iUCO56 – Salon design for the hair and beauty sector

URN – F/617/5698

Guided Learning Hours: 36

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to research and plan the designing of a salon	1.1. Use effective communications skills to gather and present information	• Good communication skills (asking open and/or closed questions where appropriate, listening/hearing) • Effective communication • Demonstrate appropriate body language at all times • Interpersonal distance • Trust • Professionalism, confidence and enthusiasm • Confidentiality • Compliance with current data protection regulations • Personal effectiveness • With colleagues • As part of team • With others
	1.2. Conduct market research	• The role of the marketing plan • Definition and principles of PEST and SWOT analyses • Importance of identifying target market • Importance of identifying competitors
	1.3. Analyse and evaluate market research	• Importance of analysing data collected through market research
	1.4. Produce a budget and costs analysis	• Finance – design and development costs • Fixed and variable costs • Cash flow forecast
	1.5. State the importance of meeting deadlines within a project plan	• Budget • Costing • Project timescales

	1.6. Explain how market research can influence salon design	• Market research including target demographic group information and feedback • Competitor analysis • Business risk analysis - PEST and SWOT analysis • Operational objectives • Premises and location • Products, services and prices

	1.7. Describe how psychological abstract concepts, facilities and legislation influence the salon design	• Design brief and portfolio
		  - Mood board
		  - Samples
		  - Different images
		• The business concept/vision
		• Location, environment, culture and premises
		• Target market/clientele
		• Competitors
		• Products and equipment
		• 'Signature' treatments, treatment menus and packages
		• Legal status, licences and insurance
		• Health, safety, security and data protection
		• Floor plan with a suitable choice of scale
		• Budget and cost analysis for design
		• Project timescales

	1.8. Explain the importance of budget management	• Project management plan • Outline benefits of thorough research and planning • Targets

LO2 Be able to design a salon	2.1. Create a floor plan to scale	• Design brief • Floor plan of business premises to scale

	2.2. Create a design portfolio	• Research
		• Design brief and portfolio
		  - Mood board
		  - Samples
		  - Different images

	2.3. Present a salon design and obtain feedback	• Design brief and portfolio
		  - Mood board
		  - Samples

		- Different images • Presentation • Methods of gathering feedback i.e. questionnaires
	2.4. Evaluate and amend the project	• Evaluation of feedback • Review • Amend the design
	2.5. Explain the importance of creating a floor plan using a suitable choice of scale	• Cost • Resources • Suitability of facilities
	2.6. Describe the benefits of creating a design portfolio	• Research • Flexibility • Choice • Innovation • Cost • Review
	2.7. Explain the importance of presenting and obtaining feedback on the design	• Design brief • Methods of presentation • Feedback • Methods of recording and evaluating feedback • Troubleshooting • Design review

Assessment

Portfolio of evidence	Containing an assignment

Guide to taught content

The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

Document History

Version	Issue Date	Changes	Role
v1	23/08/2019	First published	Qualifications and Regulation Co-ordinator