

Purpose statement

The following purpose is for the **Advanced Technical Diploma in Media Make-up Artistry (540) (601/7501/1)**

Area	Description
OVERVIEW	
Who is this qualification for?	<p>The Level 3 Advanced Technical Diploma in Media Make-up Artistry provides you with specialist practical skills and knowledge which will equip you to seek employment or progression within the Media Make-up Industry.</p> <p>This qualification is aimed at you if you are looking to work in the make up industry. A Level 2 Diploma in Hair and Media Make-up or equivalent industry experience is a recommended entry requirement.</p> <p>This qualification is suitable for anyone over the age of 16 years.</p>
What does this qualification cover?	<p>This qualification covers a very wide range of skills and knowledge required for working in the Media Make-up industry.</p> <p>These are compulsory areas:</p> <ul style="list-style-type: none"> • Working in the film, TV and theatre industry • Create historical hair and make-up looks • Media make-up creative hair design • Fashion and photographic make-up • The creation and presentation of a look book and industry portfolio • Apply body art • Camouflage make-up <p>Optional areas include:</p> <ul style="list-style-type: none"> • Cutting and styling techniques for performers • Avant-guard hair and make-up • The evolution of cosmetics and retail • Specialist bridal hair and make-up • Media Make-up blogging

Centres and providers work with local employers who will contribute to the knowledge and delivery of training. Employers will provide demonstrations and talks on the industry and where possible work placements will also be provided by the employers. This practically based training is ideal preparation for gaining employment in the Media Make-up industry or specialist further study.

WHAT COULD THIS QUALIFICATION LEAD TO?

Will the qualification lead to employment, and if so, in which job role and at what level?

Achievement of this qualification demonstrates to an employer that you have the necessary advanced technical skills to be employed as a Make-up Artist.

This qualification could lead to a job as a:

- Photographic make-up artist
- Editorial make-up artist
- TV make-up artist
- Video make-up artist
- Freelance make-up artist
- Specialist bridal make-up artist.

Why choose this qualification over similar qualifications?

City & Guilds offers two different technical level qualifications at Level 3 covering the skills and knowledge needed to work in the Make-up Industry.

You are likely to choose this qualification if you want to cover all of the skills and knowledge needed to work as a make-up artist for photographic, editorial, TV, video or specialist make up shoots. The units covered in this qualification will give you a wide range of progression or employment opportunities.

However, if you are interested in working as a theatrical and media make up artist within a theatre, TV, filming etc you may want to consider the Level 3 Advanced Technical Diploma in Theatrical, Special Effects and Media Make-up Artistry. This Technical Diploma allows you to complete more advanced techniques that are needed to work as a theatrical and media make up artist, the ability to cast and apply special effects, wig dressing and fitting, costume design and prop making.

Will the qualification lead to further learning?

The learner could progress into employment or to a Level 4 qualification in Advanced Techniques such as:
City & Guilds Level 4 Certificate in Advanced Theatrical and Media Make-up.

Alternatively you can progress into Higher Education and go on to study subjects such as :

- Theatrical and Media studies,
- Fashion and Photographic Degree
- or an Art Degree

WHO SUPPORTS THIS QUALIFICATION?

Employer/Professional
Association

British Association of Beauty Therapy & Cosmetology
(BABTAC) – professional association
Federation of Holistic Therapists (FHT) – professional
association

FURTHER INFORMATION

Please refer to the Qualification Handbook, available on the
City & Guilds website, for more information on the structure of
this qualification, the content of the units, and assessment.
