

MODERATOR'S MARKING COMMENTARY

UNIT 5 - EXPLORING MEDIA AND IMAGE WITHIN THE HAIR AND BEAUTY SECTOR





Diploma in Hair & Beauty Studies



HAB3U5 – Moderator's Marking

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MODERATOR COMMENTARY ON HAIR AND BEAUTY STUDIES Level 3 Unit 5

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Learning outcome	COMMENTS	Assessment Criteria
1	<p>Some of the principles of marketing were described with general accuracy. More detail needed to justify consistent accuracy at band 3 (top of band 2).</p> <p>A summary of how image creation and media had an impact on the marketing mix was included. However, there was opportunity for further extraction of information and use of examples, particularly regarding the 4 P's (top of band 2).</p> <p>SMART targets were explained as the key requirements of a marketing strategy. The key requirements from the scope in the specification were described. This could have been more in-depth (so, top of band 2).</p> <p>Overall, the evidence for this learning outcome fits best into the top of band 2.</p>	<p>1a</p> <p>1b</p> <p>1c</p> <p>10 marks</p>
2	<p>A summary of several different types of mass media and their influences was included but the understanding shown was limited. The information on the influences of the mass media was also limited e.g. no consideration of local radio. Much more could have been made of this section with examples and full explanations for each (top of band 1).</p> <p>Some different types of suitable ICT were included. The explanation was limited as the types of information technology discussed were available to any household rather than graphic design and examples of ICT available professionally (top of band 1).</p> <p>A very brief explanation of communication methods was included with no examples seen in relation to their use in the hair and beauty sector (bottom of band 1).</p> <p>Overall evidence for this learning outcome fits best into the top middle of band 1.</p>	<p>2a</p> <p>2b</p> <p>2c</p> <p>4 marks</p>
3	<p>A limited explanation of the role and importance of image in a sector that thrives on this factor. The explanation lacked the detail required for band 2 and contained only one written example "Beckhams". (top of band 1)</p> <p>Very little information on how different types of businesses present themselves. Much more could have been made of</p>	<p>3a</p> <p>3b</p>

	<p>different images of salons, spas, therapists, stylists etc with images to aid description. (low band 1)</p> <p>This learning outcome best fits in the middle of band 1.</p>	4 marks
4	<p>Assessment for this learning outcome should consider the evidence in task 1 and 2, as task 2 demonstrated understanding of mounting the marketing campaign.</p> <p>Evidence showed a real interest in this section and an enthusiastic summary of the re-branding of the salon with consistent relevant information (top band 3).</p> <p>A bullet list was used to explain the critical components of the campaign plan. This method lacked detail and rigour, losing marks for insufficient information even though the topics of each bullet were correct. However, task 2 shows some further understanding of this assessment criteria, albeit implicitly at times (band 2).</p> <p>Pictorial examples of logos, font styles and size and shop frontages was included. The explanation of how mood and story boards can be used gave meaning to the boards produced. Clear creative flair with the number and difference in images included. (top band 3)</p> <p>A low result for 4b for this learning outcome reduced the high band 3 to an overall best fit into the bottom of band 3.</p>	<p>4a</p> <p>4b</p> <p>4c</p> <p>12 marks</p>
5	<p>The design plan to re-brand Good Looks was sound and demonstrated informed choices that had been agreed with the employer (band 2).</p> <p>The evaluation of the range of media being considered (prices lists, appointments cards) was checked for effectiveness with the employer but could have gained marks if there had been a wider, more in-depth check for effectiveness eg. samples to clients and staff for their comments (low band 2).</p> <p>The witness testimony by the salon owner requested changes to the designs and further examples, making some the basic ideas fit for purpose (band 1).</p> <p>Very limited adaptations seen on the stationery finally produced with only feedback gained from salon owner (band 1).</p> <p>The re-branding launch was a success with 12 new prospective clients entering the salon. The lack of photographs or images</p>	<p>5a</p> <p>5b</p> <p>5c</p> <p>5d</p> <p>5e</p>

	<p>of the launch reduced the marks. (high band 2)</p> <p>A limited evaluation of one paragraph was included. More marks could have been gained by creating an action plan for the salon owner and a self-evaluation on the re-branding processes (band 1).</p> <p>Overall, some of the assessment criteria fall into band 1 and some higher up in band 2. Therefore, the overall evidence for this learning outcome fits best in to the bottom of band 2.</p>	<p>5f</p> <p>11 marks</p>
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Marks awarded: agreed with marker on **total** score.

LO1 = 10

LO2 = 4

LO3 = 4

LO4 = 12

LO5 = 11

Total = 41