

216

The art of photographic make-up

This unit introduces you to the creative art of photographic make-up. In this unit, you will create make-up looks suitable for a photographic image, and in doing so will extend your knowledge of specialist make-up techniques. Face shapes can be enhanced through colour and shading, and learning about the bone structure of the face will help you to discover the best ways of doing this. You will also have fun preparing and putting together a mood board, which will show your knowledge and understanding of what needs to be taken into account when carrying out a photographic make-up application. Finally, you will evaluate how effective the make-up application was, which will inform your future design and planning targets.

Assignment mark sheet

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This page is used to record when you pass the 'What you must know' and 'What you must do'. The practical task is not graded in this unit.

What you must know

Task 1: information sheets

Tick when complete

What you must do

Task 2: practical observation

Tick when complete

Complete overall

Candidate name:

Candidate signature:

Date:

Assessor signature:

Date:

Quality assurance co-ordinator signature
(where applicable):

Date:

External Verifier signature
(where applicable):

Date:



What does it mean?

Some useful words are explained below

Image courtesy of Havering College



Aftercare advice

For a photographic make-up application, aftercare advice should include methods of make-up removal, product recommendations, further treatment needs, and maintenance advice.

Behavioural expectations

You will be expected to work co-operatively with others, and following salon requirements.

Effective presentation

When presenting a mood board, you will need to show your planning, include images and colour, show how you have carried out your research, and use your verbal communication and presentation skills.



Facial bones

These include the frontal, zygomatic, mandible and maxillae.

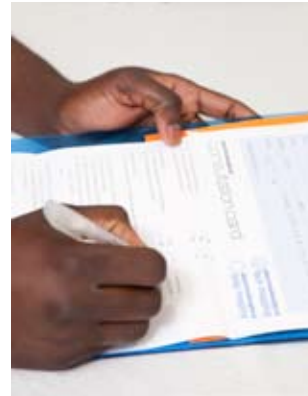
Factors

Considerations that may prevent, restrict or determine the service/treatment to follow, for example skin type and face shape. They must be taken into account when carrying out a consultation.

Image courtesy of Ellisons

Functions of the skin

These are protection, heat regulation, absorption, excretion and secretion.



Methods of evaluating

Verbal feedback, written feedback, photographic evidence, and self evaluation.

Purpose of a mood board

The purpose of a mood board is to show your creativity, present linked themes, and show your choice of specialised make-up techniques planned for the photographic make-up application.



Safe and hygienic working practices

Working safely and hygienically includes using correct methods of sterilisation, ensuring the disposal of contaminated waste, following legislation, using or wearing PPE, following relevant health and safety rules, using the correct posture, and positioning the client correctly.

Structure of the skin

The skin is made up of the epidermis, dermis, subcutaneous layer, sweat glands, sebaceous glands and hair follicles.

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 the preparation procedures for photographic make-up
- 6 State tools, equipment and products 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 functions of the skin
- 10 Describe the position of the major facial bones
- 11 State how to communicate
- 12 State the behavioural expectations
- 13 State 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 application



Revision tip

Research how natural ageing, lifestyle and environmental factors affect the condition of the skin, as this will help you to give effective advice to the client.





Make

Practise a variety of make-up looks on your friends, experimenting with different colours and lighting. Take pictures so that you can evaluate your make-up techniques.



Ask as many people as possible to give you feedback on your created images so that you get a variety of suggestions to consider.



Re-rip



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	2	3
1		
1	2	3
1		
1		
Total		
Grade		
Candidate signature and date		
Assessor signature and date		



What you must do

Practical observations descriptors table

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

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

Revision tip

Accept both positive and negative feedback from various people, as this will help you to develop your skill application.

Comment form

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



