Apprenticeship Assessment

# VQA Level 3 End-Point Assessment for ST0214 Advanced Creative Hair Professional

## Standard Specification

Qualification Number: 603/6242/X

**Version Number: V1.0**

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# Key Information

| | |
|---|---|
| **Reference:** | ST0214 |
| **Version:** | V1.0 |
| **Level:** | 3 |
| **Typical duration to gateway** | 12 months |
| **Typical EPA period** | maximum of 3 months |
| **Maximum funding** | £5,000 |
| **Route:** | Hair and beauty |
| **Approved for delivery:** | 3 February 2020 |
| **Date updated:** | 03/02/2020 |
| **LARS code:** | 545 |
| **EQA provider:** | Ofqual |

# Summary

## Overview of the role

Create, plan and promote a collection of hairstyles and looks that reflects their own individuality.

## Occupational Profile

Advanced and Creative Hair Professionals are creative, passionate, and driven professionals who work without supervision, managing themselves and others when required. They provide a quality service, whilst working to the highest standards and continuously developing their personal and professional skills.

An Advanced and Creative Hair Professional works in the hair industry, which is one of the largest, most trusted and fashion forward professions. They take ownership of their work and client lists, accept responsibility, are proactive, flexible and adaptable, plan their work and time, they aim for excellence by taking exceptional pride in their work and industry.

The work environment can be varied in size, style and ambiance, from a bespoke salon, the media industry, cruise ships, product houses and manufacturers to luxury high-end hair salons. They are highly skilled and experienced individual professionals who deliver hair fashion forward trends, which are innovative styles inspired by current images and their own creativity, individual flair, imagination and interpretation.

## Typical Job Titles

Creative Hair Stylists, Advanced Senior Stylists, Senior Hair Professional or Specialist Technicians.

# Assessment Methods

The end-point assessment (EPA) for this standard consists of three assessment methods:

- Knowledge Test
- Professional Discussion
- Observation and questioning

## Assessment Order

The assessment methods need to be delivered in the following order:

The knowledge test must take place first, followed by the observation and questioning and professional discussion, which can be carried out in either order.

The reason for this order is:

- the knowledge test must be successfully completed, and a pass grade achieved, before progressing to complete the observation and questioning and professional discussion. This is to ensure the apprentice has the critical health and safety knowledge without which it would be unsafe for the apprentice to complete a service on a live client.

- the observation and questioning and the professional discussion can be taken in any order and must be taken on the same day.

## EPA Window

The EPA period starts when VQA confirms the gateway requirements have been met and is typically six months.

## Gateway Considerations

Before the apprentice can start their EPA, the training provider is required to upload the following:

- Photo ID
- The apprentice must complete a collection of looks which will inform the professional discussion.

At gateway, the training provider is also requested sign a declaration to confirm that the English and maths requirements have been met in line with the funding rules.

# Knowledge Test

## Rationale

The knowledge test is an accurate way to test the apprentice's underpinning knowledge that may not naturally occur in other assessment methods.

## Test Format

The test is computer-based. It will consist of 40 questions. These questions will consist of closed response questions (i.e. multiple-choice questions).

## Test Administration

Apprentices must have a maximum of 80 minutes to complete the test.

The test is closed book which means the apprentice cannot refer to reference books or materials.

Apprentices must take the test in a suitably controlled environment that is a quiet space, free from distractions and influence, in the presence of an invigilator.

Apprentices must pass the knowledge test before they can proceed to attempting the observation and questioning and professional discussion.

## Marking

Tests will be marked by computer and a correct response will be assigned one mark. Any incorrect or missing answers must be assigned zero marks.

## Grades

The following grade boundaries apply to the test:

| Pass | Fail |
|---|---|
| 28-40 | 0-27 |

The apprentice must achieve a minimum of 28/40 correct answers.

The test must include eight questions (two per knowledge) for K4, K6, K20 and K32 (Health and Safety Legislation and Legal requirements). Of these eight questions seven must be passed in order to pass the knowledge test.

