**COSMETOLOGY COMPETITION STANDARDS VIRTUAL 2021**

**PURPOSE**

To evaluate each contestant’s preparation for employment and to recognize outstanding students for excellence and professionalism in the field of cosmetology.

This contest is designed to demonstrate the contestant’s preparation and knowledge in areas of sanitation, proper setup and disassembly, professionalism in the workplace, and proper techniques in sculpture, styling, color placement and application.

**ELIGIBILITY**

Open to active SkillsUSA members enrolled in programs with cosmetology as the occupational objective.

**CLOTHING**

Official Dress is NOT required for the contest. However, a “professional” appearance is expected. Clothing should be unbranded with no words, images, or logos.

**EQUIPMENT AND MATERIALS**

**Supplied by the Contestant**

* Students must have their own kit and supplies necessary to perform the skill contest
* A long hair manikin with sufficient length to complete a long hair design
* Camera to take the video and pictures (a telephone camera is acceptable)

**GENERAL CONTEST INFORMATION**

* **Contest Schedule:**
* **Resume Submission: April 14**
* **Video, Slide and Drawing Submissions: April 15**
* **Written Exam: April 19-20**
* Slide presentation and Video demonstrations will be submitted in lieu of an in-person competition.
* Videos and still pictures should be taken in a well-lit area where the procedures can be clearly seen.
* The background of the video should not have any noise and should be done in a quite area.
* Make sure that in the video the contestant is visible during the procedures.
* Slide presentation and drawing of color placement should be submitted online with the video.
* Coaching and/or help of any kind during the recording is not allowed.
* All items must be submitted online through Canvas: Resume, Videos, slide presentation, and drawing. All tests will occur online through Canvas.

**SCOPE OF THE CONTEST**

**The following submissions and items will be required** in lieu of the in-person demonstration for this contest:

1. **Slide Presentation**
2. **Demonstration Video (5-7 minutes in length)**
3. **Hand-Drawn Color Design**
4. **Oral Communication Recording**
5. **Resume**
6. **Knowledge Test**

**LONG HAIR DESIGN:** Contestants must show their skill in creating a smooth and balanced design with the bobby pins and hair clips hidden, which shows no backcombing or back-brushing under the finished style. The techniques incorporated should follow current trends and be proportionate to the manikin.

Styling and Finishing Techniques:

* Contestants will style hair to create a range of special effects in an upswept position.
* Incorporate applicable techniques such as braiding, twisting, rolls, loops, etc.
* Secure hair with hair pins, bobby pins and bands as applicable.
* Create a design that is clean, smooth, showing no backcombing.
* Check that all hair pins, bobby pins and bands are not exposed.
* Demonstrate balance, proportion, and form in the finished design.
* Show control of texture and control of hair direction in the finished design.
* Incorporate current trends.
* The use of thermal tools such as curling iron/flat iron, blow-dryer and styling products as needed if desired.
* Contestants should create a **SLIDE PRESENTATION** (4-7 slides) using still photos to demonstrate and describe various applied techniques that were used in creating the Long Hair Design. This can be created using Microsoft PowerPoint, Google Slides (free) or any other slideshow presentation software. Contestants should predetermine two benchmarks of significant change in the manikin and /or techniques applied.
  + The slide presentation must consist of the following slides, in order:
    1. Start/Set-up – Picture of equipment and manikin/model before any procedures have begun
    2. Benchmark – this slide will include a still photo of the contestant applying technical skills predetermined by the contestant as demonstrating significant change in the manikin or applied technique
    3. Benchmark – this slide will include a still photo of the contestant applying technical skills predetermined by the contestant as demonstrating significant change in the manikin or applied technique, different from the preceding slide
    4. Skills and Techniques used – Maximum 4 photos, Maximum 4 slides. These slides will include a collection of still photos of the candidate demonstrating techniques used to achieve the final product. Each still photo should have an accompanying label/description.
* The slide presentation must be saved in a PDF file format before uploading to Canvas.
* Contestants should create a **VIDEO RECORDING** demonstrating the final styling results of the Long Hair Design.
* The video should be between 5-7 minutes in length.
* The contestant should provide verbal explanation of skills and techniques used to achieve the final results.
* The video should clearly show the manikin from all of the following angles:
* Front- centered on face
* Rear- centered back of head
* Both side profiles
* The video must be saved in either MP4 or MOV file format before uploading to Canvas.
* Judges will score the Long Hair Design for creativity, artistic expression, level of difficulty, balance, form, complexity of design, precision and neatness.

Contestants will also demonstrate Creative Color Placement on the Long Hair Design in a color **HAND-DRAWING**.

* Contestants must create a drawing that demonstrates a range of special effects achieved through color placement into the Long Hair Design.
  + **Design MUST be hand drawn**. Pictures from a magazine or internet ARE NOT ALLOWED for submission. Contestants may use markers, paint, or colored pencils to create the finished drawing and demonstrate the desired special effects.
* The drawing should include a key/legend indicating the techniques, color products and formulas that the contestant would use to create the drawn effects.
* Judges will score for creativity, artistic expression, complexity of design, placement, color selection and overall design.

**Oral Communications Scenario (2-3 minute Recorded Video submission)**

* **Mock telephone conversation scenario: *“Handling a telephone call from an unsatisfied client”*.** An unsatisfied client telephones the salon upset about the service they received. How would you handle this telephone conversation?
* Record your video on how you would handle this situation. Make sure to include ALL of the aspects included in the judging criteria below.
* 10 pts - Pleasant voice
* 10 pts - Identified salon
* 10 pts - Identified stylist
* 10 pts - Asked for client’s first and last name
* 10 pts - Asked for client’s phone number
* 10 pts - Asked for type of service received.
* 10 pts - Used the client’s name at least once in the conversation
* 10 pts - Offer a complimentary appointment to evaluate the problem.
* 10 pts - Thank the client and reassure them that their satisfaction is our goal.
* 10 pts - Outstanding presentation
* **100 points total**

**Kowledge Skills**

**RESUME**

* Students will be assessed based on the sample resume, grammar, spelling, sentence structure, neatness, and completeness.

**WRITTEN KNOWLEDGE TEST (1 hour)**

* Contestants will complete a multiple-choice test. It will include, but not limited to, the basic knowledge of the state health and regulations, proper sanitation, client protection, tools, skills, procedures, precautions, and health hazards involved in the cosmetology practice.

**SCORING INFORMATION**

* Creative Free Style Long Hair Design (Slide Presentation and Video) – 500 pts
* Creative Color Placement and Design (Drawing) – 200 pts.
* Oral Communications Recording – 100 pts.
* Written Knowledge Test – Cosmetology – 100 pts.
* Resume – 100 pts.