



Summer Learning Journey for Hair & Beauty

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. You will develop skills to plan and implement a design image and demonstrate your imaginative and creative skills. Whilst creating their image, you will demonstrate the ability to work on your own initiative and/or as part of a team. You will also draw on wider skills such as research, analysis and evaluation.

How does this link to the wider curriculum?

In our salon, we embed British values by practicing mutual respect and tolerance when sharing the workspace and equipment, promoting individual liberty and inclusivity by ensuring our marketing materials reflect diverse hair and skin types, and upholding the rule of law by strictly adhering to health and safety regulations and the Equality Act.

Why this works for your 14–16 curriculum:

- **Mutual Respect & Tolerance:** It frames sharing the salon layout and styling stations not just as "tidiness," but as respect for peers.
- **Individual Liberty & Inclusivity:** It links creative freedom and student identity directly to real-world business practices (making sure promotional posters don't just feature one hair type).
- **The Rule of Law:** It elevates standard salon rules and the Equality Act 2010 from generic school policies to actual legal frameworks they must follow when working in the industry.

We will develop our learning each week by focusing on:

	Skills	RAG
<p>1. 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.</p>	Business ICT Marketing	
<p>2. Topic 1.2 You will understand how each of the following factors can impact the planning process:</p> <ul style="list-style-type: none"> • The purpose and benefits of design • Target audiences • Social factors (gender, age, pricing, location etc) • Relevant legal requirements 	Marketing Business ICT English iMedia	

<ul style="list-style-type: none"> Resources required to create the design (specialist people, equipment or products etc) 		
<p>3. Topic 2.1, 2.2, 2.3</p> <p>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.</p>	Practical Science	
<p>4. Topic 3.1</p> <p>You will understand how to plan for design images by taking into consideration the factors identified in unit 201 You will present their planning in any of the following ways, including</p> <ul style="list-style-type: none"> Notes from market research conducted by interview, questionnaires or visits Mood boards containing 2D/3D displays, photographs, plans, diagram. Storyboards/timelines showing the chronological process of design image idea through to it completion 	Marketing Imagery Evaluating	
<p>5. You will understand how to follow a design plan when creating images for any of the following:</p> <ul style="list-style-type: none"> Product or equipment packaging Brand logos Salon interiors 		
<p>6. Topic 3.3</p> <p>You will use any of the following methods of reviewing your design. You will gain feedback to critically analyse its success and explain how to make improvements on the design.</p> <ul style="list-style-type: none"> Self-evaluation, comparisons, peer-to-peer assessment Teacher's review of performance and steps for future improvement. 		

Key vocabulary

Marketing	Business	Design	Images	Feedback	Assess	Evaluate	Analyse	Target Audience	Advertising
Products	Equipment								

How will this help you in the future?

KS4	Beyond LHS
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 you will start your	You will gain an understanding of how organisations identify customers and use design images and materials to advertise to them. If you pursue a career in H&B, can you apply their skills and knowledge to launch a new business or product/service range.

actual assignment, scenario and era is set by City &
Guilds