



Image courtesy of Melissa Jenkins

# 324

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**Fashion and photographic make-up**  
Fashion is not only a glamorous industry; it is at the forefront of many trends and has a cultural impact on the way we live our lives. Working in this fast-paced industry as a make-up artist can be both exciting and nerve-racking. Whether covering catwalk shows or photographic shoots, you may find that you work under the direction of a chief designer, with a specific vision of how the make-up should look, or you may be in a position to plan, devise and apply the make-up yourself. This unit covers everything you need to know in order to create fashion and photographic make-up images. It also includes advice on creating accurate historical/period looks and images for black and white photography.

# Assignment mark sheet

## Unit 324 Fashion and 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 1a: produce an information sheet

Task 1b: produce a fact sheet

Task 1c: anatomy and physiology

**Or** tick if covered by an online test

### Tick when complete

|  |
|--|
|  |
|  |
|  |
|  |

### What you must do

Task 2a: Apply fashion make-up

Task 2b: Apply photographic make-up

### Grade

|  |
|--|
|  |
|  |

### Points

|  |
|--|
|  |
|  |

### Conversion chart

| Grade       | Points  |
|-------------|---------|
| Pass        | 1–1.5   |
| Merit       | 1.6–2.5 |
| Distinction | 2.6–3   |

Total points for graded tasks

Divided by

= Average grade for tasks

**Overall grade**  
(see conversion chart)

|            |
|------------|
|            |
| <b>÷ 2</b> |
|            |
|            |

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 Melissa Jenkins



### **Avante-garde**

People or works which are experimental or innovative, particularly in art and culture.

### **Body language**

Gestures, facial expressions, eye contact and postures which are often used unconsciously.



### **Broken capillaries**

Tiny, red thread-like blood vessels which are visible on the surface of the skin.

### **Budget**

The amount of money available to spend on a project.

### **Catwalk show**

Usually performed on a runway, these feature models who are showcasing designer's clothes or new collections.

### **Client**

The person who has commissioned the work. They might not always be present so careful planning and confirmation of design is needed.



### **Coloured filters**

Used in photography to change the look or mood of the end result.

### **Contra-indications**

Conditions which restrict or prevent the make-up from taking place.

### **Dehydrated skin**

This is a lack of water or moisture within the skin as opposed to a lack of oil, and can occur on any skin type.

### **Design objective**

The aim or desired end result of the make-up.

### **Disinfection**

Hygiene process which reduces the number of micro-organisms present.

### **Erythema**

Redness of the skin resulting from dilation of blood vessels, due to stimulation, irritation or allergy.

### **Freelancer**

Self-employed person who pursues a profession without a long-term commitment to any particular employer.

### **High fashion**

Make-up which is applied to support the impact of unique, exclusive and trend-setting clothes, often showcased on the runway at international fashion shows.

### **Kabuki brush**

Originating from Kabuki theatre in Japan, these are short and wide domed brushes. They are excellent for defining the cheeks and are considered by many to be the brush of choice for mineral make-up and bronzer application.

### **Normal skin**

An unusual skin type which has an even colouring with regular pore size and no flakiness, oily patches or other blemishes.

### **Pancake**

Invented by Max Factor in the 1930s to replace greasepaint, this is a thick, densely pigmented full-coverage base.

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Images courtesy of iStockphoto.com/andipantz

## What does it mean?

### Some useful words are explained below (continued)

#### **Papule**

A hard red spot which does not contain pus and is often very painful.

#### **Personal space**

An invisible area surrounding a person. It varies between individuals, but invading it can lead to feelings of discomfort or anxiety.

#### **Portfolio**

A collection of your work to include photographs, sketches, design plans and testimonials from clients as well as any published work.

#### **Professionalism**

The formally agreed codes of conduct and behaviour within a job role, and the informal expectations of clients and colleagues of a person who holds that job.



#### **Pustule**

A spot which contains pus.

#### **Show reel**

A short DVD of your work to show to potential clients.

