

## SAMPLE ASSESSMENT MATERIAL

# UNIT 1 - BUSINESS LOCATION AND DESIGN FOR THE HAIR AND BEAUTY SECTOR



# Level 3 Unit 1 Business location and design for the hair and beauty sector

## Sample assessment material - information for teachers

**This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.**

### Overview

The purpose of this assessment is for learners to use their investigative, evaluative and creative skills in order to produce a business location plan and design brief for a beauty salon that is moving location.

Learners are required to complete two tasks. Task 1 is to produce an illustrated report and it is split into two sections: a) to produce a business location plan for the salon and b) to construct a design visualisation and write an evaluation with recommendations. Task 1b) will be completed after task 2 has been undertaken. Task 2 is to produce a documented design plan for employer feedback.

### Time

The overall time allowed for this assignment is up to 15 hours under controlled conditions:

Task 1 – 9 hours

Task 2 – 6 hours

### Resources

Learners will require access to word processing software as a minimum, and could use desk-top publishing/CAD software for the tasks. Visualisations may be created using 2D, 3D or multimedia techniques. The research may be carried out in a range of establishments including the learner's own work placement, a shop/salon in the local area or in the RLE in the centre.

### Supervision

Teachers must ensure that tasks are carried out under controlled conditions in accordance with the guidance on page 112 – 116 of the specifications.

Learners should be supervised when:

- producing the report
- producing and presenting their design brief.

### Roles and Feedback

The role of Sandy would be best undertaken by an employer however, a hair and beauty tutor can play this role if a suitable employer cannot be found.

Task 2 will require the role of Sandy to give either written or verbal feedback to the learner on their design brief. The feedback must take into account the sector specific focus and workability of the ideas that are put forward. The teacher must observe this process.

### Collaboration

The learner may discuss the assessment and brainstorm ideas in groups but s/he must produce individual responses for all tasks.

### Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using assessment grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 4 marks	5 to 8 marks	9 to 12 marks
1 Know the factors to be considered when choosing a business environment	<p>Identified the factors to be considered when assessing a potential business location, with limited accuracy.</p> <p>Identified the factors to be considered when assessing a potential business premises, with limited accuracy.</p>	<p>Identified the factors to be considered when assessing a potential business location, with general accuracy.</p> <p>Identified the factors to be considered when assessing a potential business premises, with general accuracy.</p>	<p>Identified the factors to be considered when assessing a potential business location, with consistent accuracy.</p> <p>Identified the factors to be considered when assessing a potential business premises, with consistent accuracy.</p>
	0 to 5 marks	6 to 10 marks	11 to 15 marks
2 Understand how to achieve the desired salon/spa image and ambience using the principles of interior design	<p>Offered a basic explanation of the factors that contribute to an ideal working environment in the hair and beauty sector.</p> <p>Explained the principles of commercial interior design in relation to the working environments of the six industries, showing a limited understanding of the principles.</p> <p>Offered a basic explanation of the psychology of colour and sensory perception as applied to salon design.</p>	<p>Offered a sound explanation of the role of the factors that contribute to an ideal working environment in the hair and beauty sector, using examples.</p> <p>Explained the principles of commercial interior design in relation to the working environments of the six industries, showing a sound understanding of the principles.</p> <p>Offered a sound explanation of the psychology of colour and sensory perception as applied to salon design, using examples.</p>	<p>Offered a detailed explanation of the role of the factors that contribute to an ideal working environment in the hair and beauty sector, using relevant examples.</p> <p>Explained the principles of commercial interior design in relation to the working environments of the six industries, showing a strong understanding of the principles and relating them to the industries in a consistent and relevant manner.</p> <p>Offered a detailed explanation of the psychology of colour and sensory perception as applied to salon design, using relevant examples.</p>
	0 to 6 marks	7 to 12 marks	13 to 18 marks
3 Know how to manage a design project	<p>Explained the key principles of project and people management in relation to the salon design and development process, showing a limited knowledge of the principles.</p> <p>Compared and gave brief evaluation of a range of professional services and service providers.</p>	<p>Explained the key principles of project and people management in relation to the salon design and development process, showing a sound knowledge of the principles.</p> <p>Compared and gave reasonable evaluation of a range of professional services and service providers.</p>	<p>Explained the key principles of project and people management in relation to the salon design and development process, showing a strong knowledge of the principles and relating them to the design and development process in a consistent and relevant manner.</p> <p>Compared and gave a detailed evaluation of a range of professional services and service providers.</p>

