



Australian Government

Department of Education, Employment and Workplace Relations

SIHHTLS706A Conceive, develop and realise innovative hairdressing concepts for events

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 and realise hairdressing concepts for events.

It requires the ability to develop the hairdressing design concepts based on the event objectives and to plan and realise the presentation of innovative hairdressing designs for the event.

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 freelance session stylists and provide technical and creative leadership, training and support to colleagues and the industry at large.

In these roles, 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 hair designs for an event that promotes current and future hair fashions, products and techniques to hairdressing industry and consumer markets. 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 event objective and scope.
2. Establish and develop the hair design concept for an event.

Performance Criteria

Performance criteria describe the performance demonstrated to achieve the element. Where appropriate, further information is detailed in the knowledge section and the range statement. Performance is to be consistent with the event.

- 1.1. Clarify and agree on key objectives through consultation with **stakeholders**.
- 1.2. Analyse **broad factors influencing** the event and consult with stakeholders to determine requirements.
- 2.1. Research and analyse the emerging trends that influence the development of the hair design concept.
- 2.2. Apply a range of **creative thinking** techniques to develop new ideas and thinking, incorporating them into the hair concept based on the event requirements.
- 2.3. Collaborate with the **appropriate event stakeholders** to achieve the desired hair design effects based on the **requirements**.
- 2.4. Develop the hair design concept ensuring it has a unique impact to set it apart from the work of other stylists and colleagues.
- 2.5. Investigate **legal and ethical considerations** related to the use of the concept.
- 2.6. Use effective communication strategies to present the developed hair concept in a format that demonstrates understanding to the stakeholder, ensuring clarity and offering clarification as required.
- 2.7. Provide assistance and support to the stakeholder related to promotional material.

3. Plan and co-ordinate the hair design preparations for the event.

- 3.1. Estimate production timeline, work the presentation of creative hair designs.
- 3.2. Prepare an **operational plan** for the event, identifying **resources**, identifying steps, activities, incorporating appropriate **risk management**.
- 3.3. Identify and appoint assistant staff involved, clarifying team roles in relation to the event.
- 3.4. Manage the communication of the plan, ensure timely and effective planning.
- 3.5. Implement and monitor the plan for the hair designs for the event, making adjustments as needed.

4. Manage the completion of the hair designs for the event.

- 4.1. Manage the coordination of **models** for the show.
- 4.2. Manage the completion of the hair designs, ensuring styling techniques and finishing for optimised presentation for the event.
- 4.3. Manage the coordination of assistant individuals in their roles and ensure they are supported.
- 4.4. Provide assistance and support to staff teams as needed.
- 4.5. Monitor compliance with relevant regulations and codes in relation to the provision of goods and information.
- 4.6. Monitor, and facilitate where necessary, support to stakeholders during the event.
- 4.7. Coordinate the removal, disposal and recycling, ensuring minimal environmental impact.

5. Evaluate professional work.

- 5.1. Seek and apply constructive criticism from the event to improve own performance.
- 5.2. Assess own work to evaluate satisfaction, which event objectives are met.
- 5.3. Evaluate own work in the context of the event, 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 events
 - reflect on complex issues and make judgements and decisions around those issues
 - evaluate own work performance in meeting event 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
- 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 event from initial concept
- technical skills to apply and adapt specialists skills relative to the presentation of hair design for events

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 concepts
- the intricate characteristics and interrelationships of the elements and principles of design, and their effect
- highly developed hairdressing technical skills appropriate for event presentations
- project management methodologies
- copyright, moral rights and intellectual property issues and legislations associated with the presentation of hair designs
- presentation technologies relevant to the presentation of the hair designs for the event
- the roles and responsibilities of different event personnel, including models, makeup artists, choreographers
- operational constraints for the hairdressing concept based on event requirements
- staffing and volunteering requirements for events
- a range of formats for and inclusions of operational plans produced to conceive, develop and realise the hair designs for events
- risk management issues to be considered for the preparation and realisation of the hair designs for events
- 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 Package.

Overview of assessment

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

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Context of and specific resources for assessment

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Method of assessment

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Guidance information for assessment

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments a detailed below. Essential operating conditions that may be present with training and assessment (depending on contexts) may also be included.

Event may include:

Stakeholders may include:

Broad factors influencing hair concept may include:

Creative thinking techniques may include:

Appropriate experts may include:

Event requirements may include:

Legal and ethical constraints may include:

Operational plan may include

Resources may include:

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

Model preparations may include:

Unit Sector(s)

Hairdressing