



# Hair and Beauty Faculty Curriculum Philosophy

*'I believe that all women are pretty without makeup – but the right makeup can be pretty powerful' – Bobbi Brown*

At Biddick Academy we develop students' aspiration through high expectations, ensuring we offer an informative, creative and skilful understanding of the hair and beauty industry.

The hair and beauty industry has grown rapidly, from pop-up nail salons to selling branded cosmetics in department stores. It is not surprising that the British Beauty Council stated in May 2019 that such demand and innovation has put the hair and beauty sector at the heart of the UK economy. The demand on people to be wearing the latest hair trend, defined eyebrow style, or following celebrity styles has become overwhelming. This course aims to introduce students into the world of hair and beauty through informative and explorative knowledge as well as the development of creative skills in hair (curls / plaits / pin ups / historical looks), makeup (day / night / historical looks) and nail techniques (shaping, polish application and nail art).

This course benefits to provide not only an education linking with fashion, science, history, business studies and computer science, it also offers students a wide opportunity of skills to transfer into employment.

Students are taught and assessed by specialist teaching staff who have a wealth of invaluable teaching experiences in the hair and beauty sector. Staff have worked with several local hair and beauty salons to ensure that the course on offer enables the accurate and up to date knowledge which will benefit students who want to further their education or go straight into employment. Biddick Academy offers the City and Guilds Level 2 Technical Award in Hair and Beauty which is equally divided into three units. This qualification allows students to develop their curiosity and explore the exciting world of hair and beauty and the environment in which its industries operate, looking back in time to explore changing trends and developments within the hair and beauty sector, find out how science is used to create products, and understand why we create images for business use.

The course also ensures readiness and resilience through students demonstrating their skills and knowledge through both practical and theoretical settings. The ability for the Faculty to offer practical work within a full working salon ensures that students are familiar with industry-based equipment and provides them with an advantage when looking for a position in this industry.

Teachers in the faculty create a positive and engaging climate for learning, set high expectations both in terms of behaviour and academic achievement, demonstrate outstanding knowledge of the hair and beauty curriculum, plan and deliver well-structured lessons presenting subject matter clearly using their professional expertise, assess understanding and address misconceptions systematically providing clear and direct feedback and adapt their teaching to respond to the strengths and needs of all learners.

Students in the Faculty will develop a detailed knowledge of, and master the skills required to successfully complete the course in which students may progress on to a Hairdressing, Beauty or Media Make Up college course, seek employment as an Apprentice in a salon or may work in other related industries.

We believe that through the successful implementation of our Faculty vision, our students attain a variety of transferable life skills such as problem-solving, logical thinking, resilience and independence. Our students also learn the skills and knowledge of using high end industrial products and equipment and form a broader range of skills which are applicable in higher future level of further education, training, employment and career opportunities.