 - nature of contracts
 - terms and obligations of parties
 - terms of trade
 - exclusion clauses
 - dispute resolution clauses
 - termination of contracts.

Assessment Conditions

Assessment must ensure use of:

- people with whom the individual can interact for all communication 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
- templates to record concept proposals
- client briefs on which to work, detailing product and style preferences, budgets, operational requirements and constraints for implementation of 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.

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