## Knowledge Test – KSBs

| |
|---|
| K4: Researches fashion forward trends - The legal responsibilities when using images. |
| K6: Create a collection of hairstyle looks - Health & safety legislation, safe working practices and effective communication related to creating a collection of hairstyle looks |
| K18: Smoothing and Strengthening -The scientific principles of smoothing and strengthening systems |
| K19: Smoothing and Strengthening - The different factors that can impact smoothing and strengthening services |
| K20: Smoothing and Strengthening - Legal requirements and manufacturer's instructions relating to smoothing and strengthening services |
| K22: Smoothing and Strengthening - The considerations to be taken when smoothing and strengthening hair |
| K25: Advanced Creative Colour Conversion, Client Consultation - Health & safety legislation, safe working practices and effective communication related to creative colour conversion |
| K26: Advanced Creative Colour Conversion, Client Consultation - The scientific principles of hair colour conversion services |
| K27: Advanced Creative Colour Conversion, Client Consultation - Relevant tests |
| K31: Advanced Creative Colour Conversion, Client Consultation - The factors to be taken into account when planning and agreeing the creative colour conversion service and course of action |
| K32: Advanced Creative Colour Conversion, Client Consultation - Legal requirements and manufacturer's instructions relating to creative and advanced colour conversion |
| K35: Creative Colour Conversion - How and why pre and post treatments should be used when carrying out colour conversion services |
| K40: Advanced Colour Conversion (correction) - Methods of pre-softening and pre-pigmenting hair |

| |
|---|
| K41: Advanced Colour Conversion (correction) - How to remove artificial colour/ bands of colour |
| K42: Advanced Colour Conversion (correction) - How to recolour hair previously treated with lighteners using pre-pigmentation and permanent colour that has had artificial colour removed |
| K43: Advanced Colour Conversion (correction) - The importance of restoring the hair's pH balance after the colour correction service |
| K44: Advanced Colour Conversion (correction) - The types and causes of colour correction problems that may occur during processing and how to rectify them |
| K45: Advanced Colour Conversion (correction) - How to correct highlights and lowlights whilst retaining a highlight and lowlight effect |

# Observation and Questioning

## Rationale

The occupation involves practical activity best assessed through observation and questioning; it would be difficult to replicate the working environment in a valid way and employers would doubt the occupational competence of an individual not assessed in this way.

## Overview

Apprentices must be observed by an End-Point Assessor, completing work in their normal workplace, in which they will demonstrate the knowledge, skills and behaviours (KSBs) assigned to this assessment method. VQA will arrange for the observation and questioning to take place in consultation with the employer.

The apprentice will undertake two services:

1. Create one precision cut and finish from their personal collection of hairstyle looks

2. Complete one advanced creative colour conversion service on previously coloured hair.

One End-Point Assessor may observe up to a maximum of two apprentices at any one time, to allow

for quality and rigour.

In advance of the observation and questioning, apprentices must be provided with information on the format of the observation and questioning, including timescales.

## Delivery

The observation and questioning should take five hours.

The observation and questioning may be split into discrete sections (per service) held over a maximum of one working day.

The length of a working day is typically considered to be 7.5 hours.

The End-Point Assessor has the discretion to increase the time of the observation and questioning by up to 10% to allow the apprentice to complete the final task that they are working on or complete the answer to a question.

## Service One - Precision Cut and Finish

Post-gateway and prior to the observation, the apprentice must have carried out an in-depth consultation and complex analysis of the client's hair and scalp.

At the start of the observation for the precision cut and finish, the apprentice will discuss briefly and confirm with the client the prior in-depth consultation and complex analysis of the client's hair and scalp. This brief discussion will form part of the observation period and should last a maximum of 5 minutes. The 5-minute consultation is included in the overall 5-hour observation time.

Evidence must be provided that the apprentice has:

- completed an in-depth consultation and complex analysis of the client's hair and scalp.
- analysed factors influencing the design and creation of the hairstyle look.
- planned, created, evidenced and evaluated a look from their collection of hairstyle looks.

The following activities MUST be observed during the observation and questioning:

The apprentice must create one precision cut and finish from their personal collection of hairstyle looks, chosen by the client, using:

- safe working practices and effective communication.
- sectioning and cutting guidelines to achieve the required look.
- precision and personalised cutting techniques tailored to suit individual characteristics.
- preparation, fashion styling, dressing and finishing techniques.
- relevant products, tools and equipment.

## Service Two - Advanced Creative Colour Conversion

Post-gateway and prior to the observation, the apprentice must have carried out an in-depth consultation and complex analysis of the client's hair and scalp and carried out relevant tests.

At the start of the observation for the advanced colour conversion service, the apprentice will discuss briefly and confirm with the client the prior in-depth consultation and complex analysis of the client's hair and scalp. They will also discuss and show the outcome of tests that have been

completed. This brief discussion will form part of the observation period and should last a maximum of 5 minutes. The 5-minute consultation is included in the overall 5-hour observation time.

Evidence must be provided that the apprentice has:

- completed an in-depth consultation and complex analysis of the client's hair and scalp, including the outcome of tests.
- analysed factors influencing the selection of the advanced colour conversion technique used.

The apprentice must complete one advanced creative colour conversion service on previously coloured hair (over 30% of the hair) to include:

- effective and safe methods of working and effective communication.
- changed the depth and tone of the hair in accordance with legal requirements and manufacturer's instructions.
- the use of creative sectioning techniques to personalise the colour result and enhance the finished look.
- toning through bespoke creative formulation, colour blending/shading the resolution of problems that may occur during the creative colour conversion service.

The observation and questioning should be conducted in the following way, to take account of the occupational context in which the apprentice operates:

The End-Point Assessor must be unobtrusive whilst conducting the observation and questioning. The apprentice will work on a minimum of one client:

• The employer and apprentice are responsible for providing suitable client(s) that allow the apprentice to demonstrate the KSBs mapped to this assessment method.

• Wherever practicable the End-Point Assessment Organisation (EPAO), in liaison with the employer and/or training provider, must ensure the following factors have been considered before using customers/clients for the observation and questioning:

- the client availability related to the services required (the client must be available for the whole duration of the observation).
- the client meeting the requirements of the EPA - if the client is not suitable for the purposes of the EPA and must be substituted.
- health and safety requirements, restrictions and limitations, (infections, infestations, contraindications).

The employer and apprentice are responsible for providing clients for contingency purposes (in the event of any factors rendering the observation and questioning void).

If any of the factors listed above become apparent during the observation and questioning, the apprentice must notify the End-Point Assessor immediately, explaining the contributing factors and a contingency client should be utilised.

Questions may be asked during the observation for clarification purposes only, when a natural pause occurs.

Questioning will happen following each of the two services; a total of four questions will be asked, split in the following way:

• two questions within a maximum of five minutes after the precision cut and finish service.

• two questions within a maximum of five minutes after the advanced creative colour conversion service.

These four questions must be asked within the time period permitted above, which is in addition to the five hours allowed for the observation.

## Other Relevant Information

There may be breaks during the observation and questioning to allow the apprentice to move from one location to another as required. All breaks taken must be invigilated.

## Location

The observation and questioning can take place in:

• the employer's workplace such as a salon.

• a suitable premises identified by the VQA (e.g. training provider's premises).

Specific venue requirements that must be in place:

• must be within a realistic working environment.

The realistic work environment must meet the following principles:

- all End-Point Assessments must be carried out under realistic commercial conditions.
- any potential conflicts of interest must be declared, if the End-Point Assessor is employed by an employer organisation which is also on the EPAO register.
- the space per working area must conform to current health and safety legislation and commercial practice.
- the range of services, professional products, tools, materials and equipment must be current and available for use.
- all byelaws, legislation or local authority requirements that have been set down in relation to the type of work that is being carried out must be taken into full account.

- VQA should ensure that the assessment location provides all relevant large items of equipment, for example chairs, backwashes plus towels.
- the employer and apprentice are responsible for providing tools and equipment such as scissors, clippers, hairdryers, brushes and the products they will be using.
- all equipment must be in good working order.

## Grading

This assessment is graded as distinction, pass or fail according to the grading criteria.

To achieve a pass in this assessment, the apprentice must meet all the pass criteria. To be awarded a distinction, the apprentice must meet all the pass criteria and all the distinction criteria.

If the apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

Explanation of terminology used within the grade descriptors:

**Client's uniqueness**: the apprentice takes into account the client's individuality by considering: the influencing factors (client requirements, affordability, contraindications), client characteristics (facial features, head shape, lifestyle), hair characteristics (hair density, hair texture, hair elasticity, hair porosity, hair condition, hair growth patterns) and classifications (Type 1 – Straight hair -Fine/Thin, Medium, Coarse. Type 2 – Wavy hair - Fine/Thin, Medium, Coarse. Type 3 – Curly hair - Loose curls, Tight curls. Type 4 – Very curly hair – Soft, Wiry).

**Showcased**: the apprentice shows the best qualities and abilities or parts of something.

**Passion**: the apprentice shows a strong emotion or connection to their work.

**Creativity**: the apprentice shows originality, inventiveness, resourcefulness and the ability to bring things together and express their thoughts and feelings in their work.

