

## 6010-30 Level 3 Advanced Technical Diploma in Media Make-up Artistry (540)

### 6010-030\_530 Level 3 Media Make-up Artistry - Theory exam (1)

#### March 2022 Mark Scheme

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q1	<p><b>1 mark each for any of the following, to a maximum of 4 marks:</b></p> <ul style="list-style-type: none"> <li>• Photographer (1)</li> <li>• Stylist (1)</li> <li>• Hairdresser/hair stylist (1)</li> <li>• Models (1)</li> <li>• Lighting technician (1)</li> <li>• Artistic director (1)</li> </ul>	<p>Marks can be awarded only if correct technical terminology is used.</p> <p>Do not accept terms such as lighting co-ordinator or lighting director</p>	4	<p>6010</p> <p>301</p> <p>2.1</p> <p>AO1</p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q2	<p><b>1 mark each for any of the following, to a maximum of 6 marks:</b></p> <ul style="list-style-type: none"> <li>• <b>Keep track of your income (1)</b> to know how much you earn from charging for services/products (1)</li> <li>• <b>Know all expenses (1)</b> as this will enable smooth flow of business/provision of services/sale of products (1) and when expenses are deducted from income MUA knows real profit made (1)</li> <li>• <b>Evidence of payment (1)</b> to show that you have reported income accurately (1) as this evidence may be requested by HMRC (1)</li> </ul>	<p>If examples of expenses, such as insurance, car/petrol/service, replacement products, advertising, have been provided, these must be capped at 1 mark.</p> <p>If examples of evidence of payment, such as invoices, receipts, till rolls, have been provided, these must be capped at 1 mark.</p>	6	<p>6010</p> <p>301</p> <p>1.4</p> <p>AO2</p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q3	<p><b>1 mark each for any of the following, to a maximum of 4 marks:</b></p>	<p>Accept an understanding that the amount of hours a person can work are limited.</p>	4	<p>6010</p> <p>301</p>

	<ul style="list-style-type: none"> <li>• Not to work more than 48 hours on an average week (1)</li> <li>• Over 48 hours a week can be worked if opting out of the 48-hour week (1)</li> <li>• Under 18yrs not to work more than 8 hours a day (1)</li> <li>• Under 18yrs not allowed to work more than 40 hours a week (1)</li> <li>• The right to have a 20-minute break for each 6 hours worked (1) require a break every 4-5hours</li> <li>• 28 paid days holiday (1) 5-6 weeks paid holiday</li> <li>• A weekly rest of at least one full 24-hour period (1)</li> <li>• 11 hours of rest between shifts (1)</li> <li>• You can work as long as the average length of a night <b>shift</b> does not exceed <b>eight hours</b> in a 24 <b>hour</b> period</li> </ul>	Have accepted break every 4-5 hours in a shift as this may be what is written in the employees' contract		1.3 AO1
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Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q4	<p><b>1 mark each for any of the following, to a maximum of 5 marks:</b></p> <ul style="list-style-type: none"> <li>• An insurance that is not a legal requirement (1) designed to protect professionals/businesses (1) when working with clients or members of the public (1) which helps protect against a claim of personal injury (1) or claim against property (1) used by businesses to cover any legal cost (1) to protect a business from bankruptcy (1)</li> </ul>		5	6010 301 1.3 AO2

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q5	<p><b>1 mark each for any of the following, to a maximum of 4 marks:</b></p> <ul style="list-style-type: none"> <li>• A networking website with extensive job listings (1) that enables recruiters and HR organisations to contact/offer work opportunities to make-up artists/that enables make-up artists to search for job opportunities (1)</li> <li>• Enables you to show case your profile (1) so that people who know you can recommend and endorse your skills (1) showing other professionals/experts that your claim has been backed (1)</li> </ul>		4	6010 301 2.5 AO2

