

Level 3 Advanced Technical Diploma in Media Make-up Artistry (540)

Level 3 Media Make-up Artistry-Theory Exam (1)

March 2018



Q	Acceptable answer(s)	Guidance	Max mks
1	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Qualified to carry out the service requested. • Charge a reasonable price. • Reasonable time for the services offered. • Carry out the service with skill/care / false advertisement. • Perform the service again if inadequate. • Client entitled to a refund/replacement/fixing. 	<p>Answers surrounding Sale of Goods Act can be awarded marks as this act has been replaced with the Consumer Rights Act (ie references to products).</p>	4
2	<p>1 mark each for any of the following, with a maximum of 3 marks for identifying methods used to promote the make-up artist, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Update/maintain industry portfolio of bridal makeup (1) <ul style="list-style-type: none"> ○ to show to potential customers/brides (1). • Attend events/fares (1) • Create business/price cards (1) <ul style="list-style-type: none"> ○ to support networking with other industry experts (1). • Advertise in bridal magazines (1) • Utilise Bridal social media sites (1) • Create a website (1) <ul style="list-style-type: none"> ○ to promote your prices/makeup looks (1). • Collaborate with hotels/photographers (1) <ul style="list-style-type: none"> ○ to have exclusivity for working at the venue (1) ○ to gain recommendations from hotel/other professionals /client reviews (1). 	<p>Marks for explanations can be awarded without the linking identification point/mark being provided.</p>	6
3	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Facial/body characteristics. • Skin tone. • Skin colour. • Skin type. • Gender. • Age. 		4

	<ul style="list-style-type: none"> • Allergies. • Theme. • Role/part in the performance. • Lighting. • Environment. • Timing. • Health and Safety. • Products selected for role. 		
4	<p>1 mark each for any of the following, with a maximum of 2 marks for make-up considerations to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Light Camouflage/concealer (1) / Using a yellow toned foundation (1) <ul style="list-style-type: none"> ○ to counteract redness (1) ○ to ensure light coverage/flawless finish (1). • Use green/yellow colour corrector (1) to effectively counteract redness (1). • Skin type (1) to choose the correct preparation products (1). • Sensitivity test (1) to avoid contra-actions/worsening the condition (1). 		4
5	<p>1 mark each for any of the following, with a maximum of 2 marks for identification of benefits, and a maximum of 2 marks per explanation of each benefit, to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • Share information/products/application techniques/top-tips (1) <ul style="list-style-type: none"> ○ To promote blog/content/website/others (1) ○ To generate interest (1) ○ To showcase skills (1) ○ To support networking opportunities (1). • Pitching to the appropriate audience/company (1) <ul style="list-style-type: none"> ○ To allow marketing to the appropriate audience (1) ○ Allows you to tailor different audiences (1). • Promote/advertise products/events/self (1) <ul style="list-style-type: none"> ○ Generate revenue (1) ○ Increase client base/networking opportunities (1) ○ Maintains/increases reputation (1). • To allow for the following of current trends (1) <ul style="list-style-type: none"> ○ to support self-development (1) ○ Increase employability (1). 		5