**Talent**: the apprentice shows or articulates aptitude, ability, capacity and an artistic accomplishment, which results in a superior quality in their work.

**Flair**: the apprentice shows or articulates, a natural talent, gift, aptitude, distinctive elegance or style in their work.

**Imagination**: the apprentice shows they can broaden the look/service, by integrating their own creative thoughts, ideas, senses and research to formulate new ideas.

**Unique**: one of a kind, quirky, tailored to clients' influencing factors, individual characteristics, hair characteristics and classifications.

## Pass and Distinction Descriptors

| Create a Collection of Hairstyle Looks | | |
|---|---|---|
| **KSBs** | **Pass** | **Distinction** |
| **K7, K8 S2 S3** | Carried out in-depth consultation and complex analysis of the client's hair and scalp, considering any influencing factors, in order to plan, create and style the look | N/A |
| **K6 S4 B1** | Facilitated safe working practices, ensuring the safety of self and others and when necessary challenging safety issues during the creation of a look from their personal collection | N/A |
| **S4** | Maintained communication with the client throughout the creation of a look from their personal collection | Maintained attentive and informative communication with the client throughout the service, using open questions to engage, reassure, guide and build a positive lasting relationship with the client |
| **K8 K9 K10 K11 K12 S5 S6 S7 B4** | Used a range of technical skills and techniques including precision and personalised cutting, tailored to suit individual characteristics to create and finish the look using individual flair and imagination | Creatively adapted, combined with flair and passion a range of advanced technical and precision techniques to a superior quality to create and style the finished look with attention to detail |
| **K13 S9** | Used a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy | N/A |

| Advanced Creative Colour Conversion | | |
|---|---|---|
| **KSBs** | **Pass** | **Distinction** |
| **K27 K28**<br>**S19** | Carried an out in-depth complex consultation and analysis of the client's hair and scalp, including any evidence of any relevant tests | N/A |
| **K25**<br>**S18** | Facilitated safe working practices, ensuring the safety of self and others and when necessary challenging safety issues during the advanced creative colour conversion service | N/A |
| **S18** | Maintained communication with the client throughout the advanced creative colour conversion service | Maintained attentive and informative communication with the client throughout the service, using open questions to engage, reassure and build a positive lasting relationship with the client |
| **K29 K30 K33**<br>**S20** | Chosen the colour product, as a result of analysing and considering the influencing factors and the results of consultation | N/A |
| **K34 K37 K38**<br>**S21 S22 S23** | Used creative technical skills, sectioning, formulation, colour blending /shading, application and finishing techniques to create bespoke creative colour conversion service and change the depth and tone of the hair | Used and adapt a range of technical skills, consistently showcase their passion, creativity, talent and flair whilst completing the colour conversion |
| **K34**<br>**S31** | Used and applied the relevant products, tools and equipment in accordance with legal requirements and manufacturer's instructions | Consistently showcased their individual flair, creatively and imagination in order to provide a unique creative colour conversion service. Adapted a range of products, tools and equipment, tailored to suit individual client characteristics, hair classification and characteristics |

| | | |
|---|---|---|
| **S24**<br>**B2** | Demonstrated tenacious approach to problem solving, identifying root causes and ensuring these are resolved to a satisfactory end | N/A |

## KSBs

The tables below outline the knowledge, skills, and behaviours used to create the grading descriptors above.

| Knowledge | |
|---|---|
| **K6** | Create a collection of hairstyle looks - Health & safety legislation, safe working practices and effective communication related to creating a collection of hairstyle looks |
| **K7** | Create a collection of hairstyle looks - How to complete an in-depth complex analysis of the client's hair |
| **K8** | Create a collection of hairstyle looks - The influencing factors and individual characteristics which need to be considered when creating a collection of hairstyle looks |
| **K9** | Sectioning and cutting guidelines - How and when to use sectioning and cutting guidelines |
| **K10** | Sectioning and cutting guidelines - Different sectioning patterns to create round, square, triangular shapes |
| **K11** | Precision and personalised cutting techniques for example: Geometric, asymmetric, disconnection, A line bob/inverted bob. Cutting techniques to include: graduating, layering, thinning, tapering, club cutting, freehand, advanced texturizing (slide cutting, channel cutting, point cutting, slicing), undercutting, disconnecting razor cutting, close cutting (scissor or clipper over comb, fading, neckline shapes) precision cutting (solid edge and zero elevation), clipper work |
| **K12** | Create a collection of hairstyle looks - Preparation, fashion styling, dressing and finishing techniques that can be used to create the look |
| **K13** | Create a collection of hairstyle looks - The use of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy |
| **K25** | Advanced Creative Colour Conversion, Client Consultation - Health & safety legislation, safe working practices and effective communication related to creative colour conversion |

| | |
|---|---|
| **K27** | Advanced Creative Colour Conversion, Client Consultation - Relevant tests |
| **K28** | Advanced Creative Colour Conversion, Client Consultation - How to complete an in-depth complex consultation for advanced creative colour conversion |
| **K29** | Advanced Creative Colour Conversion, Client Consultation - The different factors that can impact hair colour conversion services |
| **K30** | Advanced Creative Colour Conversion, Client Consultation - Why it is important to consider the effects of the client's hair and scalp health and condition when deciding on products, techniques and services used |
| **K33** | Advanced Creative Colour Conversion, Client Consultation - The considerations to be taken into account when applying creative colour conversion techniques |
| **K34** | Creative Colour Conversion - The specialist products and techniques used in hair colour conversion services to include: the types of tools, materials, equipment, sectioning techniques, application techniques and how and when to use them |
| **K37** | Creative Colour Conversion - How to create tone, shading and blending |
| **K38** | Advanced Creative Colour Conversion - Bespoke creative colour formulation, sectioning and application techniques |
| **Skills** | |
| **S2** | Research fashion forward trends - Analyse factors influencing the design and creation of the collection of hairstyle looks including the target audience |
| **S3** | Create a collection of hairstyle looks - Carry out in-depth consultation and complex analysis of the client's hair to plan, create and style the collection of hairstyle looks |
| **S4** | Create a collection of hairstyle looks - Maintain effective and safe methods of working and effective communication whilst creating the collection of hair looks |
| **S5** | Create a collection of hairstyle looks - Use and adapt a range of technical skills to create a collection of hairstyle looks using sectioning and cutting guidelines to achieve the required look |
| **S6** | Create a collection of hairstyle looks - Use and adapt a range of technical skills to create a collection of hairstyle looks using precision and personalised cutting techniques tailored to suit individual characteristics |
| **S7** | Create a collection of hairstyle looks - Use and adapt a range of technical skills to create a collection of hairstyle looks using creative finishing and dressing techniques |

| | |
|---|---|
| **S9** | Create a collection of hairstyle looks - Use a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy |
| **S18** | Advanced Creative Colour Conversion, Client Consultation - Maintain effective and safe methods of working and effective communication whilst completing creative colour conversion services |
| **S19** | Advanced Creative Colour Conversion, Client Consultation - Carry out tests and an in-depth complex consultation of the client hair and scalp to plan and agree the creative colour conversion service |
| **S20** | Advanced Creative Colour Conversion, Client Consultation - Analyse factors influencing the selection of the colour conversion technique used |
| **S21** | Creative Colour conversion - Provide a creative colour conversion service to change the depth and tone of the hair in accordance with legal requirements and manufacturer's instructions |
| **S22** | Creative Colour conversion - Creative Colour conversion services to include: Using creative sectioning techniques to personalise the colour result and enhance the finished look |
| **S23** | Creative Colour conversion - Creative Colour conversion services to include toning through bespoke creative formulation, colour blending/ shading |
| **S24** | Creative Colour conversion - Resolve problems that may occur during creative colour conversion service |
| **S31** | Advanced Creative Colour Conversion - Uses and applies the products, tools and equipment, in accordance with legal requirements, manufacturers' instructions and salon policy |
| **Behaviours** | |
| **B1** | Facilitates safe working practices ensure safety of self and others, challenges safety issues |
| **B2** | Problem solving works to identify and ensure root causes are resolved, demonstrating a tenacious approach |
| **B4** | Creativity demonstrates individual flair and imagination using fashion forward trends in hair and approaches to their work |

# Professional Discussion

## Rationale

The occupation involves extensive practical activity; a professional discussion will allow some KSBs which may not naturally occur in every workplace, or may take too long to observe, to be assessed and the assessment of a disparate set of KSBs. The apprentice will use the collection of hairstyle looks to support the professional discussion.

The collection of hairstyle looks is not assessed or graded by the End-Point Assessor, but is used to inform the professional discussion.

## Overview

The professional discussion provides a holistic approach to assessing knowledge and understanding, and is useful in determining not only what and how an apprentice is performing, but also their analytical and decision-making abilities.

The professional discussion must last for 45 minutes.

The End-Point Assessor should ask sufficient questions to provide the apprentice with the opportunity to cover the range of KSBs. This should be a minimum of eight questions. The End-Point Assessor has the discretion to increase the time of the professional discussion by up to 10% to allow the apprentice to complete their last answer.

During this method, the End-Point Assessor must allow the apprentice to lead the professional discussion and make reference to their collection of hairstyle looks. However, the End-Point Assessor must ensure that all KSB's mapped to this method are assessed.

The professional discussion will be conducted as set out here:

- This is a 1:1 conversation, with no other parties involved
- It is completed in an appropriate environment which is free from distractions and interruptions
- Both parties may refer to the apprentice's collection of hairstyle looks to support the discussion.

When completing the professional discussion, the apprentice will:

- describe services they have completed from their collection of hairstyle looks from consultation to finish and aftercare advice, covering all applicable KSB. (This accurately reflects a service delivery in a salon and would ensure all KSB are covered).
- describe how they have considered the client's individual characteristics, influencing factors, hair classifications and characteristics, products, tools equipment, application, techniques, technical skills and services selected.

## Location

The professional discussion should take place in a quiet room, free from distractions and influence. The professional discussion can take place in any of the following:

- Employer's premises
- A suitable venue selected by VQA (e.g. a training provider's premises).

## Grading

This assessment is graded distinction, pass or fail according to the grading criteria.

To achieve a pass in this assessment, an apprentice must meet all the pass criteria. To be awarded a distinction, an apprentice must meet all the pass criteria and all the distinction criteria.

If an apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

## Collection of Looks

For the professional discussion, the apprentice will be required to submit a collection of looks.

The content must be sufficient to evidence that the apprentice can demonstrate all of the knowledge, skills and behaviours required as mapped to the professional discussion assessment method and will typically contain 17 pieces of evidence.

One piece of evidence can be mapped against more than one knowledge, skill or behavioural requirement.

The collection of looks can be in any format, as long as it is legible and can be uploaded electronically to VQA.

The collection of looks should contain written accounts of activities that have been completed and mapped against the knowledge, skills and behaviours, supported by appropriate evidence, including photographic evidence and work products.

Progress review documentation, witness testimonies, and feedback from colleagues and/or clients should also be included.

Reflective accounts or self-evaluation by the apprentice cannot be included as evidence.

A declaration of authenticity form must be signed by the apprentice and employer alongside the collection of looks submitted.

The collection of looks must be submitted to VQA at gateway. VQA should send the collection of looks to the End-Point Assessor at least three weeks prior to the professional discussion.

## Pass and Distinction Descriptors

| Create a Collection of Hairstyle Looks | | |
|---|---|---|
| **KSBs** | **Pass** | **Distinction** |
| **K1/K5 K8** | Explained how they researched and planned the fashion forward hairstyle collection explained how they designed, created, and produced the fashion forward hairstyle collection including:<br>• The models used<br>• Individual characteristics<br>• The influencing factors<br>• Media types and platforms used | Showcased an extensive and broad imagination, creativity and an individual, experimental flair and approach in how they researched, planned, designed and created the fashion forward hairstyle collection |
| **S1**<br>**K2/ K3** | Explained the purpose and message of the collection.<br>Explained the specific market, individuals or groups targeted | The purpose and message of the collection was clear and succinct, examples were highlighted of how they had extended and broadened their thought |
| **S8** | Clarified how they used advanced creative colouring to enhance their collection of hairstyle looks | N/A |
| **K3 K8**<br>**K15**<br>**S10** | Explained their choice of visual medium and how it was used to internally present and promote the collection of hairstyle looks | Showcased their passion, creativity and talent in the presentation and promotion their collection, highlighted examples of imagination and flair, trends (seasonal, current and/ or fashion forward) considered |
| **K14**<br>**S11** | Evaluated the results of the collection against the research results to improve further practice | N/A |

| Smoothing and Strengthening | | |
|---|---|---|
| **KSBs** | **Pass** | **Distinction** |
| **K16**<br>**S12** | Explained how effective and safe methods of working was maintained throughout the service | N/A |
| **K17**<br>**S13** | Explained the findings and results of the in-depth complex analysis of the client's hair and scalp, including any influencing factors | N/A |
| **K21**<br>**S14 S16** | Explained the system, process, products tools and equipment selected, why they were selected, how they were applied and removed<br>Explained the legal requirements, manufacturers' instructions and salon policy considered | Showcased an expert familiarity of smoothing and strengthening services, highlighted examples of how they considered and tailored the smoothing and/or strengthening service to consider the influencing factors and hair characteristics and classifications |
| **K23**<br>**S15** | Explained the types of problems that may occur and need to be resolved during the smoothing and strengthening service | N/A |
| **K24**<br>**S17** | Explained how the findings were evaluated from the results of the service<br>Explained the advice provided on future services and products | N/A |
| **Advanced and Creative Colour Conversion** | | |
| **KSBs** | **Pass** | **Distinction** |
| **K36**<br>**S28** | Explained the reasons and techniques for pre-softening and pre pigment hair | N/A |
| **S24** | Explained the types of problems that may occur and need to be resolved during the advanced creative colour conversion service | N/A |
| **Advanced and Creative Colour Conversion (correction)** | | |
| **KSBs** | **Pass** | **Distinction** |

| | | |
|---|---|---|
| **K39 K46 K47 K48**<br><br>**S25 S26 S27 S29 S30 S31 S32 S33 S34 S35 S36** | Explained how to use, apply, combine and remove relevant advanced colour conversion (correction) techniques, applicable products (semi, quasi permanent, permanent), tools and equipment to personalise, enhance and achieve the desired look, including:<br>• Removing artificial colour<br>• Removing bands of colour<br>• Re-colouring hair treated with lightener<br>• Recolouring hair that has had artificial colour removed<br>• Correcting highlights and lowlights<br>• Pre-lighteners<br>• Colour removers for artificial colour in accordance with legal requirements, manufacturers' instructions and salon policy.<br>Explained the considerations that were taken into account when selecting and using the advanced colour conversion (correction) techniques. | Showcased an expert familiarity of advanced colour conversion (correction) services.<br><br>Showcased a passion, creativity and talent in the presentation and approach to their work, highlighted examples of how they:<br><br>• Considered colour conversion problems<br>• Discussed possible outcomes with the client<br>• Used their technical skills, flair and imagination to provide solutions<br>• How the advanced creative colour conversion (correction) service was tailored to take into account the influencing factors and hair characteristics and classifications |
| **K49**<br><br>**S37** | Explained how the findings were evaluated from the results of the creative colour conversion (correction) service<br><br>Explained the advice provided on future services and products | N/A |
| **Professional Development** | | |
| **KSBs** | **Pass** | **Distinction** |
| **B3/B5** | Explained how they have promoted their own professional development and embraced continual development and improvement, fostering new ways of thinking and working<br><br>Explained a situation where a degree of flexibility was required to meet a change in the demand/work environment | N/A |

## KSBs

The tables below outline the knowledge, skills and behaviours used to create the grading descriptors above.

| Knowledge | |
|---|---|
| K1 | Researches fashion forward trends - The principles and stages of planning, researching and developing fashion forward trends, different media types and platforms |
| K2 | Researches fashion forward trends - How to promote fashion forward collection of hairstyle looks using a choice of media to target a specific market, individuals or groups |
| K3 | Researches fashion forward trends - How a collection of hairstyle looks can be used to promote individuals and salons |
| K5 | Create a collection of hairstyle looks - How to create the collection of hairstyle looks using a range of models and methods of recording the collection |
| K8 | Create a collection of hairstyle looks - The influencing factors and individual characteristics which need to be considered when creating a collection of hairstyle looks |
| K14 | Present a collection of hair looks - The process of evaluating the success of the final collection using appropriate evaluation tools to demonstrate the effectiveness and success |
| K15 | Methods of presenting showcasing and promoting the collection of hairstyle looks internally using a visual medium |
| K16 | Smoothing and Strengthening, Client consultation - Health & safety legislation, safe working practices and effective communication related to smoothing and strengthening services. |
| K17 | Smoothing and Strengthening, Client consultation - How to complete an in-depth complex analysis of the client hair and scalp for smoothing and strengthening services |
| K21 | Smoothing and Strengthening - The types of smoothing and strengthening systems, products, tools and equipment, their application and removal |
| K23 | Smoothing and Strengthening - The types of problems that may occur during the smoothing and strengthening service |
| K24 | Smoothing and Strengthening - Maintenance and aftercare including future services and products |
| K36 | Creative Colour Conversion - The reasons for pre-softening and pre-pigmenting hair |
| K39 | Advanced Colour Conversion (correction) - Methods of applying and removing colour products |
| K46 | Advanced Colour Conversion (correction) - How to use creative sectioning techniques to personalise the colour result and enhance the finished look |
| K47 | Advanced Creative Colour Conversion - Products, tools and equipment used in advanced colour conversion (correction) |

