



Australian Government

SIHHTLS809 Establish, negotiate and refine hair design concepts for briefs

Release 1

SIHHTLS809 Establish, negotiate and refine hair design concepts for briefs

Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to work pro-actively with a client or commissioning organisation to develop and negotiate hair design briefs for the promotion of product and services, and 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. They determine and lead future hair designs through the development and realisation of innovative hairdressing designs. These hair designs 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.

Establishment, negotiation and refinement of the hair design concepts for a brief requires the integration of highly developed creative thinking, communication and planning skills in a process that may not be linear. Adaptability and effective response to change and new ideas is crucial.

In practice, this unit supports and is supported by other units describing the specialist skills and knowledge required by specific design disciplines.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|--|---|
| <p>1. Analyse the brief to establish hair design requirements.</p> | <p>1.1 Analyse the specifications of the brief.</p> <p>1.2 Establish and clarify the user or clients for the proposed product or service to inform hair design concept decisions.</p> <p>1.3 Identify and clarify specifications, parameters or constraints of the brief, including the <i>legal and ethical constraints</i> in consultation with client.</p> <p>1.4 Pro actively seek, review and act upon information needed to inform constructive communication with client.</p> <p>1.5 Build trust and respect between self and client through effective use of communication skills and demonstration of professional integrity.</p> |
| <p>2. Develop and refine the hair design brief.</p> | <p>2.1 Identify and source <i>information and references relevant to the development of the hair design concept.</i></p> <p>2.2 Develop concepts and ideas that take account of <i>overall objectives and parameters.</i></p> <p>2.3 Undertake <i>critical analysis</i> of concept and challenge ideas and approaches taken to ensure responsiveness to project needs.</p> <p>2.4 Present ideas in an <i>appropriate format or medium</i> and seek feedback from key stakeholders.</p> <p>2.5 Use effective communication techniques to generate discussion, debate and critical analysis.</p> <p>2.6 Re-evaluate and refine options based on own analysis and discourse with others.</p> <p>2.7 Establish and agree on final nature and scope of design brief with client and accurately document details.</p> |
| <p>3. Negotiate terms and conditions.</p> | <p>3.1 Negotiate and agree <i>terms and conditions</i> of the brief according to relevant <i>organisational and professional standards.</i></p> <p>3.2 Clarify, agree and document roles and responsibilities of those involved in the project.</p> <p>3.3 Confirm agreements in writing, according to organisational requirements.</p> <p>3.4 Identify the need for and seek specialist advice in developing</p> |

formal agreements or contracts where appropriate.

Required Skills and Knowledge

Required skills

- communication, presentation and negotiation skills to work with clients to establish and refine hair design briefs
- creative thinking skills to generate and develop concepts and ideas for the hair design brief, including responses to situations where parameters may be quite broad and open or very restrictive
- literacy skills to research and evaluate a wide range of source materials for the development of ideas and concepts
- numeracy skills to develop realistic costings for realisation of the hair design concept
- planning and organisational skills to guide and coordinate the process of negotiating and finalising the hair design brief
- problem-solving skills to pro-actively identify and develop effective solutions to complex challenges of a varied and unpredictable nature
- self-management skills to take responsibility for driving and guiding the brief negotiation process

Required knowledge

- copyright, moral rights and intellectual property issues and legislation that impact on design relating to hairdressing fashion and media industries
- legal issues that affect negotiations and contracts relevant to the hairdressing, fashion and media industries
- scope, nature and potential variations within the hair design briefs
- sources of information that inform the development of hair design concepts

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and 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:

- effectively interpreting the brief to client's or commissioning organisational specifications
- developing and refining hair design briefs for a hairdressing industry specific purpose
- effective collaboration and communication skills to work with others to develop and refine the hair design brief
- understanding the design process within the hairdressing industry context or design discipline.

Context of and specific resources for assessment

Assessment must ensure that competency is:

- consistently demonstrated over a period of time and observed by the assessor or the technical expert working in partnership with the assessor as described in the Assessment Guidelines
- demonstrated in a range of work situations which includes involvement in other related activities relevant to this environment.

Assessment must ensure access to:

- appropriate equipment and media to communicate and present ideas and concepts
- sources of information relevant to the industry context
- interaction with and involvement of others to reflect the collaborative nature of the work, and the communication and negotiation skills required.

For further guidance on the use of an appropriate simulated environment, refer to the Assessment Guidelines in this Training Package.

Method of assessment

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

- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance
- evaluation of a design brief in which the candidate has

played a significant development role

- evaluation of reports detailing the processes undertaken for establishing and refining the design brief, including challenges faced and lessons learned for the future
- observation of discussions and negotiations with client and other stakeholders
- written or verbal questioning to assess knowledge of the process and issues surrounding legislation, industry context, sources of information
- evaluation of candidate response to different scenarios to assess ability to adapt approach to different client requirements and contexts.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIHHTLS805 Conceive, develop and realise innovative hairdressing concepts for media

Range Statement

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

Legal and ethical constraints may include:

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

Information and references relevant to the development of the hair design concept may include:

- creative specialists
- other designers
- others involved in the project
- production teams
- technical specialists
- venue managers.

Overall objectives and parameters may include:

- audience
- availability of materials, tools, equipment and human resources
- budget constraints
- conflicting competing demands
- environmental sustainability
- organisational vision
- presentation venue or context
- sponsorship
- timeframe
- triple bottom line (social, environmental, economic).

Critical analysis may include:

- considering how ideas may be adapted
- considering how ideas may be challenged
- drawing links between references and potential designs
- evaluating work of other designers
- making judgements about potential ideas in relation to the budget and available resources
- making judgements about relevance of

Appropriate format or medium may include:

- information and ideas.
- digital presentation
- drawings
- electronic presentations
- graphic formats
- models
- photographs
- plans
- prototypes
- verbal description or presentation
- visual diagrams.

Terms and conditions may relate to:

- conceptual parameters
- contracts
- deliverables
- legal and financial issues such as processes to be used
- ownership and copyright
- reporting
- technical requirements
- time lines.

Organisational and professional standards may include:

- industry-accepted fee schedules
- industry standards for written agreements
- requirements for written agreements.

Unit Sector(s)

Hairdressing

Competency Field

Technical Leadership