Unit of Competency

Functional Area: Image & Style Design

Title	Design Hairstyles to Match the Overall Image
Code	105384L4
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. It involves some creative and non-routine activities and requires skillful techniques and judgment. Practitioners should be able to design hairstyles that suit customer's unique temperament and image.
Level	4
Credit	9 (for reference only)

Competency	Performance Requirements
	1. Possess knowledge of designing hairstyles to meet the overall image
	  • Understand the concept and purpose of hairstyle design
	  • Understand the basic principles of hairstyle design, e.g.: the principles of shading, symmetry, balance, harmony, contrast, proportion, rhythm and unity
	  • Understand factors of consideration for design styles and their importance, e.g.:
	    • Customer's profession, background, personalities, preference and age
	    • Customer's head, face, body shape and skin colour
	    • Customer's hair texture and colour
	    • Seasonal and currently popular designs
	  • Understand the steps of executing hairstyle design, including:
	    • Communicating with the customer
	    • Drawing sketches
	    • Image positioning
	    • Confirming the design
	2. Design hairstyles to match the overall image
	  • Master hairstyling techniques and follow correct steps to execute image styling for customers
	    • Observe and communicate with the customers to understand occasions they will attend, their clothing and makeup, etc.
	    • Analyze the objective conditions, personal styles and characteristics of the customers, and draw the designs and sketches
	    • Modify and adjust the design according to preliminary design results and customers' opinions, and work out the image positioning
	    • Execute the confirmed styling design
	  • Master the image positioning methods and their characteristics, e.g.: profession positioning, personality positioning
	  • Master the characteristics and hairstyling techniques for different image styles to execute hairstyling for the customers according to their personal styles and occasions, such as classic, trendy, avant-garde, etc.
	3. Exhibit professionalism
	  • Recommend to customers from a professional angle hairstyle designs fitting their overall image, and explain clearly the characteristics of the styles designed

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:
	  • Master knowledge and techniques for personal image hairstyling, and
	  • Master the basic principles and techniques for personal image hairstyling; apply different styling techniques (e.g.: perming, colouring, hair cutting and blow-drying and evening hairstyling) to perform styling for customers and design hairstyles fitting with their overall image, character, appearance and occasions/environment.

Remark	