

Qualification: 6010-20-020/520 Level 2 Make-up Artistry – Theory exam

June 2018

1	State three contra-actions that can be caused by a make-up service.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • Erythema / Redness. • Inflammation / Swelling. • Perspiration. • Watery eyes. • Rash. • Irritation / itchy skin. • Fainting. • Allergic reaction. • Burning sensation. • Stinging. 	<p>Do not accept:</p> <ul style="list-style-type: none"> • Spots. • Sensitivity. <p>Marks should not be awarded for examples of contra-indications.</p>	3
2	Explain the factors to consider when maintaining environmental conditions in a salon.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark each for any of the following, to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • It is important to have appropriate lighting (1) <ul style="list-style-type: none"> ○ to help the make-up artist maintain precision/accuracy (1) ○ to ensure the finished make-up looks correct in the environment intended to be seen (1). • It is important to consider temperature (1) <ul style="list-style-type: none"> ○ to maintain model comfort (1). ○ to support a successful make-up / hair application (1). • It is important to ensure sufficient ventilation in the room / open windows / air conditioning (1) <ul style="list-style-type: none"> ○ to avoid headaches/fatigue/nausea (1) 	<p>A maximum of 3 marks can be awarded for identification of maintaining environmental conditions.</p> <p>A maximum of one mark can be awarded for explanation of factors references maintaining client's comfort.</p> <p>Marks should not be awarded for identification or explanation of health and safety conditions.</p>	5

	<ul style="list-style-type: none"> ○ to prevent odours/stagnant air (1). ● The make-up artist should be aware of personal space (1) <ul style="list-style-type: none"> ○ to ensure the model feels comfortable (1) / to ensure general comfort (1). ○ to maintain client modesty (1). 		
3	Explain the different types of insurance that are required when working in the make-up industry.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark each for any of the following, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> ● Public Liability (1) will cover the make-up artist if someone is accidentally injured by the make-up artist/the business (1). Legal fees and expenses are covered (1). ● Products and treatment liability (1) will cover the make-up artist against damages as a result of damage to property/personal injury caused by your product (1). ● Professional <u>indemnity</u> insurance (1) will cover the make-up artist if they are alleged to have provided inadequate advice/services/designs to a client (1). This insurance covers the legal fees and expenses in defending the claim (1) as well as compensation to your client to rectify the mistake (1). ● Employers liability (1) if a make-up artist is employed this insurance will cover if an employee becomes injured or unwell as a result of their work (1). Employees have the right to claim compensation (1). ● Personal accident cover (1). This insurance covers you if you have an accident and cannot work (1). ● Stock and equipment cover (1). This insures you for any damage or loss of products and equipment (1). ● Vehicle Insurance (1) to protect against theft/loss/damage to vehicle (1). 	<p>A maximum of 3 marks can be awarded for the identification of insurance.</p> <p>A mark can be awarded if a response has explained the type of insurance but not identified the correct name.</p> <p>A maximum of one mark can be awarded if candidate has identified a correct need for insurance e.g. client injury / legal action</p> <p>Marks should not be awarded for:</p> <ul style="list-style-type: none"> ● Life Insurance. ● Travel Insurance. 	6

4	List the three layers of the hair structure.		
	Acceptable answer(s)	Guidance	Max mks
	1 mark for each of the following, to a maximum of 3 marks: <ul style="list-style-type: none"> • Cuticle. • Cortex. • Medulla. 		3
5	State three layers found within the epidermis.		
	Acceptable answer(s)	Guidance	Max mks
	1 mark for each of the following, to a maximum of 3 marks: <ul style="list-style-type: none"> • Horny layer/Stratum Corneum. • Clear/transparent/lucid layer/Stratum Lucidum. • Granular layer/Stratum Granulosum. • Prickle cell layer/Stratum spinosum. • Basal layer/Germinal layer/Stratum basale/Stratum germinativum. 	A maximum of one mark is be awarded for either the Latin or common name for each layer.	3
6	Explain the influence of global culture on current bridal trends in the UK.		
	Acceptable answer(s)	Guidance	Max mks
	1 mark each for any of the following, to a maximum of 5 marks: <ul style="list-style-type: none"> • Asian make-up (1) has introduced bright/heavy/bold colours into areas such as lip/eye make-up (1) the cut crease which emphasises the eye shape (1) glitter application (1). Asian inspired ornamentation/jewels/head pieces (1). • Arabic make-up (1) has influenced the double eyeliner flick to accentuate the eyes (1). Enhanced eyebrow definition to give the appearance of a fuller brow (1). Heavy contouring to change face shape/feature (1) and dramatic lash effect to balance the make-up (1). • Celebrity image (1) appropriate and linked bridal trend (1). • Social media (1) has broadened the influence of the types of bridal trends (1). 	A maximum of 2 marks can be awarded for identification of global cultures. Marks awarded for trends must be correctly linked to original influence to be worthy of a mark. Marks awarded for trends must be appropriate to the bridal industry and suitably linked to the culture. A maximum of 2 marks can be awarded for current bridal trends that have been influenced by global cultures without reference to the specific culture.	5