	<ul style="list-style-type: none"> <li>Share business success stories (1) so that others can see/comment thereon (1) and enable MUAs to promote themselves/find jobs/new clients (1)</li> </ul>			
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Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q6	<p><b>1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>Hue (1)</li> <li>Saturation/ value /vibrancy (1)</li> <li>Brightness/bright/intensity (1)</li> <li>Tone (1)</li> <li>Tint (1)</li> </ul>		3	<p>6010</p> <p>303 1.4</p> <p>AO1</p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q7	<p><b>1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>Cotton buds (1)</li> <li>Mascara wands (1)</li> <li>Lip applicators (1)</li> <li>Spatulas (1)</li> <li>Cotton wool (1)</li> <li>Bed/couch roll (1)</li> <li>Gloves (1)</li> <li>Mask (1)</li> <li>Gown/apron (1)</li> <li>Visor (1)</li> </ul>	Additional changes to regulations must be considered.	3	<p>6010</p> <p>303 2.2</p> <p>AO1</p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q8	<p><b>1 mark each of the following, to a maximum of 6 marks:</b></p> <ul style="list-style-type: none"> <li><b>Use of highlights (1)</b> a make-up artist should avoid using white or a product that is too light (1) as this will look unrealistic (1) / make-up artist to avoid products that are too heavy (1) as this looks too harsh (1)</li> <li><b>White can be used to mix with another colour (1)</b> to create a tint (1) for best results and a realistic look to work with natural skin tone the use of off-white/ pink/gold/yellow (1) to create a few degrees lighter than skin tone (1)</li> </ul>	<p>If a candidate would write an explanation of how to apply contouring techniques, marks must be allocated if understanding is shown eg I would see highlighter on the cheek bones but it would be a shimmer, not white.</p> <p>If negative explanations have been provided instead of positive ones, marks can be awarded, eg 'use of highlights (1) avoid products that are too heavy (1)</p>	6	<p>6010</p> <p>303 2.1</p> <p>AO2</p>

	<ul style="list-style-type: none"> <li>• <b>Use of shade (1)</b> black should never be used (1) given that it is too harsh/absent of all colour (1) for best results to work with skin tone shade should be a few degrees darker than skin tone (1)</li> </ul>	as this looks too harsh (1)' as opposed to 'use of highlights (1) make-up artist to avoid using white or a product that is too light (1) as this will look unrealistic (1).'		
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Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q9	<p><b>1 mark each for any of the following, to a maximum of 4 marks:</b></p> <ul style="list-style-type: none"> <li>• <b>Producing a make-up that is consumer friendly (1)</b> as it is either designed for an everyday look (1) or no make-up look (1) or features will be enhanced to create a flawless appearance (1) this is to not detract from the product (1) unless the product is make-up (1)</li> <li>• <b>Used in advertising brands (1)</b> as the photography is product focused rather than model focused (1) to sell the product to the public (1)</li> </ul>		4	6010  303 2.3  AO2

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q10	<p><b>1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>• Reflects more light on the make-up (1)</li> <li>• Creates more shadow and shapes (1)</li> <li>• Allows the focus on make-up for photography (1)</li> <li>• The true colour of the make-up is seen (1)</li> <li>• Creates a soft fresh effect (1)</li> </ul>		3	6010  303 3.2  AO1

