Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Image & Style Design

Title	Basic Concepts of Design
Code	105379L2
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. Practitioners should be able to provide hairstyle design service for customers under the instruction of hair stylists.
Level	2
Credit	3 (for reference only)
Competency	Performance Requirements 1. Understand basic concepts of design • Understand the purpose of design, e.g.: practicality, aesthetics, avant-garde, sense of the times, etc. • Know about basic concepts of design, including: • Elements of design, e.g.: lines, direction, form, texture, use of colour • Factors affecting design, e.g.: head, face, facial features, body shape, hair texture, skin colour, season, profession, etc. • Composition of hairstyle, e.g.: three-dimensional space (point, line, plane) • Know about the basic principles and characteristics of different styling, including: • Basic principles, e.g.: proportion, contrast, balance, repetition, graduation, alternativeness, etc. • Characteristics of styling, e.g. natural and artificial shapes • Understand the relationship between face shapes and style design, including: • Types and features of different face shapes, e.g.: rectangular face shape, round face shape, oval face shape, square face shape, triangular face shape, pear face shape, etc. • Relationship of facial features and contour with hairstyles • Understand the relationship between head shapes and style design, including: • Types and features of different head shapes, e.g.: pointed head shape, narrow head shape, flat back head shape, flat top head shape, etc. • Proportion of head shapes with different face and body shapes • Know about the basics of colour science, e.g.: primary colours, hue, brightness, colourfulness, etc. 2. Apply basic design techniques • Identify customers' face and head shape types and their facial features • Apply basic design techniques to help design hairstyles according to customers' features such as their face shapes and head shapes, etc. under the instruction of hair stylists 3. Exhibit professionalism • Ensure the design does not involves plagiarism
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Identify the features of customers' head and face shapes; and • Apply basic design techniques such as colour science and styling, etc. to help design hairstyles for customers under the instruction of hair stylists in order to match the appearances and facial features of customers.
Remark	