	0 to 15 marks	16 to 30 marks	31 to 45 marks
4 Be able to plan a hair and beauty sector business environment	<p>Developed a simple plan for a business location, showing basic awareness of regulations and legislation, and limited use of investigative techniques; made minimal reference to the professionals involved.</p> <p>Selected and used suitable visualisation and drawing convention methods at times, when generating a design for a business, showing limited consideration of the psychology of colour and sensory perception.</p> <p>Provided a limited evaluation of the viability of the business.</p>	<p>Developed a sufficiently detailed plan for a business location, showing sound awareness of regulations and legislation, and the appropriate use of investigative techniques at times; included a generally accurate assessment of the roles of the professionals involved.</p> <p>Consistently selected and used suitable visualisation and drawing convention methods when generating a design for business, taking into account the psychology of colour and sensory perception.</p> <p>Provided a sound evaluation of the viability of the business.</p>	<p>Developed a comprehensive plan for a business location which complies with regulations and legislation, using relevant investigative techniques appropriately; included a consistently accurate assessment of the roles of the professionals involved.</p> <p>Consistently and skilfully selected and used suitable visualisation and drawing convention methods when generating a design for business, effectively considering the psychology of colour and sensory perception.</p> <p>Provided an extensive evaluation of the viability of the business.</p>

## Sample assessment material – information for learners

### Assessment overview

For this assessment you are required to:

- produce a business location plan for a beauty salon
- produce a design brief for the new working environment of the salon
- construct a design visualisation of the design brief
- write an evaluation on the viability of the new business premises.

### Time

You will have approximately 15 hours to complete the assessment:

Task 1 – 9 hours

Task 2 – 6 hours

### Collaboration

You can discuss the assignment and brainstorm ideas in your group but you must produce individual responses for all tasks.

### Roles

A local employer will act as the salon owner and give you feedback on your brief. Your teacher will mark your work.

### Assignment Brief

#### Sandy's Salon



Your college has been contacted by the salon owner of a local beauty business – Sandy's Salon. This small salon is currently in the centre of town. However, due to increasing costs Sandy, the salon owner, wishes to relocate the current salon to a less expensive location but one that still attracts a lot of business.

Sandy Peacock is the salon owner of Sandy's Salon a local beauty salon located in the town centre of Boston. Sandy's is a small business with two staff and two treatment rooms. The therapists carry out lash and brow, waxing, facials, manicure and pedicure treatments. Sandy's has been trading for five years and the clientele comprises a cross-section of the community. Due to increasing costs Sandy wishes to relocate her business into Wide Bargate, a less expensive area of town. Sandy would like to expand the treatments on offer at her new salon to include some complementary therapies of aromatherapy and Indian head massage. This will need the new salon to have at least four staff and three treatment rooms. The additional staff member will take the role of receptionist.

Sandy is very busy running the salon but she also wants to develop links with the students at your college in order to give you the opportunity to develop experience as project managers.

Consequently, you have been given the role of project manager to locate, design and plan the new premises for the business.

You will need to complete some research to produce a business location plan and a design brief with a design visualisation.

You will present your brief to the salon owner who will give you feedback on your brief.

Finally you will need to consider the plan and make recommendations as to the viability of the move.

### **Task 1**

Covering learning outcome 1 (12 marks) and 4 (45 marks)

a) Identify a potential business location after considering the relevant factors. Produce a business location plan in an illustrated report.