#### **Skin sensitivity tests**

A small amount of product is applied to the skin and left on for 24 hours to check that the client is unlikely to react unfavourably.

#### **Spirit gum**

An adhesive solution made of gum (resin) and ether and used to fix a variety of items to the skin, eg glitter and sequins. It is a potential allergen, so it is vital to perform a skin sensitivity test before use.

#### **Sterilisation**

A hygiene process which destroys all micro-organisms and their spores, preventing cross infection.



Image courtesy of iStockphoto.com/Loredo

Image courtesy of iStockphoto.com/osStock



Image courtesy of Maria Retter



*Trial the make-up where possible to gain the best results.*

## What you must know

### You must be able to:

- 1 Describe the importance of working to a budget
- 2 Describe ways of effectively presenting a design plan
- 3 Explain the importance of preparing and developing a design plan
- 4 Describe the environmental conditions suitable for fashion and photographic make-up
- 5 Describe the consultation techniques used to identify design objectives
- 6 Explain the importance of carrying out skin sensitivity tests
- 7 Describe how to select products, tools and equipment to suit the design objectives
- 8 Explain the contra-indications that may prevent or restrict make-up application
- 9 Explain how to communicate and behave in a professional manner
- 10 Describe health and safety working practices
- 11 Explain the importance of positioning themselves and the client correctly throughout the design

*Continues on next page*



## Follow in the footsteps of... “ Sita Gill

After studying Media Studies, it was clear to Sita that the media and make-up world was where she wanted to be. She took several make-up courses and is now a professional, specialist make-up artist. Sita's career has included working for Elizabeth Arden and Dior as a Beauty Consultant. She has also worked for two magazines as a make-up columnist, giving tips and advice on make-up application. Sita is now a teacher, passing on her skills and knowledge to others who share her passion for make-up. **Look out for the blue quote marks for Sita's creative tips!**

#### Revision tip

Fluorescent lighting will affect the make-up colour by taking away the warmth from the make-up.

- 12 Explain the importance of using products, tools, equipment and techniques to meet the design objectives, client skin type and condition
- 13 Describe how application can be adapted to suit the design plan, client skin type and condition
- 14 State the contra-actions that may occur during and following the application and how to respond
- 15 Explain the importance of completing the design application to meet the design objectives
- 16 Explain the importance of recording and evaluating the make-up design
- 17 Describe the aftercare advice that should be provided
- 18 Describe the structure and functions of the skin
- 19 Describe skin types, conditions, diseases and disorders

Images courtesy of iStockphoto.com/Juanmorino

Images courtesy of iStockphoto.com/kovsca



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*Try to do some model test shoots with photographers for experience. This will also help you to get bookings.*



**Revision tip**

Blue toned lighting will neutralise pink/red shades and the make-up will appear greyer.



Buy fashion magazines both for inspiration and to keep on top of what is on trend.



Find out if there is an overall theme to the runway show.

# Fashion

Remember that the way a photograph is lit can create effects which are impossible to reproduce by make-up alone.



Make sure you have kept a record of make-up used in case 'touch ups' are necessary.



*Fashion make-up can echo elements of the model's clothes.*

*For innovative looks try using make-up in a new way – for example coloured eyeshadows for face shading.*

# make-up

“

*Always check that any red pigmented make-up is safe to use close to the eyes.*

*Always practise the make-up application if you have designed it for a themed shoot, as the make-up artist needs to ensure the model and theme work well together.*

# 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 **\***.

### Conversion chart

| Grade       | Marks |
|-------------|-------|
| Pass        | 10–11 |
| Merit       | 12–15 |
| Distinction | 16–18 |

