

Overview

This standard is about developing your creative make-up skills for fashion and photographic work in a way that enhances your own professional profile. The ability to research, plan and create a range of make-up looks to a given brief, in conjunction with others, is required in this standard. The ability to evaluate the results against the design brief is also required.

To carry out this standard you will need to maintain effective health, safety and hygiene throughout your work. You will also need to maintain your personal appearance and demonstrate good communication skills to share the design concepts with others involved in the project.

The main outcomes of this standard are:

1. plan and design a range of make-up looks
2. produce a range of make-up looks
3. evaluate your results against the design brief objectives

Performance criteria

You must be able to:

Plan and design a range of make-up looks

1. agree contractual arrangements with the relevant person prior to commencing your design plan
2. identify the intended **activity** for which the make-up is required
3. source information to research ideas on themes for the design plan
4. use information sourced to create your design plan
5. create a design plan which has clear objectives and meets the design brief from the relevant person
6. design mood boards for the **look** required
7. identify all **resources** and **additional media** required
8. consider how risks to health and safety can be reduced
9. agree your design plan with the relevant person

Produce a range of make-up looks

10. prepare the work environment to meet legal and organisational requirements
11. prepare equipment, materials and products for the make-up application
12. work in a way which permits access and minimises the risk of injury to you and others
13. use **make-up application techniques** to create the agreed **look**
14. manage **resources** within the limits of your own authority
15. communicate with relevant person throughout the make-up **activity**
16. ensure the use of **resources** conforms to the design plan
17. ensure the finished make-up **look** meets the design brief

Evaluate your results against the design brief objectives

18. obtain and evaluate feedback from the relevant person on your work and its effectiveness
19. evaluate your own performance against your objectives to identify how and where it could be improved

Knowledge and understanding

You need to know and understand:

Plan and design a range of make-up looks

1. the reasons for agreeing contractual arrangements prior to commencing your design plan
2. the steps that should be taken to ensure you are adequately insured
3. how to interpret a design brief
4. how to create a detailed and accurate make-up design plan
5. different methods of communicating and presenting your design plan to the **relevant people**
6. the principles of colour theory
7. the different types of lighting and camera effects and how these impact on the make-up
8. why it is important to set and work to a budget
9. the range and availability of resources required and where they can be obtained
10. how to create a mood board and apply it to your make-up design plan
11. how to adapt your plans to meet venue restrictions
12. the **common problems** associated with photographic shoots, fashion shows and how to resolve them
13. the potential hazards that must be considered when working at any venue
14. the steps that should be taken to minimise risks
15. how local by-laws and legislation may limit your use of resources
16. the **health and safety** procedures applicable to any venue you use
17. how to recognise contra-indications and restrictions to the make-up and how to deal with them

Produce a range of make-up looks

18. how to prepare and adapt the work environment to meet legal and organisational requirements
19. **methods** of communicating your requirements to the **relevant people**
20. the principles of design, scale and proportion when creating a look
21. iconic make-up looks and how different cultures have influenced make-up and fashion trends
22. the different types of make-up techniques and how to use them
23. how to replicate historical looks safely to meet present day standards
24. the ways in which additional media can be used to complement the overall design plan

25. how to adapt the product and make-up selection to suit **circumstances**

Evaluate your results against the design brief objectives

- 26. the purpose of evaluation activities
- 27. the areas on which feedback should be collected
- 28. methods of gaining feedback from others
- 29. the potential commercial benefits that can arise from make-up design work
- 30. how the design looks can be adapted to suit other activities

**Scope/range related
to performance
criteria**

1. photographic – black and white
2. photographic – colour
3. fashion shows

Look

1. period
2. fantasy
3. high fashion
4. catwalk
5. bridal
6. commercial
7. editorial

Resources

1. tools and equipment
2. products
3. time
4. people
5. venue
6. budget

Additional media

1. accessories
2. clothes
3. hair
4. nails
5. false lashes

Make-up application techniques

1. precision base application
2. highlighting and shading
3. concealing

4. blending
5. precision application of eye and eyebrow products
6. precision application of lip products
7. colour mixing
8. stencilling
9. body make-up
10. airbrushing

Scope/range related to knowledge and understanding

- Relevant people**
1. photographer
 2. art director
 3. make-up designer
 4. hair designer
 5. clients
 6. artistes
 7. clothing designer
 8. stylists
 9. nail technician
 10. assistant

Common problems

1. staffing
2. tools and equipment breakdowns
3. time over-runs
4. environmental conditions
5. budget constraints

Health and safety

1. Health and Safety at Work Act
2. The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR)
3. The Health and Safety (First Aid) Regulations
4. The Regulatory Reform (Fire Safety) Order
5. The Manual Handling Operations Regulations
6. The Control of Substances Hazardous to Health Regulations (COSHH)
7. The Electricity at Work Regulations
8. The Environmental Protection Act
9. The Management of Health and Safety at Work Regulations
10. The Health and Safety (Information for Employees) Regulations

Methods

1. questioning
2. visual
3. listening
4. body language

Circumstances

1. environmental
2. cancellation
3. illness
4. change of brief

Values

The following key values underpin the delivery of services in the beauty, nails and spa sectors

1. a willingness to learn
2. a flexible working attitude
3. a team worker
4. a positive attitude
5. personal and professional ethics

Behaviours

The following behaviours underpin the delivery of services in the beauty, nails and spa sectors. These behaviours ensure that clients receive a positive impression of both the organisation and the individual

1. meeting the organisation's standards of behaviour
2. greeting the client respectfully and in a friendly manner
3. communicating with the client in a way that makes them feel valued and respected
4. treating the client courteously and helpfully at all times
5. adapting behaviour to respond effectively to different client behaviour
6. checking with the client that you have fully understood their expectations
7. responding promptly and positively to the client's questions and comments
8. recognising information that the client might find complicated and checking whether they fully understood
9. meeting both organisational and industry standards of appearance.

Skills

The following key skills underpin the delivery of services in the beauty, nails and spa sectors

1. the ability to self-manage
2. excellent verbal and non-verbal communication
3. using the most appropriate ways of communicating with a client
4. responding promptly to a client seeking assistance
5. quickly locating information that will help the client
6. providing the client with information they need about services and products offered by the organisation

Glossary

Artiste

The artiste is the person on whom the make-up is being carried out. This could include models, performers and celebrities.

Art Director

The Art Director is a blanket title for a variety of similar job functions in advertising, publishing, film, theatre and television. Typically this person is responsible for the overall art/design of the project.

Stylist

The person responsible for deciding the wardrobe requirements and possible overall look.

Design plan

A chart that is used to show the design of the make-up and list products, accessories, and any additional media required.

Design Brief

A breakdown of what the relevant people want to achieve for the end result, within a certain timescale, budget and location.

Design and create fashion and photographic make-up

Developed by	SkillsActive
Version Number	2
Date Approved	April 2015
Indicative Review Date	June 2020
Validity	Current
Status	Original
Originating Organisation	SkillsActive
Original URN	SKAB11
Relevant Occupations	Beauty Therapist; Make-up artists
Suite	Beauty Therapy
Keywords	design; fashion; photographic; make-up