

Specification of Competency Standards of the Beauty and Hairdressing Industry

**Unit of Competency**

**Functional Area: Image & Style Design**

Title	Analyze and Appreciate Hairstyle Trends
Code	105390L5
Range	This unit of competency (UoC) is applicable in the hairdressing and related hairstyling trend promotion activities. It requires judgement, analysis and evaluation. Practitioners should be able to analyze and appreciate hairstyle trends, so as to provide information on hairstyle trends for customer reference.
Level	5
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand techniques of analyzing hairstyle trends and new hairdressing technology <ul style="list-style-type: none"> <li>• Understand techniques for information research and analysis, e.g.: <ul style="list-style-type: none"> <li>• Information research methods and channels</li> <li>• Source and selection of information</li> <li>• Consolidation of information</li> <li>• Techniques and methods for information analysis</li> <li>• Identification of first-hand and second-hand information</li> <li>• Factors affecting the accuracy of information</li> </ul> </li> <li>• Possess knowledge of hairstyle trends, including: <ul style="list-style-type: none"> <li>• Definition and indicators of trend</li> <li>• Acceptance by the industry, customers, etc.</li> <li>• Scope, degree and range of influence</li> <li>• Ideas of styling trends in different regions, e.g.: practical, avant-garde, innovative</li> <li>• Factors affecting trend indicators</li> </ul> </li> <li>• Understand the development and trend of hairdressing technology in different regions</li> <li>• Understand local and overseas intellectual property and copyright legislation and related requirements</li> </ul> </li> <li>2. Analyze hairstyle trends <ul style="list-style-type: none"> <li>• Apply information research and analysis techniques to analyze the hairstyle trends and development of hairdressing technology from multiple angles, set up a database for customer and industrial reference and for designing trendy hairstyles</li> <li>• Apply hairstyle trend analysis techniques to set the direction of trendy hairstyle design, and identify the target group of customers, the market positioning, etc.</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure the information provided on hairstyle trends complies with the intellectual property and copyright ordinances</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Set up a database of hairstyle trends and new hairdressing technology for industrial reference, and help create innovative hairstyle designs; and</li> <li>• Apply the results of hairstyle trend analyses to set the hairstyle design direction, the target group of customers, the market positioning, etc., so as to lead the trend and enhance the cost effectiveness.</li> </ul>
Remark	