



National Unit specification: general information

Unit title: Total Imagery for Hair, Beauty and Make-Up
(SCQF level 5)

Unit code: H2MT 11

Superclass: HL

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Summary

This Unit develops knowledge, understanding and skills in digital and computer technology appropriate to the design process in the context of hair, beauty and make-up.

This Unit is suitable for those who have little or no prior knowledge of hair colouring or candidates wishing to refresh their skills.

This is an optional Unit in the National Progression Awards (NPA) in Hairdressing Technical Skills at SCQF level 5 and Creative Hairdressing at SCQF level 6, but is also available as a freestanding Unit.

Outcomes

- 1 Research a range of imagery/images used in hair, beauty and make-up promotions.
- 2 Create an online portfolio.
- 3 Plan promotional look using creative techniques to a given brief.
- 4 Produce and evaluate promotional images using creative techniques.

Recommended entry

While entry is at the discretion of the centre, it would be beneficial for candidates to have basic IT skills.

General information (cont)

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Credit points and level

1 National Unit credit at SCQF level 5: (6 SCQF credit points at SCQF level 5*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Core Skills

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill	Information and Communication Technology at SCQF level 4
Core Skill component	Critical Thinking at SCQF level 4 Planning and Organising at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Research a range of imagery/images used in hair, beauty and make-up promotions.

Performance Criteria

- (a) Carry out and record preliminary research on related sites.
- (b) Record and compile a bibliography collating all research sites viewed.
- (c) Create a digital folder to collate all research.

Outcome 2

Create an online portfolio.

Performance Criteria

- (a) Set up/use an e-mail address to register for an online portfolio.
- (b) Set up an online portfolio using online templates.
- (c) Set up link to follow the online portfolios of others.
- (d) Upload a report and bibliography onto the online portfolio as their first post.
- (e) Search for, save and upload an inspirational image onto their online portfolio.

Outcome 3

Plan promotional look using creative techniques to a given brief.

Performance Criteria

- (a) Plan a look showcasing own work for self-promotional purposes.
- (b) Produce a design plan for promotional look.
- (c) Develop chosen look for promotional purposes.
- (d) Upload all design plans to online portfolio site using input devices.

Outcome 4

Produce and evaluate promotional images using creative techniques.

Performance Criteria

- (a) Produce a look for promotional purposes and record photographic evidence.
- (b) Use creative techniques to digitally edit images.
- (c) Post finished digital image on digital portfolio.
- (d) Evaluate and reflect on effectiveness.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates meet the requirements of all Outcomes and Performance Criteria.

Outcome 1 — Performance and product evidence

Candidates must supply digitally stored performance evidence of research in the form of a digital portfolio and bibliography in the subject areas of hair, beauty and make-up.

Outcome 2 — Performance and product evidence

Candidates must produce evidence in the form of a link to their completed portfolio, which demonstrates that they can:

- ◆ set up/use one e-mail address to register for an online portfolio
- ◆ set up one online portfolio using online templates
- ◆ set up a link to follow online portfolios of others
- ◆ upload a report and bibliography onto the online portfolio as their first post
- ◆ search for, save and upload one inspirational image onto their online portfolio

Outcome 3 — Performance and product evidence

Candidates will provide evidence in the form of a storyboard and design plans that have been uploaded to their online portfolio.

Candidates will be required to demonstrate understanding and effective use of storyboards and design plans.

Outcome 4 — Performance and product evidence

Candidates must participate in studio styling within a photographic shoot. They must position, pose and style their model as indicated within their design plans.

Candidates will produce digital photographic evidence for their look. The photographic evidence must be digitally enhanced and all stages of digital enhancement from initial shot to final digital edited image, must be stored digitally on a blog.

Candidates should apply evidence of all stages of development through posts on their digital portfolio.

A final reflective evaluation identifying the strengths and weaknesses of both their finished image and also the effectiveness of their completed blog should be posted on their blog.

The creation of the blog should be completed under supervised conditions within class time.

National Unit specification: support notes

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This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This is an optional Unit in the National Progression Awards in Hairdressing Technical Skills at SCQF level 5 and Creative Hairdressing at SCQF level 6, but is also available as a freestanding Unit. This Unit could be delivered alongside any of the following Units:

- ◆ *Essential Cutting and Styling Techniques* (SCQF level 5)
- ◆ *Essential Colouring and Styling Techniques* (SCQF level 5)
- ◆ *Artistic Design in Hair Cutting and Styling Techniques* (SCQF level 6)
- ◆ *Artistic Design in Hair Colouring* (SCQF level 6)

Integrating delivery with any of the Units above will enable candidates to develop their knowledge and skills and carry out practical tasks in a contextualised, realistic environment.

Key areas of knowledge and skills in this Unit

- ◆ research techniques, using websites
- ◆ use of e-portfolios
- ◆ IT and communication
- ◆ carrying out research
- ◆ developing e-portfolio and using basic IT skills in a contextualised environment

Teaching staff would benefit from using blog sites in order to set up online portfolios.

Portfolios should include photographs, suppliers, manufacturers' instructions, etc.

Guidance on learning and teaching approaches for this Unit

Ideally, an induction to the Unit should be provided which allows candidates to understand fully what is expected of them.

Candidates will develop their IT skills through a series of practical exercises in the context of hair, beauty and make-up. Demonstrations should be given to candidates to support their development in the use of:

- ◆ software applications packages
- ◆ research methods
- ◆ digital equipment
- ◆ use of cameras, memory cards, pen drives
- ◆ transfer of images via scanner images
- ◆ sizing and re-sizing images
- ◆ digital manipulation of images

National Unit specification: support notes (cont)

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Guidance on approaches to assessment for this Unit

The Outcomes for this Unit can be assessed individually or holistically.

An administrative account should be created by tutors on a Blog site. This account will link to all candidates' blogs and supply digitally produced proof for assessment that can be moderated and allow feedback to be administered directly to candidates.

Assessment will be based on building an e-portfolio.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

There are opportunities within this Unit to develop the Core Skill of *Information and Communication Technology*.

Candidates will use ICT to access information including:

- ◆ research using a variety of media sources
- ◆ client record cards
- ◆ databases
- ◆ manufacturer's instructions
- ◆ COSHH information

Candidates will use ICT to carry out a range of processing tasks such as:

- ◆ project work
- ◆ portfolio presentations
- ◆ step-by-step planning and development
- ◆ producing/editing photographic evidence
- ◆ using social networking media

This Unit has the Critical Thinking and Planning and Organising components of Problem Solving embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 4 and Planning and Organising at SCQF level 4.

National Unit specification: support notes (cont)

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This Unit has the Core Skill of Information and Communication Technology embedded in it, so when candidates achieve this Unit their Core Skills profile will be updated to show that they have achieved Information and Communication Technology at SCQF Level 4.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date
02	Core Skills Components Critical Thinking and Planning and Organising at SCQF level 4 embedded. Core Skill Information and Communication Technology at SCQF level 4 embedded.	05/02/2013

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