Unit of Competency

Functional Area: Hairstyle Design & Professional Techniques

Title	Create Trendy Evening Hairstyles
Code	105378L5
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. Practitioners should be able to perform tasks with creativity, make critical analyses, evaluation and judgement, so as to for customers design unique and trend-leading evening hairstyles.
Level	5
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Understand the setting of trendy evening style
	• Understand essential factors for trendy evening hairstyles and knowledge of marketing media, e.g.:
	  • Characteristics of the new fashion season
	  • Trend development, e.g. fashion icons
	  • Commercial marketing (shows of the hairstyling trade)
	• Understand how to create evening hairstyles, including:
	  • Information research
	  • Conceive the theme of creation
	  • Draw the sketch of the hairstyle
	  • Apply different techniques for evening hairstyles,
	  • Unique matching
	  • Try repeatedly on different customers
	  • Collect customer feedback for improvement
	• Possess knowledge of appreciation, e.g.:
	  • Vocabulary for description
	  • Appreciate the work with language (in terms of technique, appearance, feeling, etc.)
	  • Charm the customers
	Create trendy evening hairstyles
	• Apply various hairstyle design techniques integratedly to create trend-setting evening hairstyles for customers according to their individual characteristics
	• Master the techniques of designing different evening hairstyles, according to features of the customers, and apply different design, expression and appreciation techniques to generate a same series of trend-leading evening hairstyles
	• Draw public attention extensively through different marketing media
	3. Exhibit professionalism
	• The trendy evening hairstyles created are original and unique

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Master the trend and apply different design techniques to create a trend-leading and popular evening hairstyle that matches the clothing, highlights the creation style and characteristics of the hair stylist, and becomes an example to be imitated and followed by industry counterparts.
Remark	