



VTCT

Assignment Brief

Qualification	AM20530 VTCT Level 2 Certificate in Hairdressing and Beauty Therapy (VRQ)
Unit code/Title	UV21583 Responding to a hair and beauty design brief
Approved for use	September 2017 – August 2018

Learner name	
Date issued	
Final deadline	
Assessor	

Responding to a Hair and Beauty Design

Brief





Declaration of Authenticity

Learners

The work you submit for your assessment must be your own. Should you copy from someone else, allow another learner to copy from you, or plagiarise in any other way, you may be disqualified for the unit concerned.

Declaration by learner

I have produced the attached work without assistance other than that which is acceptable under the scheme of assessment.

Learner name _____

Learner signature _____ **Date** _____

Declaration by Tutor/Assessor

I confirm that:

1. The learner's work was conducted under the conditions laid out by the specification.
2. I have authenticated the learners work and am satisfied that to the best of my knowledge, the work produced is solely that of the learner.

Tutor/Assessor Name _____

Tutor/Assessor signature _____ **Date** _____



Learning Outcome 1

Understand how to analyse hair and beauty design briefs

Before you undertake a design brief yourself, you must first increase your knowledge and understanding of design briefs and how they are used within the hair and beauty sector.

When completing this task, please ensure that you start each individual task with a separate heading.

You may present the findings in the format of your choice. Suggested formats to present this task include a poster or a written document.

Task 1a (task covers GD – 1a Pass)

For a Pass, you are required to explore different design briefs within the hair and beauty industry.

You must **outline one** example of a design brief for each of the following:

- theatre and media
- different events
- commercial

Task 1b (task covers GD – 1b Pass)

For a Pass, you will now start to identify key factors that you will need to consider when developing a design brief.

For this task you must **outline** all of the following features:

- timescales
- feasibility
- the client's needs and requirements

Task 1c (task covers GD – 1a and 1b Merit)

Extension task – Merit

For a Merit, you are required to **describe the importance** of analysing briefs prior to developing your design ideas.



Learning Outcome 2

Be able to develop and present design ideas for a hair and beauty brief

You are required to research and present your ideas of a design brief for an **event of your choice**.

For example this could include a prom, a wedding or a hair and beauty show.

It will be essential for you to perform research using appropriate methods and sources of information to enable you to develop your ideas for your design brief.

When completing this task, please ensure that you start each individual task with a separate heading.

Task 2a (task covers GD – 2a i Pass)

Your own research

For a Pass:

As you begin to develop ideas for your design brief, you will carry your research using a range of different sources.

You must evidence this research and produce a **list** of the specific sources of information used. For example specific websites, magazines or films used.

When carrying out your research, you must cover at least **two** of the following sources:

- books
- drawings
- film
- historical archives
- internet
- magazines
- television
- theatre
- paintings
- YouTube/music videos



Learning Outcome 2

Task 2b (task covers GD – 2a ii Pass)

For a Pass, now that you have completed your research, you are required to **outline** the following areas:

- the **relevance, quality and reliability** of the sources of information used in research for Task 2a
- any inappropriate information that needs to be discarded from your research

Task 2c (task covers GD – 2a i and 2a ii Merit)

Extension task – Merit

For a Merit, you are required to **describe** how the information gathered during your research relates to the event of your choice.

You must include the following in your **description**:

- how the information from your sources of information links to your chosen event

Task 2d (task covers GD – 2a i and 2a ii Distinction)

Extension task – Distinction

For a Distinction, you are required to **evaluate the strengths and weaknesses** of the sources you have used for your research. You will need to demonstrate how your research supports your chosen event:

- the **evaluation** must include how the research contributed to hair, beauty and fashion ideas

Task 2e (task covers GD – 2b i Pass)

Your design brief

For a Pass, **present** your design brief ideas using materials and media.

You may present the findings in the format of your choice. Suggested formats to present this task include a poster, PowerPoint or a mood board.



Learning Outcome 2

Task 2f (task covers GD 2b i Merit)

Extension task – Merit

For a Merit, you are required to **produce an innovative, visually attractive** and well balanced presentation to inform your hair or beauty design.

Task 2g (task covers GD 2b i Distinction)

Extension task – Distinction

For a Distinction, you are required to:

- **justify** the different elements that you have used in your presentation
- **justify** how your presentation meets the client needs and your target market for your chosen event

Task 2h (task covers GD 2b ii Pass)

For a Pass, following the research carried out for Task 2, you now need to **outline** the reasons for your choice of design idea.



Learner Checklist

Checklist

Have you signed a Declaration of Authenticity?	
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Pass

Task 1a – Have you outlined all of the required design briefs?	
Task 1b – Have you outlined the key factors you need to consider when developing a design brief?	
Task 2a – Have you carried out your research covering at least two of the sources and produced a list of this information?	
Task 2b – Have you outlined the relevance, quality and reliability of your research sources used? Have you outlined any inappropriate information that was not useful in your research?	
Task 2e – Have you presented your design brief ideas using materials and media in a format of your choice?	
Task 2h – Have you outlined the reasons of your chosen idea for your design brief?	

Merit

Have you covered all of the Pass criteria?	
Task 1c – Have you described the importance of analysing briefs prior to developing your design ideas?	
Task 2c – Have you described how the information from your sources of information used for your research links to your chosen event?	
Task 2f – Have you produced an innovative, visually attractive well balanced presentation? Have you described how your presentation informs your final hair and beauty design?	



Learner Checklist

Distinction	
Have you covered all the Pass and Merit criteria?	
Task 2d – Have you evaluated the quality of the sources of information gathered including how your research contributes to hair, beauty and fashion ideas?	
Task 2g – Have you justified the different elements used in your presentation? Have you justified how your presentation meets the client needs and your target market?	

	Pass (All Pass descriptors must be achieved to be awarded a Pass grade)	Merit (All Pass and Merit descriptors must be achieved to be awarded a Merit grade)	Distinction (All Pass, Merit and Distinction descriptors must be achieved to be awarded a Distinction grade)
1a	Outline types of design briefs in the hair and beauty sector. <input type="checkbox"/>		
1b	Outline the key features that must be considered when analysing design briefs. <input type="checkbox"/>	Describe the importance of analysing briefs prior to developing design ideas. <input type="checkbox"/>	
2a (i)	Use a range of appropriate sources to research information for design ideas. <input type="checkbox"/>		
2a (ii)	Collate relevant information to inform design ideas. <input type="checkbox"/>	Describe how the information gathered relates to the design brief. <input type="checkbox"/>	Evaluate the quality of information gathered in aligning all hair, beauty and fashion components and meeting the target market. <input type="checkbox"/>
2b (i)	Present design ideas using materials and media. <input type="checkbox"/>	Produce an innovative, visually attractive and well balanced presentation which will inform a final hair and beauty design. <input type="checkbox"/>	Justify how the look and feel of the presentation blends with the components, materials and media to meet the client needs and target market. <input type="checkbox"/>
2b (ii)	Outline the reasons for your chosen idea. <input type="checkbox"/>		



Assessor Final Justification:	Final Grade:
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Marker/Assessor Name:	Date:	Signature:
Internal Moderator Final Justification:		Final Grade:
Internal Moderator Name:	Date:	Signature: