



City & Guilds Technical Award in Hair & Beauty



Unit 203 – Design in the Hair & Beauty sector

How does this unit link to prior learning?

Looking at adverts, posters, social media, websites etc and noticing about what and how companies advertise using various design materials, targeting the correct audience and how hair and beauty businesses use these in the appropriate way. Links to Unit 201 exploring H&B industries, Links to Unit 202 science of H&B, Laws & Regulations.

What will you be learning about?

The purpose of this unit is for you to explore the creative world of design used in business. You will have the opportunity to plan and create your own design image using technical hair and beauty skills. Design within the hair and beauty sector is exciting and creative and you will explore ideas, perspectives, attitudes and images which promote businesses, products and services. Many businesses rely extensively on visual imagery to showcase branding globally; this unit will allow you to develop transferable skills which are valuable in many other businesses. You will develop skills to plan and implement a design image and demonstrate their imaginative and creative skills. Whilst creating their image, they will demonstrate the ability to work on their own initiative and/or as part of a team. You will also develop their communication skills by their interaction with other audiences and the production of written reports. You will also draw on wider skills such as research, analysis and evaluation.

Key Focus

- 1.1 The importance of using design
- 1.2 The factors to consider when creating design images
- 2.1 Develop technical hair styling skills
- 2.2 Develop technical make up skills
- 2.3 Develop technical manicure skills
- 3.1 Plan design images
- 3.2 Create design images
- 3.3 Review design images

We will develop our learning by studying the following sequence of lessons:

Topic 1.1

An increasing number of businesses are using design to deliberately differentiate themselves from competition. Design imagery acts as a mechanism for business growth and innovation. Customer trust is placed on familiar brands through advertising, so achieving the right image is key to business progression.

You will understand the range of purposes for using design in business:

- as a marketing tool, to launch or strengthen a new or existing business brand
- to aid sales and illustrate examples of services or products provided within the business
- to use during the design and development phase of bringing new products to market

Topic 1.2

You will understand how each of the following factors can impact the planning process:

- the purpose of the design (see range of purposes in topic 1.1 above)
- target audiences/customer requirements/expectations (gender appeal, age, pricing)
- relevant legal requirements (The Equality Act 2010, Health and Safety at Work Act, Trades Descriptions Act)
- resources required to create the design (people, specialist products/equipment, budget, location, timescales, ICT)

Topic 2.1, 2.2, 2.3

The hair and beauty businesses often rely on producing their own imagery to sell specific looks and seasonal trends.

You will study and experience some of the basic technical skills required to create these looks and the relevant health and safety considerations.

Topic 3.1

You will understand how to plan for design images by taking into consideration the factors identified in Topic 1.2.

- You will present their planning in any of the following ways, including
 - notes from market research conducted by interview, questionnaire or visits, or from secondary research
 - mood boards containing 2D/3D displays, photographs, plans, sketches, diagrams, accessories, nail art, hair pieces, makeup, clothing
 - story board/timeline showing the chronological process of the design image idea, through to its completion
 - presentation slides including images of the design process and any other relevant data
 - action plans.

Topic 3.2

You will understand how to follow a design plan when creating images for any of the following:

- Product or equipment packaging
- Brand logos
- Salon interiors
- Web pages
- Promotional materials

Topic 3.3 You will use any of the following methods of reviewing their design. They will gain

feedback to critically analyse its success and explain how to make improvements on their

design. Self-evaluation, making realistic comparisons, Peer-to-peer assessment

- Teacher's review of performance - steps for future improvements

How will this unit help you in the future?

Year 11 - In year 11 you will start the year by completing the mock synoptic assignment which is split into three tasks. This unit is designed to help you understand task 3 which is to plan and create a design image to use on a marketing/advertising campaign using various media types. In Jan 2026 they will start their actual assignment, scenario and era is set by City & Guilds.

Beyond Lode Heath You will gain an understanding of how organisations identify customers and use design images and materials to advertise to them. If they pursue a career in H&B they can apply their skills and knowledge to launch a new business or product/service range.

Key Vocabulary

Primary research	Secondary research	Questionnaires	Surveys	Teacher feedback	Qualitative	Quantitative	Customer needs
Target audience		Social-demographics	Marketing	Design	Advertising	Skills	

Homework guidance:

Pupils will receive a minimum of one project based per half term for which they will be expected to spend a minimum of 60 minutes completing. These will be a combination of written, research, knowledge retrieval and investigative homework's. **Failure to complete homework will result in a 25 minute after school detention, in which they will be expected to complete the homework.**

How can you help?

Encourage pupils to make use of resources that are uploaded onto teams channel.

Encourage pupils to notice advertising campaigns for hair and beauty products and services as this will support their understanding of design in business.

You can help them by ensuring their homework is completed on time. Supporting them with their written work and encouraging them to research and then reduce and summarise information rather than copying from the internet.

Encourage them to read out their work to you and explain it in their own words to ensure that they understand it. Get them to check through their work and correct errors with spellings and presentation.

Encourage them to practice their practical skills like blow-drying, makeup application and nail painting.