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|---|---|
| K48 | Advanced Creative Colour Conversion - The considerations to be taken into account when using advanced colour conversion techniques |
| K49 | Advanced Creative Colour Conversion - Maintenance and aftercare including future services and products |

| Skills | |
|---|---|
| S1 | Researches fashion forward trends - Research fashion trends using the results to plan, design, create, produce and present a fashion forward hairstyle collection, identifying the purpose and message of the given collection |
| S8 | Create a collection of hairstyle looks - Use and adapt a range of technical skills to create a collection of hairstyle looks using advanced creative colouring |
| S10 | Present a collection of hair looks - Present and promote the collection internally using a visual medium |
| S11 | Present a collection of hair looks - Evaluate the results of the collection against the research results to improve further practice |
| S12 | Smoothing and Strengthening services, Client consultation - Maintain effective and safe methods of working and effective communication whilst completing smoothing and strengthening services |
| S13 | Smoothing and Strengthening services, Client consultation - Carry out in-depth complex analysis of the client's hair and scalp to plan and agree the smoothing and strengthening services |
| S14 | Smoothing and Strengthening - Use and apply products, tools and equipment, to smooth and strengthen clients' hair to the degree of straightness required |
| S15 | Smoothing and Strengthening - Resolve problems that may occur during and after the hair smoothing and strengthening process |
| S16 | Smoothing and Strengthening - Use a range of products, tools and equipment in accordance with legal requirements, manufacturers' instructions and salon policy |
| S17 | Smoothing and Strengthening - Evaluate the results of the service and provide advice on future services and products |
| S24 | Creative Colour conversion - Resolve problems that may occur during creative colour conversion service |
| S25 | Advanced Colour Conversion (correction) - removing artificial colour |
| S26 | Advanced Colour Conversion (correction) - removing bands of colour |
| S27 | Advanced Colour Conversion (correction) - recolouring hair treated with lightener |
| S28 | Advanced Colour Conversion (correction) - using pre-pigmentation and colour |
| S29 | Advanced Colour Conversion (correction) - recolouring hair that has had artificial colour removed |
| S30 | Advanced Colour Conversion (correction) - correcting highlights and lowlights |

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|---|---|
| **S31** | Advanced Creative Colour Conversion - Uses and applies the products, tools and equipment, in accordance with legal requirements, manufacturers' instructions and salon policy |
| **S32** | Advanced Creative Colour Conversion - Products: semi- permanent |
| **Behaviours** | |
| **B3** | Flexible and adaptable: flexibility to changing working environment and demands. Demonstrates and encourages curiosity to foster new ways of thinking and working |
| **B5** | Professional Development: promote own professional development, embraces continual development and improvement |

# Overall Grading

All EPA methods must be passed for the EPA to be passed overall.

The overall grade will be based on the grades achieved in the three end-point assessment methods; the knowledge test, observation and questioning and professional discussion. All methods must be achieved at a minimum of a pass in order for the apprenticeship to be achieved.

Grades from individual assessment methods should be combined in the following way to determine the grade of the EPA as a whole:

| Knowledge Test | Observation with Questioning | Professional Discussion | Overall Grade |
|---|---|---|---|
| Pass | Pass | Pass | Pass |
| | Pass | Distinction | |
| | Distinction | Pass | |
| | Distinction | Distinction | Distinction |
| A fail in any assessment component will result in a fail overall. | | | |

# Resits and Retakes

Apprentices who fail one or more assessment method will be offered the opportunity to take a resit or a retake. A resit does not require further learning, whereas a retake does.

Apprentices should have a supportive action plan to prepare for the resit or a retake. The apprentice's employer will need to agree that either a resit or retake is an appropriate course of action.

An apprentice who fails an assessment method, and therefore the EPA in the first instance, will be required to resit or retake any failed assessment methods only.

Any assessment method resit or retake must be taken during the maximum EPA period, otherwise the entire EPA must be taken again, unless in the opinion of VQA exceptional circumstances apply outside the control of the apprentice or their employer.

Resits and retakes are not offered to apprentices wishing to move from pass to distinction.

# Appeals

VQA's Appeals Policy, including time frames, can be found here.

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