



Education is not filling a bucket,
but lighting a fire. —William Butler Yeats

This Aveda Educational System is a fully-developed package of resources to help facilitators stimulate, educate, and assess their students.

The components of the system include:

Participants Guide

Includes step-by-step application instructions with still photography and/or graphic illustrations

Facilitators Guide

Includes sample 4MAT lesson plans
Includes assessment materials

Video demonstrations (on DVD)

Fundamental skills plus 26 applications are demonstrated on video by Aveda Master Educators

Still photography

Still image series taken from the videos to support practice on mannequins or models





Note to Instructors:

1. More specific information regarding the lessons, applications and techniques found in this curriculum can be found in the Aveda Hair Color Professional Reference Guide.

2. This learning tool is designed with the 4MAT teaching method in mind. We encourage you to use it as support for your lesson plans, especially in the IMAGE/INFORM and PRACTICE/EXTEND quadrants of the learning cycle. Before major sections of content are introduced, sample 4MAT lesson plans are provided. These are examples that can be changed or customized by the instructor. They serve as a reminder of the importance of creating engaging lessons that stimulate the natural learning process and facilitate all learning styles.

1 Connect

Connect the students directly to the concept in a personal way.

2 Attend

Guide students to reflection and analysis of the experience.

3 Image

Use another medium (not reading or writing) to connect students' personal knowledge to the concept (ie: visual arts, music, movement, etc.)

4 Inform

Provide "acknowledged body of knowledge" related to the concept

5 Practice

Provide hands-on activities for practice and mastery.

6 Extend

Encourage tinkering with ideas, relationships, connections. Provide opportunity for students to design open-ended explorations of the concept.

7 Refine

Give guidance and feedback to students' plans, encouraging, refining and helping them to be responsible for their own learning.

8 Perform

Support students in learning, teaching and sharing with others. Leave students wondering (creatively) about further possible applications of the concept, extending the "what ifs" into the future.

Coloring hair is a transforming experience. It's a process of reinvention that brings hair to life in a new way through chemistry--the way product formulas react with hair. That's why the application of hair color is both an art and a science that requires imagination, creative expression, intuition, the ability to listen and consult plus technical knowledge and skill. The combination is inspiring, and the possibilities are endless.

1

Understanding Color

This lesson will encourage an understanding of the transformational powers of color and prepare students to explore the art and science of full head hair color applications.

Concept

The concept “transformation”—the transformational power of color.

PRODUCTS AND SUPPLIES

Pictures of colorful bedrooms
Sample paint chips from paint or hardware store
Crayons and white paper
Colored paper



Connect

Ask the students to shut their eyes and picture their current bedroom. Is it just as they want it or could it use a transformation?

Talk about popular interior design makeover shows on television. Show pictures of colorful bedrooms. Ask the question: What is the one thing designers do to really transform a room, even with a minimal budget?

The answer is paint. Change the color and change everything—the style, the mood and how one feels about the space.

Discuss the transforming power of color. Who has painted a room and totally changed its look and feel?

Attend

Spread out a good number of paint chip samples from the local paint or hardware store. Ask students to choose one new color for their bedroom and let some explain why they made their choice.

Image

Have the students open their books to the Color Theory section. Lead them through a discussion of the different types of color, how they are mixed to create other colors and how they can affect or neutralize each other.

Inform

Have the students pick up the color choice they made for their bedroom wall. Talk about how they have to consider what’s currently on the wall before painting a new color.

What happens if they want to paint black over white? What about white over black? What if the wall is bumpy or has holes in it? The original state of the wall must be considered before color is applied.

This is true with hair color as well. The existing color and condition of the hair must be considered.

Have the students pick up their paint chips and notice the sample colors go from light to dark. Essentially the same color has different “shades” or “levels” depending on how colors are mixed and how much pigment is used.



Practice

Think of something in the world that can be profoundly transformed by changes in color and/or shape. (ie: the metamorphosis of a butterfly, the ripening of a lime, changes in sky color at sunset)

Ask the students to draw pictures and be ready to tell the “transformation story” of their subject.

Extend

Think about the psychological implications of making a transformation. Ask students to write down three times in their lives when they needed to change themselves. What did they do to bring about a change?

Refine

Think about the emotional impact of color. Hold up different colored papers. As each paper is held up, ask the students to write down how the color makes them feel. Neutral colors

Neutral colors, such as pale gray, taupe and beige, send a restful message to your brain.

Helpful Information:

To create a feeling of warmth and coziness in a room, use bright, warm colors like yellows, oranges and reds.

Cool Colors

In rooms where there’s plenty of sunshine, cool colors can provide a calming ambience. Sage greens and sky blues are perfect for bedrooms, playrooms and activity areas.

Primary Colors

Young, playful moods are brought to the surface with primary colors.

Colors By Mood

PINK-soothes, promotes affection.

RED-Red is a power color, often used to invigorate your environment. Red is also said to stimulate and symbolize passion.

YELLOW-cheers, increases energy, expands the size of a room.

WHITE-purifies, unifies, enlivens other colors.

BLACK-authoritative, shows discipline, encourages independence.

ORANGE-cheers, stimulates appetite and conversation.

GREEN-balances, refreshes

PURPLE-comforts, creates mystery

BLUE-relaxes, cools

Perform

Ask the students, “If you were going to change your own hair color today, what would you do and why? What would be the challenges? How might the change make you feel?”

Have them pair with a partner and “counsel” each other about changing hair color.