6	<p>1 mark each for any of the following, with a maximum of 3 marks for identification products used, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Liquid/BB/CC/cream/mineral foundation/silicone primer (1) <ul style="list-style-type: none"> ○ to provide a smooth/even finish (1) ○ to provide hydration (1). • Yellow toned foundation/concealer/corrector (1) <ul style="list-style-type: none"> ○ to neutralise red/blue tones (1). • Cream/liquid/gel blush (1) <ul style="list-style-type: none"> ○ to create warmth/healthy glow (1). • Cream/gel/powder bronzer (1) <ul style="list-style-type: none"> ○ to add warmth/healthy glow (1). • Fine milled/mineral powder (1) <ul style="list-style-type: none"> ○ to set the make-up without a heavy finish (1) ○ to provide longevity to the make-up (1). 	<p>Explanation points which are given more than once are capped at 1 mark.</p> <p>Marks cannot be awarded for conflicting explanations.</p> <p>'Pressed powder' should not be awarded a mark unless specifically referenced as HD.</p>	6
7a	<p>1 mark each for any of the following, to a maximum of 1 mark:</p> <ul style="list-style-type: none"> • Covers redness/blemishes (1). • Lifts dull/dry skin (1). • Purple/trauma to the skin (1). 		1
7b	<p>1 mark each for any of the following, to a maximum of 1 marks:</p> <ul style="list-style-type: none"> • Brightens sallow/yellow skin (1). • Beard shadows. 		1
7c	<p>1 mark each for any of the following, to a maximum of 1 mark:</p> <ul style="list-style-type: none"> • Corrects dark circles/medium complexions/blue tones (1). • Covers age spots (1). 		1
8a	<p>1 mark each for any of the following, with a maximum of 1 mark for identification of considerations, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Neutral/cool blue toned colours are used (1) <ul style="list-style-type: none"> ○ to counteract yellow/orange toned light/warmth to the face (1) / to minimise the effects of shadows (1). • Orange colours (1) are used to cover black tattoos (1). 	<p>Marks can be awarded for descriptions of the lighting.</p>	2
8b	<p>1 mark each for any of the following, with a maximum of 1 mark for identification of considerations, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Soft warm toned colours are used (1) 	<p>Examples of products which contain reflective ingredients can be accepted as the second identification mark listed.</p>	2

	<ul style="list-style-type: none"> ○ to counteract the harsh/bright toned light on the face (1) / which adds definition to complexion (1). ● Avoid using glitters/high shine/shimmer products/titanium dioxide (1) <ul style="list-style-type: none"> ○ because these are highly reflective (1) / as the light will bounce/reflect off it (1) to prevent the face appearing paler (1). 	A mark can be awarded for a general understanding of the effects of lighting.	
9	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> ● Synthetic/human-made. ● Natural/animal. 		2
10	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> ● Highlight in corner of eye. ● Highlight brow bone. ● Shade/define outer corner of eye. ● Soften inner corner of eyebrows (1) ● Darken the end of brow (1). ● Liner on the outer corners (1) ● Soften into the inner corner (1) ● Lighter colour used (1) 	Descriptions must be specific to correcting close-set eyes.	4
11	<p>1 mark each for any of the following, to a maximum of 5 marks:</p> <ul style="list-style-type: none"> ● Finger wave/waterwaves (1). ● Pin curls / loose curls / tight curls (1). ● Flat hair at crown (1) styled close to the face (1). ● Bleach blonde hair (1). ● Soft feminine curls (1). ● Short/shoulder hair/bob (1). 	<p>Answer should not be awarded for iconic techniques from other eras.</p> <p>Do not accept: Hollywood waves. Victory rolls.</p>	5
12a	<p>1 mark each for any of the following, with a maximum of 1 mark for cultural association, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> ● A mark of youth (1) / to signify fertility/purity (1) ● A sign of wealth/social status (1) <ul style="list-style-type: none"> ○ which showed that you were confined to the home (1) ○ which showed you did not work on the land and had staff (1). ● Western Influences (1). 		2
12b	<p>1 mark each for any of the following, with a maximum of 1 mark for cultural association, to a maximum of 2 marks:</p>		2

