
Overview

This standard is about developing your creative skills in a way that enhances your own professional profile. The ability to research, plan and create a range of images in conjunction with others is required in this standard. Evaluation of the results and how your design image may be adapted for commercial use also forms an important part of this standard.

To carry out this standard, you will need to maintain a high level of health, safety and hygiene throughout your work. You will also need to maintain a professional personal appearance and demonstrate effective communication skills.

The main outcomes of this standard are:

- 1 plan and design a range of images
- 2 produce a range of creative images
- 3 evaluate your results against the design plan objectives

**Performance
criteria**

Plan and design a range of images

- You must be able to:
- P1 identify the intended **activity** for which the **images** are required
 - P2 use suitable sources of information to research ideas on themes for design
 - P3 identify information to create your design plan
 - P4 create a design plan which has clearly defined objectives:
 - P4.1 suitable for your chosen range of **images**
 - P4.2 clearly defines the roles and responsibilities of others involved
 - P4.3 takes account of budgetary constraints
 - P4.4 defines all resources required
 - P4.5 states how risks to health and safety can be reduced
 - P4.6 takes account of foreseeable problems and ways of resolving them
 - P4.7 lists any venue requirements, if applicable
 - P5 agree your design plan with the **relevant person(s)**

Produce a range of creative images

- You must be able to:
- P6 communicate with others involved throughout the implementation of your design plan
 - P7 adapt your design plan to meet any changed circumstances
 - P8 demonstrate the innovative application of **techniques** to achieve the design **image**
 - P9 use **additional media** to complement the design **image**, when required
 - P10 follow safe and effective working methods when creating the design **image**
 - P11 ensure the finished **image** meets your agreed design plan
 - P12 ensure the finished **image** and its presentation clearly shows the innovative features of your design and enhances your professional profile

Evaluate your results against the design plan objectives

- You must be able to:
- P13 seek feedback from **relevant person(s)** on the impact of your image and its effectiveness in meeting your design plan
 - P14 evaluate your own performance against your objectives to identify how and where it could be improved
 - P15 evaluate how the design **image** may be adapted for commercial use

Knowledge and understanding

Plan and design a range of images

You need to know and understand:

- K1 basic principles of design, scale and proportion when creating an image
- K2 how to identify and develop a theme as a basis for a hairdressing design image
- K3 the importance of detailed and accurate planning
- K4 the importance of communicating and agreeing design plans
- K5 the importance of setting and working to a budget
- K6 sources of creative information and inspiration for design ideas and how to access them such as historical, cultural and fashion
- K7 the range and availability of resources
- K8 where to obtain resources
- K9 any venue requirements likely to affect your plans
- K10 the common problems associated with photographic shoots, hair shows and competitions such as staffing, tools and equipment breakdowns and time overruns and how to resolve them
- K11 the potential hazards you must consider when working at any venue
- K12 the steps that should be taken to minimise risks when working at any venue
- K13 how and if local bye-laws and legislation may limit your use of tools and equipment
- K14 **health and safety** procedures applicable to any venue you use

Produce a range of images

You need to know and understand:

- K15 the importance of effective communication
- K16 how and when to participate in discussions and move them forward
- K17 how to make openings in conversations to encourage people to speak
- K18 ways of visually presenting your design image effectively to others
- K19 ways in which additional media can be used to complement the overall design image
- K20 the importance of presenting your final results in a professional way
- K21 current techniques for creatively styling, dressing and finishing hair
- K22 the types of products, tools and equipment available and the effects they can create

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- K23 the types of non-conventional items that may be used when styling hair and the effects they can create
 - K24 the manufacturers' instructions for the specific products, tools and equipment you intend to use

Evaluate your results against the design plan objectives

You need to know
and understand:

- K25 the purpose of evaluation activities
- K26 the areas on which you should collect feedback
- K27 methods of gaining feedback from others
- K28 the potential commercial benefits that can arise from creative hair design work