The business location plan should include:

- your considerations when choosing the location
- factors that you have considered for the business premises
- results of investigations carried out.

b)

- Interpret the design brief by producing a design visualisation using suitable visualisation and drawing conventions.
- Evaluate the viability of the business and make recommendations.

### **Task 2**

Covering learning outcomes 2 (15 marks) and 3 (18 marks)

Present a design brief to Sandy in a formal meeting and review her feedback (formal report or detailed documentation, tables and figures may be included). The presentation will also be observed by your teacher who will assess your brief. You are **not** being assessed on your presentation skills.

The design brief should provide evidence of:

- the ideal working environment to complement the salon
- how image and ambience are considered in the different hair and beauty industries' commercial interior design and, therefore, which are pertinent to Sandy's salon
- how project and people management will be addressed
- reasons for the selection of specific professional services and providers.

Finally, re-visit your evaluation in light of feedback received.

**Teachers must use the assessment grid above to assess the tasks and give a mark for each learning outcome. The appendix below may be used as evidence sheets to record the learner's performance.**

**Appendix 1** – Evidence sheet of learner's performance for task 1

<b>Assessment criteria required</b>	
Learning outcome 1:	
<ul style="list-style-type: none"> <li>• factors considered when assessing potential business location</li> <li>• factors considered when assessing potential business premises</li> </ul>	
Teacher comments on learning outcome 1:	
Mark out of 12 = .....	
Learning outcome 4:	
<ul style="list-style-type: none"> <li>• developed a business plan</li> <li>• suitable methods to generate a design for a business environment</li> <li>• evaluation of the viability of the business</li> </ul>	
Teacher comments on learning outcome 4:	
Mark out of 45 = .....	
Total marks for task 1 out of 57	Total marks =

**Teachers must use the assessment grid above to assess the tasks and give a mark for each learning outcome. The appendix below may be used as evidence sheets to record the learner's performance.**

**Appendix 2** – Evidence sheet of learner's performance for task 2

<b>Assessment criteria required</b>	
<p>Learning outcome 2:</p> <ul style="list-style-type: none"> <li>• explanation of the factors contributing to an ideal working environment of the chosen industry</li> <li>• explanation of the principles of commercial interior design and how they differ between the hair and beauty industries</li> <li>• explanation of how the psychology of colour and sensory perception is applied to salon design</li> </ul>	
<p>Teacher comments on learning outcome 2:</p> <p style="text-align: right;">Mark out of 15 = .....</p>	
<p>Learning outcome 3:</p> <ul style="list-style-type: none"> <li>• explanation of the key principles of project and people management in relation to the salon design and development process</li> <li>• comparisons of a range of professional services and providers</li> </ul>	
<p>Teacher comments on learning outcome 3:</p> <p style="text-align: right;">Mark out of 18 = .....</p>	
Total marks for task 1 out of 33	Total marks =

### Appendix 3

Witness testimony for local business representative on learner's performance for task 2.

The learner should have demonstrated the skills listed below. Please make comments on this form to support the learner's performance. The teacher will use this evidence when marking task 2.

Name of learner .....  
Name of learner's centre.....

- a) How well did the learner explain the ideal working environment for the beauty salon?  
.....  
.....
- b) State how well the learner explained the principles of commercial interior design to complement the working environment of the beauty salon compared to other premises in the sector.  
.....  
.....
- c) How well did the learner explain colour and sensory perception in the design plan?  
.....  
.....
- d) To what extent did the learner explain clearly the principles of project and people management in the design plan?  
.....  
.....
- e) Did the learner compare the professional services and providers identified and were they appropriate and sufficient to the industry requirements?  
.....  
.....
- f) Please comment on any changes or recommendations you feel are necessary for the design plan.  
.....  
.....  
.....

I declare that I witnessed the activity that is discussed above.

Signature of witness: .....  
Name of witness (please print): .....  
Date on which the activity was witnessed: .....  
Name and address of witness (if not the learner's centre): .....  
.....  
Role of witness: .....

This testimony provides support of evidence of the following:

Learning outcome	Assessment criteria