



Australian Government

Department of Education, Employment and Workplace Relations

SIHHTLS705A Conceive, develop and realise innovative hairdressing concepts for media

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to conceive, develop plan and realise innovative hairdressing designs for media.

It requires the ability to develop hair design concepts based on media objectives and to plan and realise innovative hair designs for media that are used for the promotion of product and services, including hair design directions for the hairdressing industry and consumer markets.

Application of the Unit

This unit applies to highly skilled senior hairdressers who have substantial experience across the industry. The job roles include creative or artistic directors who work for larger hairdressing organisations or a hairdressing products company or independently as a freelance session stylist and provide technical and creative leadership, training and support to colleagues and the industry at large.

In these roles, these individuals play an important leadership role for the industry in determining and leading the future hair designs that the industry will create through the development and realisation of the innovative hairdressing designs that promote current and future hair fashions, products and techniques to the hairdressing industry and consumer markets through a range of media. They are able to operate at a national or international level.

A person undertaking this role applies a range of specialised technical, creative, conceptual and team leadership competencies to plan, carry out, evaluate and take accountability for personal outputs and usually, those of a team.

They possess a substantial depth of theoretical knowledge of hairdressing design elements and principles and highly developed and specialised technical skills. They possess the research skills to gather and synthesise future trends and technologies in related creative industries such as fashion, graphic art and product design to design and create hair designs influenced by these trends.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Elements describe the essential outcomes of a unit of competency.

1. Identify overall media objective and scope.
2. Establish and develop the hair design concept for media presentation.
3. Plan and coordinate the hair design preparations for the media presentation.

Performance Criteria

Performance criteria describe the performance demonstrated to achieve the element. Where a verb is used, further information is detailed in the knowledge section and the range statement. Performance is to be consistent with the essential outcomes.

- 1.1. Clarify and agree on **key objective** and **presentation** in consultation with stakeholders.
- 1.2. Analyse **broad factors influencing** the media presentation and consult with stakeholders to determine the scope.
- 2.1. Research and analyse the emerging trends that will influence the development of the hair design concept.
- 2.2. Apply a range of **creative thinking** techniques to generate new ideas for the hair design concept consistent with the objective and scope.
- 2.3. Collaborate with the **appropriate** stakeholders to develop the desired hair design images based on the **methodologies** to be used.
- 2.4. Develop the hair design concept that incorporates the key features of the product, service, brand, and originality and impact to set it apart from the competition of competitors and other colleagues.
- 2.5. Investigate the **legal and ethical** considerations of the proposed use of the concept.
- 2.6. Use effective communication strategies to promote the developed hair concept to relevant stakeholders, encouraging feedback and offering adjustments as required.
- 3.1. Estimate production timeline, workload, and resources for the presentation of creative hair design.
- 3.2. Prepare an **operational plan** for the presentation, identifying **resources**, identifying steps, activities, and incorporating appropriate **risk management**.
- 3.3. Identify or appoint assistant staff, and allocate tasks related to their contribution to the hair design presentation.
- 3.4. Manage the communication of the hair design presentation to ensure timely and effective planning.
- 3.5. Implement and monitor the plan for the hair design presentation, making adjustments as required.

4. Manage the completion of hair designs for the media presentation.

- 4.1. Manage the co-ordination of **model** execution of hair designs.
- 4.2. Manage the completion of hairdressing styling techniques and finishes used to create an optimised presentation for the media.
- 4.3. Monitor the coordination of assistants and other individuals in their roles and ensure best practices.
- 4.4. Provide assistance and support to personnel as needed, including, using test shots and re-shoot.
- 4.5. Monitor production requirements and ensure quality of presentation to ensure required presentation.
- 4.6. Co-ordinate the removal, disposal and storage of hairdressing equipment, materials and clothing, ensuring minimal environmental impact.

5. Evaluate professional work.

- 5.1. Seek and apply constructive criticism to improve own performance.
- 5.2. Assess own work to evaluate satisfaction with which it met event objectives.
- 5.3. Evaluate own work in the context of the event in order to extend own practice.
- 5.4. Adjust work processes and practices to improve technical, conceptual and creative skills.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - collaborate with others as part of the creative process
 - discuss abstract ideas with others
- critical thinking and analytical skills to:
 - analyse event objectives
 - develop, evaluate and select hair design options for media presentations
 - reflect on complex issues and make judgements and decisions around those issues
 - evaluate own work performance in meeting media objectives
- learning skills to receive and integrate constructive criticism from others
- literacy skills to:
 - interpret unfamiliar and complex information or abstract ideas
 - develop detailed hair design specifications and complex operational plans
- numeracy skills to interpret budgetary constraints, and to calculate the size and number of resources required for hair designs
- problem-solving skills to adjust to constraints, limitations and respond to contingencies
- self-management and planning skills to plan and coordinate the hair designs for the media presentation from realisation.
- technical skills to apply and adapt specialists skills relative to the presentation of hair design for media

