Specification of Competency Standards of the Beauty and Hairdressing Industry
Unit of Competency

Functional Area: Image & Style Design

Title	Create Trendy Hairstyles
Code	105391L6
Range	This unit of competency (UoC) is applicable in the hairdressing and related hairstyling trend promotion activities. It requires critical assessment and creativity. Practitioners should be able to create new trendy hairstyles and lead the development of hairstyle trend.
Level	6
Credit	9 (for reference only)
Competency	Performance Requirements 1. Possess knowledge of creating trendy hairstyles 　• Possess knowledge of creating trendy hairstyles, e.g.: 　　• Development trend of hairstyle design 　　• Assessment of how the development of trendy hairstyle design affect the overall operation of the industry 　　• New development of hairdressing technology 　　• New inventions of hairstyling aids 　• Understand factors affecting hairstyle creation, e.g.: 　　• Micro factors, e.g.: industry evaluation, preference of target group of customers, exploration of potential customers, etc. 　　• Macro factors, e.g.: national values, social and cultural development, international recognition, etc. 2. Apply innovative hairstyling techniques and technology 　• Confirm hairstyle design direction, target group of customers and market positioning, etc., study innovative hairstyle design techniques, and plan and try the styling effects according to hairstyle trend analyses and research reports 　• Choose or introduce new products, materials, tools, equipment or technology to put into practice different and innovative hairstyling effects 　• Share information on trendy hairstyles and discuss actively the development of innovative hairstyling techniques and technology with counterparts of the industry on professional sharing sessions or promotion activities 3. Exhibit professionalism 　• Ensure the new hairstyle designs comply with the intellectual property and copyright ordinances 　• Share the creative ideas in a professional manner with the industry counterparts in order to promote the development of the hairdressing industry
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: 　• Apply new hairstyling techniques, skills and knowledge to create trendy hairstyles to lead the hairstyle trends and hairdressing market; and 　• Introduce the design concepts of the trendy hairstyles created, new products, materials, tools, equipment or technology, etc. to industry counterparts in the hairdressing and related hairstyling trend promotions.
Remark	