

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Image & Style Design

Title	Hairstyle Designs for Photographic Effects
Code	105381L3
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. It requires some judgement and analysis. Practitioners should be able to provide customers with hairstyle designs for photographic effects.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess basic knowledge of styling photography <ul style="list-style-type: none"> • Understand basic techniques for styling photography and the functions of different equipment, including: <ul style="list-style-type: none"> • Types of camera • Accessories for styling photography, e.g.: lens, flash light and reflective screen • Basic filming and digital styling photography • Digital and web styling photography • Lighting techniques for photography, e.g.: theory of aperture, sensitivity, exposure value, light source and light direction, etc. • Theory of composition • Understand difference between black and white photography and colour photography • Know about how face shape and facial features relate to hairstyle design • Understand how the theme of photography, the scene and the features of the characters relate to hairstyle design 2. Apply basic knowledge of styling photography to hairstyle design <ul style="list-style-type: none"> • Master basic knowledge of styling photography to match the theme of photography, the background, personalities of the characters, etc. • Design a hairstyle for photography according to face shape and facial features of customer or model • Communicate properly with the customer to recommend from a professional angle a hairstyle design for photography, and explain clearly the characteristics of the design • Choose photographic effects suitable for the hairstyle designed and provide customer with basic photographic techniques accordingly, and explain how the design match with the photographic effects • Assess whether the hairstyle design and the overall effect of the finished photos match with and express the theme of photography 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure the hairstyle design matches and expresses the theme of photography
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master and apply basic knowledge of and techniques for styling photography; and analyze the themes of photography, personalities of the characters, etc. to provide customers with hairstyle designs for photographic effects according to their physical features, clothing, etc.
Remark	