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q11	<p><b>a) 1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>• Rachel hair cut /Jennifer Aniston (1)</li> <li>• Face framing tendrils (1)</li> <li>• Side slicked fringe/bangs (1)</li> <li>• Shag (1)</li> <li>• Baby buns/space buns/ spikey buns (1)</li> <li>• Crimped (1)</li> <li>• Chunky highlights (1)</li> <li>• Twists (1)</li> </ul> <p><b>b) 1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>• Grunge (1)</li> <li>• Dark lips/berry/deep purple/reds (1)</li> <li>• Frosted lipstick (1)</li> <li>• Natural/no make-up look (1)</li> <li>• Light foundation (1)</li> <li>• Opalescent/frosted eyeshadow (1)</li> <li>• Blue eyeshadow (1)</li> <li>• Thin brows (1)</li> </ul>	<p>If a candidate provides examples of 90s icons, marks must be allocated eg Rachel hair cut /Jennifer Aniston.</p> <p>If a candidate provides examples of 90s icons, marks must be allocated eg thin brows /Gwen Stefani/make-up influences from 1950s.</p>	6	<b>6010</b>  <b>305</b> <b>1.1</b>  <b>AO1</b>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q12	<p><b>1 mark each for any of the following, to a maximum of 6 marks:</b></p> <ul style="list-style-type: none"> <li>• Worn by men and women (1) to decorate eyes/cat like/flicked and brows/enhance their beauty/for vanity (1)</li> <li>• Worn by rich and poor (1) to indicate their class/social rank (1) as the highest quality Kohl was expensive/only available to upper class/poor could only afford their own cheaper alternatives/mixture of soot and Kohl (1)</li> <li>• Kohl was used to outline the eyes (1) as it was believed to protect from the sun rays/suns glare (1) and protect the eyes from insects (1) to protect from dust and dirt/infection (1) and provide cool relief from the heat (1)</li> <li>• Kohl was used for religious reasons (1) as Egyptians believed it gave protection from the gods (1) and they were buried with the Kohl and applicators (1) to prepare for the next realm/after life (1) as Egyptians believed in immortality (1)</li> </ul>	<p>To achieve full marks, both cultural and social aspects must be explained.</p>	6	<b>6010</b>  <b>305</b> <b>1.1,</b> <b>1.2</b>  <b>AO2</b>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q13	<p><b>1 mark each for any of the following, to a maximum of 4 marks:</b></p> <ul style="list-style-type: none"> <li>• Gel/spray gel (1)</li> <li>• Moulding clay (1)</li> <li>• Pomade/wax (1)</li> <li>• High shine product (1)</li> <li>• Medium size round brush (1)</li> <li>• Hands (1)</li> <li>• Comb (1)</li> <li>• Sectioning/pin curl clips (1)</li> <li>• Rollers (1)</li> <li>• Hair spray (1)</li> </ul>	<p>In order to gain full marks candidates must list both tools and products needed to achieve the look.</p> <p>If any examples of rollers, such as heated, have been provided, these must be capped at 1 mark.</p>	4	<p><b>6010</b></p> <p><b>305</b></p> <p><b>2.2</b></p> <p><b>AO1</b></p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q14	<p><b>1 mark each for any of the following, to a maximum of 4 marks:</b></p> <ul style="list-style-type: none"> <li>• Use lip pencil as near to the colour of your lip (1) over draw the lip shape to accentuate the Cupid's bow (1) and colour the whole lip with the pencil (1) apply shiny lipstick/light reflecting lip gloss/add shimmer highlighter to bow and outer edge (1)</li> </ul>	<p>To achieve full marks for this look, all steps need to be described.</p>	4	<p><b>6010</b></p> <p><b>305</b></p> <p><b>3.1</b></p> <p><b>AO2</b></p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q15	<p><b>Band 1 (1-3 marks)</b></p> <p>The response covers a limited range of considerations that should be taken into account when researching and planning for hair and make-up. A basic understanding of working on a film set and a few examples have been provided. Discussion is not well developed and there is little attempt in providing reasons for choices.</p> <p>To access the higher marks in the band, the response must cover a limited range of considerations that should be taken into account when working on a film set.</p> <p><b>Band 2 (4-6 marks)</b></p> <p>The response covers some of the main considerations to take into account when planning and researching. Some discussion showing an appropriate level of understanding into the historical hair, and make-up considerations of the performer needs. Knowledge of the environments that they may be working in. Some discussion made into film set etiquette and other professionals they may work with. Decisions are supported and justified.</p> <p>To access higher marks in the band candidates must include aspects of Marlene Dietrich and working on a film set with understanding of continuity and health and safety on set.</p> <p><b>Band 3 (7-9 marks)</b></p> <p>A thorough and well-prepared response that covers a broad range of considerations with relevant links to all technical aspects necessary for working on a film set based on the life of Marlene Dietrich. All stages of the planning process are thoroughly explored including evidence of extensive knowledge of the hair, make-up and history of Marlene Dietrich. Decisions fully supported and justified.