

Unit 633 - Cultural, Social and Technological Influences on the Hair Industry

Guided Learning Hours: 30

Learning Outcome	Assessment Criteria	Taught Content
1. Understand the cultural and social effects on hairdressing	1.1 Describe the cultural effects that have influenced the hair industry through the ages	1.1.1 To include: <ul style="list-style-type: none"> • Britain • Other countries • Immigration
	1.2 Describe the social effects that have influenced the hair industry through the ages	1.2.1 To include: <ul style="list-style-type: none"> • Industrial Revolution • Conflicts • Fashion • TV and films
	1.3 identify key developments in history that have influenced the hair industry	1.3.1 To include: (list not exclusive) <ul style="list-style-type: none"> • Roman times • Elizabethan period • Civil war in Britain • Edwardian period • Victorian times • 20th Century
	1.4 Identify the iconic landmarks in the development of the hair industry	1.4.1 To include: (list not exclusive) <ul style="list-style-type: none"> • Cleopatra • Marcel waving • Cold permanent waving • Ramond (first hairdressing TV personality) • Vidal Sassoon and Mary Quant
	1.5 Review influences and trends which affect current hair fashions	1.5.1 To include: <ul style="list-style-type: none"> • TV personalities • Film Stars • Music stars • Footballers and their partners/wives • TV reality shows • Fashion magazines

	1.6 Describe how the development of travel and trade have influenced the hair industry	1.6.1 To include: <ul style="list-style-type: none"> • More people seeing different cultures • Product exchange • Greater range of raw material available • Exchanges of skills and knowledge
2. Understand the technological advances in the hair industry	2.1 Identify major advances in tools and equipment within the hair industry 2.2 Identify the advances in hair products, product design and applications within the hair industry 2.3 Explain how ingredients and the manufacture of hairdressing products have evolved 2.4 Analyse the effect the media has had on the hair industry	2.1.1 To include: <ul style="list-style-type: none"> • Hairdryers, tongs, straighteners, accelerators • Types of scissors, combs and brushes • Salon furniture, computers and computer programmes 2.2.1 To include: <ul style="list-style-type: none"> • Types of shampoos • Types of conditioners • Finishing products • Colouring products and techniques • Perming products and techniques • Hair pieces and hair extensions 2.3.1 To include: <ul style="list-style-type: none"> • Use of environmental friendly ingredients • Legislation applied to hair products • Who the major manufacturing companies are 2.4.1 To include: (list not exclusive) <ul style="list-style-type: none"> • Products and adverts • Personalities • Types of programmes