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

| False lashes used |   |  |  |
|-------------------|---|--|--|
| 1                 | Prepare yourself, the client/model and the work area for make-up application  |  |  |
| 2                 | Use suitable consultation techniques to identify design objectives *  |  |  |
| 3                 | Carry out necessary tests   |  |  |
| 4                 | Position yourself and the model correctly throughout the treatment  |  |  |
| 5                 | Select and use products, tools, equipment and techniques to suit the design objectives, client/model skin type and conditions * |  |  |
| 6                 | Communicate and behave in a professional manner   |  |  |
| 7                 | Follow health and safety working practices  |  |  |
| 8                 | Complete the service to meet the design objectives *  |  |  |
| 9                 | Record and evaluate the results of the application  |  |  |
| 10                | Provide suitable aftercare advice *   |  |  |

Total

Grade

Candidate signature and date

Assessor signature and date

| Apply make-up        |   |   |                           |   |   |
|----------------------|---|---|---------------------------|---|---|
| a<br>Fashion make-up |   |   | b<br>Photographic make-up |   |   |
| Y/N                  |   |   | Y/N                       |   |   |
| 1                    |   |   | 1                         |   |   |
| 1                    | 2 | 3 | 1                         | 2 | 3 |
| 1                    |   |   | 1                         |   |   |
| 1                    |   |   | 1                         |   |   |
| 1                    | 2 | 3 | 1                         | 2 | 3 |
| 1                    |   |   | 1                         |   |   |
| 1                    |   |   | 1                         |   |   |
| 1                    | 2 | 3 | 1                         | 2 | 3 |
| 1                    |   |   | 1                         |   |   |
| 1                    | 2 | 3 | 1                         | 2 | 3 |
|                      |   |   |                           |   |   |
|                      |   |   |                           |   |   |
|                      |   |   |                           |   |   |
|                      |   |   |                           |   |   |

## 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   |
|--|--|---|---|
| <b>2</b><br><b>Use suitable consultation techniques to identify design objectives</b>  | Basic consultation<br>Examples: uses open and closed questions, checks for contra-indications, identifies the design objectives correctly. | Good consultation<br>Examples: positive body language, uses open and closed questions to identify contra-indications, expectations and occasion; identifies the design objectives and any factors that may limit or restrict the service. | Thorough consultation<br>Examples: positive body language, uses open and closed questions to identify contra-indications, expectations and occasion; identifies the design objectives and any factors that may limit or restrict the service, allows the model to ask any questions to confirm understanding.       |
| <b>5</b><br><b>Select and use products, tools, equipment and techniques to suit the design objectives, client model skin type and conditions</b> | Selects and uses products, tools equipment and basic techniques to meet the design plan and the client/model's skin type and condition.    | Selects and uses appropriate products, tools, equipment and a range of techniques in a logical sequence with creativity and confidence, to meet the design plan, the client/model's skin type and condition, and effect required.         | Selects and uses appropriate products, tools, equipment and a range of techniques in a logical sequence with creativity and confidence, to meet the design plan, the client/model's skin type and condition, and effect required, adapts and modifies techniques as necessary and informs the model of the changes. |
| <b>8</b><br><b>Complete the service to meet the design objectives</b>  | The service is completed within the agreed time and brought to a satisfactory close, meets the design objectives.                          | The service is completed within the agreed time and brought to a satisfactory close, meets the design objectives, the client/model is shown the result and the end result is agreed.  | The service is completed within the agreed time and brought to a satisfactory close, make-up applied neatly and blended well to meet the design objectives, the client/model is shown the result, positive feedback is gained.  |

*Continues on next page*

## What you must do

### Practical observations descriptors table (continued)

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with \* on page 226.

|   | 1 mark  | 2 marks  | 3 marks  |
|---|---|--|--|
| <b>10</b><br><b>Provide suitable aftercare advice</b> | Basic aftercare advice is provided including possible contra-actions and how to deal with them. | Good level of aftercare advice is provided including possible contra-actions and how to deal with them, home care products, future services. | Excellent aftercare advice is provided including possible contra-actions and how to deal with them, home care products, future services, advice on application and removal techniques. |



Image courtesy of Melissa Jenkins

## Comment form

# Unit 324 Fashion and photographic make-up

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

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