Additional information

| Scope/range related to performance criteria | 1. Activity |
|--|------------------------------|
| | 1.1 photographic |
| | 1.2 shows |
| | 1.3 competition work |
| | 2. Images |
| | 2.1 based on a theme |
| | 2.2 avant-garde |
| | 3. Relevant person(s) |
| | 3.1 photographer |
| | 3.2 line manager |
| | 3.3 make-up artists |
| | 3.4 colleagues |
| | 3.5 show audience |
| | 3.6 competition judges |
| | 4. Techniques |
| | 4.1 cutting |
| | 4.2 perming |
| | 4.3 relaxing |
| | 4.4 colouring |
| | 4.5 styling and dressing |
| | 4.6 adding hair |
| | 4.7 plaiting |
| | 4.8 twisting |
| | 4.9 locking |
| | 4.10 shaving |

4.11 creating patterns in hair

5. **Additional media**

5.1 accessories

5.2 clothes

5.3 make-up

**Scope/range related
to knowledge and
understanding**

1 Health and safety

How and if local bye laws and legislation may limit your use of tools and equipment and health and safety procedures applicable to any venue you use:

- 1.1 Health and Safety at Work Act
- 1.2 The Reporting of Injuries, Diseases and Dangerous Occurrence Regulations (RIDDOR)
- 1.3 The Health and Safety (First Aid) Regulations
- 1.4 The Regulatory Reform (Fire Safety) Order
- 1.5 The Manual Handling Operations Regulations
- 1.6 The Control of Substances Hazardous to Health Regulations (COSHH)
- 1.7 The Electricity at Work Regulations
- 1.8 The Environmental Protection Act
- 1.9 The Management of Health and Safety at Work Regulations
- 1.10 The Health and Safety (Information for Employees) Regulations
- 1.11 Data Protection Act
- 1.12 Working Time Directives
- 1.13 Cosmetic Products Regulations
- 1.14 Sale of Goods Act
- 1.15 Distance Selling Act
- 1.16 Trade Descriptions Act
- 1.17 Consumer Protection legislation

Values

- 1 The following **Key Values** underpin the delivery of services in the hair and beauty sector:
 - 1.1 a willingness to learn
 - 1.2 the completion of services in a commercially viable time
 - 1.3 meeting both organisational and industry standards of appearance
 - 1.4 ensuring personal hygiene and protection meets accepted industry and organisational requirements
 - 1.5 a flexible working attitude
 - 1.6 a team worker
 - 1.7 maintaining customer care
 - 1.8 a positive attitude
 - 1.9 personal and professional ethics
 - 1.10 the ability to self manage
 - 1.11 creativity skills
 - 1.12 excellent verbal and non-verbal communication skills
 - 1.13 the maintenance of effective, hygienic and safe working methods
 - 1.14 adherence to workplace, suppliers or manufacturers' instructions for the safe use of equipment, materials and products
 - 1.15 leadership skills

Behaviours

- 1 The following **behaviours** underpin the delivery of services in the hair and barbering sector. These behaviours ensure that clients receive a positive impression of both the salon and the individual
 - 1.1 meeting the salon's standards of behaviour
 - 1.2 greeting the client respectfully and in a friendly manner
 - 1.3 communicating with the client in a way that makes them feel valued and respected
 - 1.4 identifying and confirming the client's expectations
 - 1.5 treating the client courteously and helpfully at all times
 - 1.6 keeping the client informed and reassured
 - 1.7 adapting the behaviour to respond effectively to different client behaviour
 - 1.8 responding promptly to a client seeking assistance
 - 1.9 selecting the most appropriate way of communicating with the client
 - 1.10 checking with the client that you have fully understood their expectations
 - 1.11 responding promptly and positively to the clients' questions and comments
 - 1.12 allowing the client time to consider the response and give further explanation when appropriate
 - 1.13 quickly locating information that will help the client
 - 1.14 giving the client the information they need about the services or products offered by the salon
 - 1.15 recognising information that the client might find complicated and checking whether they fully understand
 - 1.16 explaining clearly to the clients any reasons why their needs or expectations cannot be met

Glossary

Relevant person

An individual deemed responsible for supervising you during a given task or service or the person to whom you normally report such as your line manager. In this particular Standard, it may also refer to an individual deemed responsible by the salon for specific areas and services.

Resources

Anything used to aid the delivery and completion of the service such as towels, gowns, equipment, consumable items.

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