



TELEPHONE

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220

The art of photographic make-up

Photographic make-up is an extremely rewarding skill to learn: from starting to work on the 'blank canvas' of a bare face, to creating a specific look, and then seeing that look in a final photograph that may even be published or framed. In this unit you will learn about the importance of producing a mood board which develops the image you are creating, and about the different tools and products that can be chosen to develop the look. You will also learn about basic anatomy and physiology, such as the bone structure of the face, the function and structure of the skin and how different factors affect the skin's condition.

Assignment mark sheet

Unit 220 The art of photographic make-up

Your assessor will mark you on each of the practical tasks in this unit. This page is used to work out your overall grade for the unit. You must pass **all** parts of the tasks to be able to achieve a grade. **For each completed practical task, a pass equals 1 point, a merit equals 2 points and a distinction equals 3 points.**

What you must know

Task 1: produce information sheets

Or tick if covered by a GOLLA online test

Tick when complete

What you must do

Task 2: apply photographic make-up

Grade

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Points

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Overall grade

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Candidate name:

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Candidate signature:

Date:

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Assessor signature:

Date:

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Quality assurance co-ordinator signature
(where applicable):

Date:

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External Verifier signature
(where applicable):

Date:

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Image courtesy of Sita Gill

What does it mean?

Some useful words are explained below

Blusher

This comes in a variety of different forms: cream, powder or liquid. It is used to enhance the cheekbones.

Concealer

A product used to cover any imperfections. It is usually applied before foundation.



Eyeshadow

A product applied to the eyes. It may be in powder, cream or gel form.



Foundation

A make-up product used all over the face to enhance the natural skin colour, providing an even base on which to work. If it contains an SPF it also gives protection to the skin, eg from UV rays.

Highlighter

A product used to draw attention to an area or feature of the face.

Mood board

An 'ideas' board showing how a theme is developed.

Shaders

Products used to take attention away from a feature of the face.



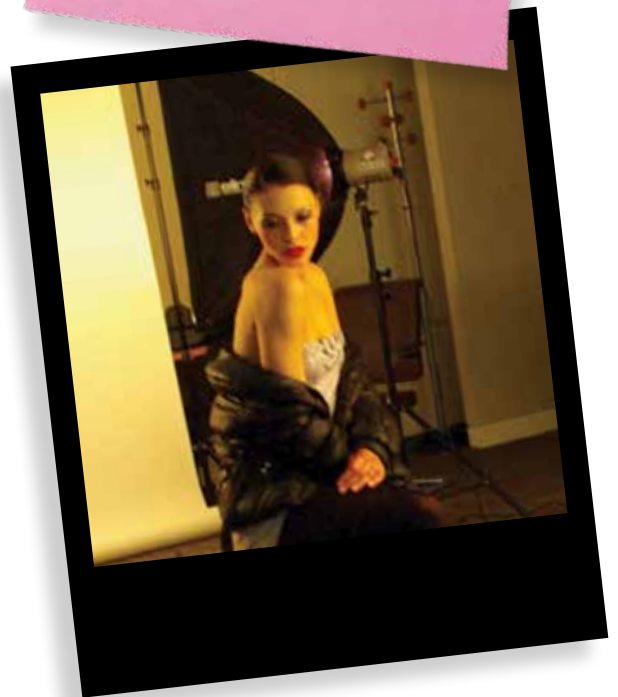
Skin colour

The actual colour of the skin. This can range from very light to dark and can vary from area to area on one face.

Skin texture

This refers to the thickness of the skin.

Experiment as much as possible with colours and techniques; take plenty of photos as you work to check that the look is as you intended.



Revision tip

After completing the make-up application, clean and disinfect your brushes and, when dry, store them in the UV cabinet to prevent cross-infection.