</p> <p>To access higher marks in the band candidates must discuss negotiation of payment, with discussion and understanding of script demands, shooting schedule with detailed reference to Marlene Dietrich.</p>	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Organisational requirements</li> <li>• Kit requirements for a film set</li> <li>• Negotiate fees</li> <li>• Budget</li> <li>• Products/tools/equipment</li> <li>• Continuity</li> <li>• Shooting schedule</li> <li>• Script breakdown</li> <li>• Environmental factors</li> <li>• Insurance/legislation</li> <li>• Health and safety</li> <li>• Communication skills, listening questioning</li> <li>• Production considerations</li> <li>• Working with other departments/professionals</li> <li>• Set etiquette</li> <li>• Breakdown/character</li> <li>• Design plan</li> <li>• Research</li> <li>• Performers</li> <li>• Cultural and social influences (Marlene Dietrich, 1930s actress, Born in Germany, lived in US, Hollywood star, husky voice, she controlled her own make-up look, worked with Max Factor to develop things that work best for her, introduced make-up tips to Hollywood)</li> <li>• B&amp;W film talkies</li> <li>• Look (naturally pencil thin brows which she bleached and plucked, wore false lashes, dark line along lash line which was blended out up to brow, dark lips, full rounded cupid's bow, contouring cheek bone, short hair, side parting tight, curls at ends, frizzy appearance).</li> </ul>	9	<p><b>6010</b></p> <p><b>301</b></p> <p>1.2</p> <p>1.3</p> <p>1.4</p> <p>1.5</p> <p>2.1</p> <p>2.2</p> <p>2.3</p> <p>2.4</p> <p>2.5</p> <p>3.1</p> <p>3.4</p> <p><b>303</b></p> <p>1.1</p> <p>1.2</p> <p>1.3</p> <p>1.4</p> <p>2.1</p> <p>2.2</p> <p>2.3</p> <p>3.1</p> <p>3.2</p> <p><b>305</b></p> <p>1.1</p> <p>1.2</p> <p>2.1</p> <p>2.2</p> <p>3.1</p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q16	<p><b>Band 1 (1-3 marks)</b></p> <p>The response covers a limited range of considerations that should be taken into account when planning to work on TV. A basic understanding of working on a local TV news programme and a few examples have been provided of the people the make-up artist would work with. Discussion is not well developed and there is little attempt in providing reasons for choices.</p> <p>To access the higher marks in the band, the response must cover a limited range of considerations of camera/ HD that should be taken into account when applying make-up for a news reporter.</p> <p><b>Band 2 (4-6 marks)</b></p> <p>The response covers some of the main considerations to take into account when working on TV and a good general knowledge of the TV etiquette when working on news reporters. Some discussion on the reporter's needs and the working environment. Some planning has been made into the make-up artist kit requirements and the departments that will be liaised with. Decisions are supported and justified.</p> <p>To access higher marks in the band, candidates must show a good general knowledge of the type of make-up suitable for news reporters.</p> <p><b>Band 3 (7-9 marks)</b></p> <p>A thorough and well-prepared response that covers a broad range of considerations with relevant links to all technical aspects necessary for working on a news show. All stages of the planning process are thoroughly explored including evidence of extensive knowledge of the make-up requirements of the news reporters. Planning has been made into working on multiple news reporters and working with other departments on the news show. Decisions fully supported and justified.</p> <p>To access higher marks in the band candidates must discuss influencing factors with discussion of prospects of working on a news show.</p>	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Time management/working quickly</li> <li>• Working as freelance</li> <li>• Insurance/legislation</li> <li>• Negotiating fee</li> <li>• Health and safety</li> <li>• Communication skills</li> <li>• Working with other professionals</li> <li>• TV production demands</li> <li>• Continuity</li> <li>• Environmental factors/location</li> <li>• Studio</li> <li>• Characteristics eg face shape, skin types, etc.</li> <li>• Lighting</li> <li>• Attend meetings</li> <li>• Taking instruction</li> <li>• Etiquette</li> <li>• Male &amp; female make-up</li> <li>• Make-up application normally a slightly heavy make-up look</li> <li>• Clean cut appearance</li> <li>• Make-up can be spot cover up only</li> <li>• Make-up is normally just lipstick, blusher eye shadow and brows</li> <li>• Working with hair department who pulls together the look</li> </ul>	9	<p><b>6010</b></p> <p><b>301</b></p> <p>1.2</p> <p>1.3</p> <p>1.4</p> <p>1.5</p> <p>2.1</p> <p>2.2</p> <p>2.3</p> <p>2.4</p> <p>3.1</p> <p>3.3</p> <p>3.4</p> <p><b>303</b></p> <p>1.1</p> <p>1.2</p> <p>1.3</p> <p>1.4</p> <p>2.2</p> <p>2.3</p> <p>3.1</p> <p>3.2</p> <p><b>305</b></p> <p>1.2</p> <p>2.1</p> <p>2.2</p>