Required knowledge

- scope of research potential within and beyond traditional creative areas
- different critical and creative thinking techniques and how they work in the context of creative practice
- cultural, sociological, philosophical, aesthetic, political and commercial influences on hair design concept and contemporary context
- the characteristics and inter-relationships of the elements and principles of design, and their effects on the innovative hair designs for media presentation
- highly developed hairdressing technical skills appropriate for media presentations
- project management methodologies
- copyright, moral rights and intellectual property issues and legislations associated with the presentation of hair designs
- presentation technologies relevant to presenting hair designs for the media
- the roles and responsibilities of different production personnel, including models, makeup artists, hair stylists and camera operators
- operational constraints for the hairdressing concept based on media presentation requirements
- a range of formats for and inclusions of operational plans produced to conceive, develop and realise the hair designs for media presentations
- risk management issues to be considered for the preparation and realisation of the hair designs for media presentation
- practices to reduce environmental impacts when preparing and developing hair designs

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- planning and developing innovative and creative concepts that reflects media objectives
- realising hair designs, using styling techniques appropriate for optimised presentation of hair presentations.
- complying with legislative and ethical requirements for the presentation of creative work
- applying appropriate cross-cultural communication knowledge in preparing and monitoring hair designs
- monitoring and reviewing hair designs against requirements to ensure required purpose

Context of and specific resources for assessment

Assessment must ensure access to:

- a range of real work situations which include other related activities relevant to this unit
- comprehensive and sufficient information and brief to allow the candidate to fully develop concepts and operational plans to meet requirements
- preparation and production sites on which to work
- interaction with others to reflect the context of the unit
- interaction with the client and product to understand on-site management aspects of the unit
- a fully equipped office environment with computers, software and information publications to facilitate the processes of planning and documenting hair design concepts

For further guidance on the use of an appropriate work environment, refer to the Assessment Guidelines for the Training Package.

Method of assessment

A range of assessment methods should be used to assess skills and knowledge. The following examples are for this unit:

- direct observation of the candidate completing the set-up, operation and post activities of the unit

designs

- evaluation of innovative and creative hairdressing designs at the production site where the designs are implemented by the candidate
- review of operational plans prepared by the candidate for the preparation and monitoring of the production site
- case studies to assess ability to develop and implement hairdressing concepts and plans for different client requirements
- evaluation of reports prepared by the candidate for the planning processes undertaken for the production site and highlighting particular challenges
- written and verbal questioning or interviewing the candidate of such things as presentation methods, hairdressing options and styles for different types of clients, different methodologies, varying operational costs, management issues and minimal impact on the environment
- review of portfolios of evidence and the candidate's reports of on-the-job performance.

Guidance information for assessment

A unit of competency describes an individual who can perform a skill rarely perform one skill at a time. Many skills are performed on a day-to-day basis in the workplace as part of a job role. This does not mean that each skill described by a unit of competency is prerequisite to another—they are related. Holistic assessment with other units relevant to the hairdressing sector, workplace and job role is recommended.

- SIHHTLS704A Provide creative leadership in the hairdressing industry

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and conditions that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential or mandatory requirements may be present with training and assessment (depending on the work situation, needs of the candidate, access to resources, local industry and regional contexts) may also be included.

Key objective of the media presentation may include:

- product or brand marketing
- individual or organisational promotion
- education purposes
- fashion shoot.

Media presentation may include:

- photo images
- digital files
- video files.

Stakeholders may include:

- client
- product company
- sponsors
- suppliers and contractors
- organising committees
- colleagues.

Broad factors influencing the hair concept may include:

- media objective or purpose
- target audience
- market and competitors
- media presentation to be used
- number of hair designs
- equipment and resources availability
- overall budget estimate.

Creative thinking techniques may include:

- brainstorming
- graphic organisers, such as visual maps
- making associations
- mind maps
- visualisation.

Appropriate experts may include:

- photographers
- camera operators
- lighting technicians
- set technicians.

Presentation methodologies to be used may include:

- CDs and DVDs
- digital media presentations
- digital and photo slide shows
- digital media sequences with recorded audio
- presentation cards, promotional folder
- printed images
- websites

Legal and ethical constraints may include:

- interactive media.
- legislation
- regulations
- codes of practice
- ethical principles
- policies and guidelines
- society's expectations
- cultural expectations and influences
- social responsibilities, e.g. protection of the environment and environmental issues.

Operational plan may include:

- costing of all resources and materials to be used
- purchasing of resources and materials
- timelines
- model requirements
- staff and volunteering requirements
- staff and volunteering roles and responsibilities
- choreography
- rehearsals.

Resources may include:

- models
- assistant hairdressers
- hairdressing equipment, materials and consumables
- makeup artists
- clothing
- make up
- accessories.

Issues that may be addressed in ***risk management strategies*** may include:

- potential non-attendance of models, staff or volunteers
- lack of experience of staff or volunteers
- shoot preparations and impacts of preparation on timelines.

Model preparations may include:

- prestyling including colouring, hair in
- makeup application
- garments and accessory fittings.

Unit Sector(s)

Hairdressing