	<ul style="list-style-type: none"> • Traditionally worn by Geishas (1) to enable facial expressions when performing/dancing in low light (1). • Worn by young females (1) to attract a suitor/partner (1). 		
13	<p>1 mark each for any of the following, with a maximum of 3 marks for identification of techniques, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Use a hairdryer/setting techniques (1) to carry out a root lift (1). • Use a back combing comb/brush (1) to backcomb long hair (1). • Piling the hair up (1) to create a conical/hive shape (1). • Use curling tongs (1) to curl the ends of the hair (1). • Padding (1) to create structure/volume/height (1). • Mousse/gel/volumising sprays (1) for root lift (1). • Hair spray (1) for hold/maintaining style/structure (1). • Finishing products/tools (1) to add shine /give a sleek finish (1). • Use of grips/bobby pins (1) to secure and maintain the style (1). 	<p>Marks for explanations can be awarded without the identification point/mark being provided.</p> <p>Marks can be awarded for the use of Paddle brushes to smooth out hair.</p>	6
14	<p>1 mark each for any of the following, to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • Bleach blonde hair. • Short • Bob, bouncy curls. • Pulled down black wing liner. • Beauty spot. • Full red lips. • Outer corner/full lashes • Blush on apples of the cheeks. • Sleepy eye shadow shape/cut crease. • Shaped arch brow. • Highlighted brow bone. • Pale/fair skin. 	<p>Do not accept: Bob without the reference to curls.</p>	5

<p>15</p>	<p>Band 1 (1-3 marks) The response covers a limited range of considerations that should be taken into account when working on a promotional event. A basic understanding of the requirements when working as part of a team, a minimal understanding of the influences in the 1930s or 60's era. Discussion is not well developed and there is little attempt in providing reasons for product and technique choice.</p> <p>Band 2 (4-6 marks) The response covers some of the main considerations to take into account when working on a promotional event. A good understanding of the requirements when working for the gallery and a good general knowledge of the influences in the 1930s or 60's era. Some discussion showing an appropriate level of understanding into the adaptation of products and techniques for the models needs to create the 1930s or 60's look. Decisions are supported and justified.</p> <p>Band 3 (7-9 marks) A thorough and well prepared response that covers a broad range of considerations with relevant links to all technical aspects necessary for planning for a promotional event in a Gallery.</p> <p>All stages of the process are thoroughly explored and evidence of extensive knowledge of the 1930s or 1960's era. Decisions are fully supported and justified.</p>	<p>Indicative content.</p> <ul style="list-style-type: none"> • Reference made to the 1930s or 1960's. • Example of an iconic figure of art world. • Victor Vasarely (1930), Bridget Riley (1960). • Considered both male and female images from the same era. • Suggested hairstyling techniques. • Suggested make-up techniques that may include ornamentation. • Examples of historical hair or/and make-up products. • Explanation of the links from historical designs/products/artists. • Considerations to the models waiting on models. • Working for an art gallery. • Working with other personnel. • Test shots agreement of design. • Props. • Press/advertisement of the event. • Social and cultural considerations. • Negotiate fee/payment. • Working to timescales. • Staff changeovers/continuity. 	<p>9</p>
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<p>16</p>	<p>Band 1 (1-3 marks) The response covers a limited range of considerations that should be taken into account when working TV documentary. A basic understanding of the requirements when working as part of a team, a minimal understanding of working on a TV documentary and HD make-up. Discussion is not well developed and there is little attempt in providing reasons for product and technique choice.</p> <p>Band 2 (4-6 marks) The response covers some of the main considerations to take into account when working on a TV documentary. A good understanding of the requirements when working on a TV documentary a good general knowledge of expectations of working in TV and on documentary show. Some discussion showing an appropriate level of understanding into the adaptation of products and techniques for the presenters and non-professionals for application of HD make-up application and hair styling. Decisions are supported and justified.</p> <p>Band 3 (7-9 marks) A thorough and well prepared response that covers a broad range of considerations with relevant links to all technical aspects necessary for planning for a TV documentary. All stages of the process are thoroughly explored and evidence of extensive knowledge of the HD make-up application and suitable hair styling. Decisions are fully supported and justified.</p>	<p>Indicative content:</p> <ul style="list-style-type: none"> • Script breakdown. • Location. • Insurance. • Working part of a team/ other personnel/ departments. • Considerations to presenters. • Working on non-professionals. • Confidentiality Data Protection. • HD make-up techniques. • Hair styling techniques. • Product consideration. • Working to time scales. • Continuity. • Fees. • Test Shots. • Health & Safety. • Environmental considerations. 	<p>9</p>
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