

Applied Learning (Senior Secondary Level)

2019-21 Cohort

Learning and Teaching

Subject Title : **Fundamental Cosmetology**
Area of Studies : **Services**
Course Provider : **Caritas Institute of Community Education**

In Fundamental Cosmetology, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in Beauty Care.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures conducted with a multi-disciplinary approach enable students to approach beauty and health studies from the perspectives of science, business management, aesthetics and personal health and beauty care) and eye-opening opportunities to experience the complexity of the context (e.g. industrial visits and seminars given by industry practitioners to gain first-hand knowledge of the current mode of operation and the potential growth of the beauty industry).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. through a practice-based learning in simulated beauty salon settings, students' role play as beauty therapists to apply both their communication skills in client consultation, and their knowledge and skills of beauty and health science in performing and evaluating facial treatment plans).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. students have the opportunity to use sales techniques, analyse the features and advantages of beauty products, and promote beauty products according to customer needs). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. the "Creative Make-up Portfolio" enables students to review the current literature on the latest design trends in the beauty industry, which will inspire them to come up with design ideas for the creation of a total coordination of image for make-up, hair design and nail art. Students are also required to integrate design principles, knowledge of aesthetics and various cosmetic techniques. The Portfolio is not only a record of their learning outcomes but also their reflections on the learning process; the Wedding Planning Proposal enables students to review the current literature on the latest trends in the wedding planning industry, and apply integrated business knowledge and financial management concepts for the production of a tailor-made wedding planning proposal to customers).

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Curriculum Pillars of Applied Learning in Context – Fundamental Cosmetology

Upon completion of the subject, students should be able to:

- understand and apply the beauty science knowledge of physiology, dermatology and aesthetics in the design of beauty treatment plans;
- integrate and apply the knowledge of health and beauty care and the practice of hygienic and safety measures in beauty treatments and salon management;
- learn and apply relevant knowledge and skills in aesthetics to a beauty plan for make-up, nail art and hair styling for an image design;
- appreciate and understand the principles of customer service as well as the business and ethics of the beauty industry;
- plan and implement make-up, nail art and hair design through selection of appropriate cosmetics products and practices to bring customised and special effect for different occasions; and
- develop self-understanding for further studies and career development in related fields.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- describe the various sectors in the beauty and personal health care and wedding planning industries and identify their trends, career opportunities and qualification requirements;
- explain the artistic and scientific principles behind the beauty and personal health care services;
- apply foundation knowledge and practical skills to the beauty and personal health care industries through hands-on application; and
- recognise the latest development of beauty and personal health care and wedding planning industries through visits and seminars.

2. Foundation Skills

- demonstrate effective communication skills through dealing with customers in simulated beauty salon settings;
- apply mathematical skills by performing basic accounting procedures adopted by a beauty salon;
- employ information technology skills in information and data collection in a variety of contexts, e.g. fashion make-up and hairstyle design.

3. Thinking Skills

- show acumen in and aesthetic appreciation of make-up design and hair design by analysing design works published in different media;
- generate innovative ideas through creation of various make-up effects and hair styles;
- apply analytical skills, problem solving skills and decision making skills to meet customers' expectations; and
- describe the social, economic and technological developments in the beauty and health sectors from regional and global perspectives, e.g. environmental protection, ageing population and health care.

4. People Skills

- demonstrate self-reflection and management abilities by monitoring and evaluating their own performance during the process of the beauty treatment;
- employ different skills in building a trustful relationship with customers to create a win-win scenario;
- handle conflicting situations tactfully when interacting with customers; and
- negotiate with the customers effectively to come up with an optimal beauty treatment plan for the customers.

5. Values and Attitudes

- appraise the importance of the culture of quality customer services;
- demonstrate professional conduct and social responsibility in the provision of services; and
- demonstrate self-motivated learning attitude to enhance knowledge and skills about the service industry.