7	State five benefits to a make-up artist of carrying out research.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • Sourcing inspiration/ideas for own design. • Planning design ideas. • Gaining industry knowledge. • Gaining knowledge on specific looks e.g. historical • How the industry works/interacts with other industries. • Developing creativity and imagination. • Enhancing own technical skills/ learning new techniques. • Identifying different career paths/opportunities. • Understanding of new trends. • Showing professionalism. 	Do not accept answers that relate to moodboard / face chart design.	5
8	State six factors to consider when preparing a budget for a bridal make-up service.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each of the following, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Affordability for client. • Profit for make-up artist. • Travel costs. • Product usage (hair/make-up). • Time. • Health and safety/Insurance. • Additional expenses/contingency / accommodation. • How many people are having the make-up service carried out. E.g. mother of the bride or bridesmaids. • Trial run. 	If an example of <i>Travel costs</i> or <i>Product usage</i> is provided then a mark may be awarded, but not in addition to the bullet point on the mark scheme.	6

9	State three characteristics of an Asian skin type.		
	Acceptable answer(s)	Guidance	Max mks
	1 mark each for any of the following, to a maximum of 3 marks: <ul style="list-style-type: none"> • Yellow undertones. • Prone to oiliness / greasy / shiny. • Prone to hyper/hypo-pigmentation. • Prone to scarring. • Prone to darkness around the eye. • More resistant to ageing • Produces more melanin. 	To award marks, specific characteristics need to be identified. Broad terms are not acceptable.	3
10	State the correct colour to use when concealing each of the following skin variations. <p>a) Broken capillaries.</p> <p>b) Hyper-pigmentation.</p> <p>c) Veins.</p>		
	Acceptable answer(s)	Guidance	Max mks
	<p>a) 1 mark for each of the following, to a maximum of 1 mark:</p> <ul style="list-style-type: none"> • Green. <p>b) 1 mark for each of the following, to a maximum of 1 mark:</p> <ul style="list-style-type: none"> • Orange / Peach / skin colour. <p>c) 1 mark for each of the following, to a maximum of 1 mark:</p> <ul style="list-style-type: none"> • Yellow / Peach / Orange / Red. 		3

11	Explain three pieces of aftercare advice that should be provided following a make-up artistry service.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark each for any of the following, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Identify possible contra-actions (1) so model is aware of how to deal with them e.g. refer to GP / contact make-up artist (1). • Provide advice on product recommendations (1) in order to increase sale opportunities (1). • Provide recommendations for services (1) to build a client base / promotes repeat business (1). • Advise on how to top-up the make-up throughout the day (1) to prolong the effects of make-up/maintain the look (1). • Advise the model on how to correctly remove make-up (1) to prevent irritation/contra-actions (1). • Advise the model on how to keep their skin in good condition / cleanse tone and moisturise (1) because the skin is the base/canvas for make-up application (1). Drink plenty of water (1) to keep skin hydrated for better application of make-up (1) • Advise on application techniques (1) to gain/maintain model confidence (1). • Advise on activities to avoid (1) to prolong the effects of the make-up (1). 	<p>A maximum of 3 marks can be awarded for identification of aftercare advice.</p> <p>Marks can be awarded if the response states examples of the advice as an alternative.</p>	6
12	A make-up artist has been given a brief which requires the creation of hair and make-up designs for a campaign to launch a new make-up product. Discuss the factors to consider when preparing design ideas.		
	Acceptable answer(s)	Guidance	Max mks
	<p>Band 1 (1-4 marks) The response covers a limited range of considerations that should be taken into account when planning for a make-up product launch.</p> <p>A basic understanding of planning with minimal consideration to design. Tentative links were made to the campaign although not always relevant. Discussion is not well developed and there is minimal justification for choices.</p> <p>To access the higher marks in the band, the discussion will contain some relevant considerations for the requirements of the brief.</p>	<p>Indicative content:</p> <ul style="list-style-type: none"> • Health and safety working practices. • Communication. • Budget • Considerations to theme / total look • Promoting products and services e.g. social media, promotional material, target audience. • Understanding of target audience. • Professionalism and behaviour. • Sales opportunities. 	12

<p>For those justifications given, there are some links to the campaign.</p> <p>Band 2 (5-8 marks) The response covers some of the main considerations to take into account when planning for a make-up product launch. Some discussion showing reasonable depth of understanding for the promotion of a make-up product. Some good links were made to design ideas. Some considerations towards the requirements of the total look. A wide range of considerations have been made throughout and there is some evidence supporting and justifying decisions made.</p> <p>To access the higher marks in the band, the discussion will contain clear, relevant and accurate stages of the planning process which are supported with some justification.</p> <p>Band 3 (9-12 marks) A thorough and accurate response that covers a broad range of considerations with relevant links to all technical aspects necessary for carrying out a make-up product launch. Discussion shows a broad range of knowledge and depth of understanding for the promotion of make-up product with clear and coherent links made to design ideas. All stages of the planning process which includes the research of different brands and identifying target audience are presented in a logical order and justified.</p> <p>To access the higher marks in this band, the discussion will be clear, coherent and comprehensive with all relevant considerations discussed with accurate and fully justified recommendations.</p>	<ul style="list-style-type: none"> • Researching designs and influences of current trends, e.g. internet, social media. • Planning for hair and make-up designs. • Face and hair charts. • Make-up and hair products, tools and equipment used. • Make-up and hair techniques. • Ornamentation/accessories/props. • Location/environmental conditions. 	
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