Follow in the footsteps of... “ *Marcus Scott*”

At just 20 years old Marcus is a qualified hairdresser who has already been in the industry for six years. He opened his own hair salon at the age of 19, and then expanded into beauty by offering make-up, waxing, tanning and other treatments. The salon has been a great success, and Marcus already has four employees. Marcus recently went to the Tigi academy to attend the basic creative make-up course and is going back soon to do the advanced photographic make-up course. His life-long ambition is to be a stylist to the stars. **Look for the pink quote marks to see what he has to say to you!**

What you must know

You must be able to:

- 1 outline the purpose of a mood board
- 2 outline how to develop a mood board
- 3 describe ways of effectively presenting a mood board
- 4 describe the factors that need to be considered when carrying out a photographic make-up application
- 5 state the importance of preparation procedures for photographic make-up
- 6 state tools, products and equipment used when carrying out a photographic make-up application
- 7 describe the sequence in which make-up products should be applied
- 8 explain how natural ageing, lifestyle and environmental factors affect the condition of the skin
- 9 describe the structure and function of the skin
- 10 describe the position of the major facial bones
- 11 state how to communicate
- 12 state the behavioural expectations
- 13 state the methods of evaluating the effectiveness of the application of the make-up
- 14 outline safe and hygienic working practices when carrying out photographic make-up



Image courtesy of iStockphoto.com/rilueda

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As well as updating your portfolio, regularly update your skills and techniques. Don't be scared to try new things out - you will be surprised what you can achieve.

Photograph

The foundation application must be perfect as this is the base for all the make-up, and any mistakes will be obvious.





With photographic make-up, you can be much more bold with colour.

Photographic make-up

“

Be creative, individual and show your flair and passion! Try different materials such as craft glitter to achieve that certain look. Remember, your model needs to pop out of the photographs.



What you must do

Practical observations

This page shows what you need to do during your practical task. You can look at it beforehand, but you're **not** allowed to have it with you while carrying out your practical task. You must achieve **all** the criteria; you can achieve 1 mark, 2 marks or 3 marks for the criteria indicated with *****.

- 1 Produce a mood board *****
- 2 Select and use products, tools and equipment for photographic make-up application taking into account identified factors
- 3 Apply a photographic make-up application *****
- 4 Communicate and behave in a professional manner
- 5 Evaluate the effectiveness of the photographic make-up application *****
- 6 Provide suitable aftercare advice
- 7 Follow safe and hygienic working practices

Total

Grade

Candidate signature and date

Assessor signature and date

Conversion chart

Grade	Marks
Pass	7–8
Merit	9–11
Distinction	12–13

Please tick when all pre-observation requirements have been met.

Photographic make-up		
1	2	3
1		
1		
1	2	3
1		
1	2	3
1		
1		



Remember the lights in a studio make the skin appear paler so always add a bit more make-up than usual, and build it up during the shoot.

What you must do

Practical observations descriptors table

This table shows what you need to do to achieve 1, 2 or 3 points for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
1 Produce a mood board	The candidate develops a mood board that demonstrates their ideas and concepts and can be used to reflect themes, using basic ideas, limited resources and minimal research.	The candidate develops a mood board that demonstrates their ideas and concepts and can be used to reflect themes, using a range of basic ideas, variety of resources and limited research.	The candidate develops a mood board that demonstrates their ideas and concepts and can be used to reflect themes, using a range of original ideas, variety of interesting resources and varied in-depth research.
3 Apply a photographic make-up application	The candidate applies the photographic make-up to create the desired look using evidence of some basic techniques and interpretation of the mood board.	The candidate applies the photographic make-up to create the desired look using evidence of a variety of techniques and good interpretation of the mood board.	The candidate applies the photographic make-up to create the desired look using evidence of a variety of advanced techniques and excellent interpretation of the mood board.
5 Evaluate the effectiveness of the make-up application	Verbal feedback is gained to ascertain if application met with expectations.	Verbal feedback is gained to ascertain if application met with expectations. Verbal feedback is recorded.	Verbal and written feedback is gained to ascertain if application met with expectations. Requirements for future applications, visual and verbal feedback are recorded.

Comment form

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This form can be used to record comments by you, your client, or your assessor.



