

Makeup Artistry and Design

PROGRAM OBJECTIVES

The field of Makeup Artistry and Design is an exciting one. It can be fast paced, full of variety and challenges, and offers many opportunities for creative expression. Eastern College offers a leading-edge learning opportunity for those who are serious about entering this growing profession.

This program provides the region's most comprehensive introduction to Makeup Artistry both as a craft and as a profession. Each student will receive expert instruction beginning with skin care, continuing through fashion and glamour makeup, makeup and lighting for photography, theatrical makeup and special effects for film and television.

The program goes beyond the basic tools and techniques required when working in this field and provides professional advice about succeeding in the business. Excellent communication skills are a must as makeup artists work closely with many different people. To develop these attributes, the Makeup Artistry and Design program includes instruction focused on the professional and communication skills necessary to become a polished professional.

Upon enrollment, students will be registered with the Cosmetology Association of Nova Scotia.

CAREER OPPORTUNITIES

To gain employment in this competitive industry, it is critical to have completed a reputable Makeup Artistry course and to attain solid work experience.

Career options include sales and makeup advisor at department stores, drug stores, cosmetic retail outlets and salons and beauty studios; retail or wholesale cosmetic representative; makeup advisor at fashion shows; makeup consultant for bridal and glamour photography and makeup and special effects artist for television, film and theatre.

The Atlantic Provinces are experiencing increased participation in the fashion, film, music and theatrical

businesses, and there is a growing need for professional workers in these fields.

Other employment possibilities include manager of cosmetic retail outlets or makeup studios, beauty editor and makeup trainer. Note: Some positions may require industry experience in addition to formal education.

PREREQUISITES

If a student does not have Grade 12 or equivalent, he/she must achieve a score of 12 on the Wonderlic Test.

CERTIFICATION

Makeup Artistry is legislated as a licensed trade within Nova Scotia. Upon successful completion of this program you will receive a diploma in Makeup Artistry and Design and be prepared to write the licensing exam of the Cosmetology Association of Nova Scotia. Passing this exam allows you to receive your license in Makeup Artistry. Only license holders are able to perform make-up applications professionally.

The Makeup Artistry and Design program offers a strong and thorough foundation in makeup artistry, an important consideration for those wanting to participate in the Maritime motion picture industry. It is also a prerequisite towards obtaining membership within the motion picture work force. Students should check with local film technician organizations and associations for up to date prerequisites and requirements for membership.

GRADUATION REQUIREMENTS

A student must obtain an overall average, in each module of at least 70% in order to graduate and receive a diploma. A student must complete all requirements of the Student Success Strategies, Career Planning and Preparation modules, the Field Placement requirements, as well as meeting the attendance requirements as outlined by the Department of Labour and Advanced Education throughout the duration of his/her program.

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PROGRAM MODULES

Course	Hours		
TECHNICAL SKILLS - 400 Hours		Standard First Aid/Heartstart Training/WHMIS	20
Introduction to Cosmetics and Hygiene	80	Field Placement** (4 Weeks)	80
Foundation of Makeup Artistry	80	Total Weeks (without breaks)	32
Color and Beauty Makeup	80	Total Weeks (maximum* scheduled break weeks)	35
The World of Fashion and Photography	80		
Special Character and Effects Makeup	80	*number of break weeks depends on student start date	
WORKPLACE/SOFT SKILLS – 240 Hours		**Work terms/internships are scheduled for a minimum of 20 hours per week, but the total number of hours worked and the timing of hours scheduled are at the discretion of the employer/host to a maximum of 40 hours per week.	
Student Success Strategies	20		
Professional Skills	80		
Career Planning and Preparation Level I	20		
Career Planning and Preparation Level II	20		

COURSE OVERVIEW - TECHNICAL SKILLS

Introduction to Cosmetics and Hygiene

Instructor Led

This module provides an introduction to the cosmetics industry; deals with the details of bacteriology, disinfection, sanitation and infection control; presents an understanding of the structure of the skin and its functions; explains the various ingredients that are found in skin care and makeup products and concludes with a study of makeup products and their uses through the ages. Students learn the importance of image and visual impact within the fashion industry and society; understand the Cosmetology Association approved procedures for infection control and public safety; recognize proper use of cleansers, toners, moisturizers, masks and exfoliators, skin analysis and facial services. Students will be evaluated through a variety of assignments, projects, practical components, quizzes and exams in addition to their participation throughout the course.

Foundation of Makeup Artistry

Instructor Led

This module presents a comprehensive approach to selecting proper tools and products. Topics include caring for professional brushes and products and techniques to maintain an organized and sanitary makeup kit and workstation. Students also study the physical and psychological effects of colour; colour theory; and practice determining the client's colour pallets through colour draping and observation. Facial structure and its influence on proper usage of contouring, shading, highlighting and blending is discussed as key to understanding professional makeup application and for applying corrective makeup techniques including false lashes. Students will be evaluated through a variety of assignments, projects, practical components, quizzes and exams in addition to their participation throughout the course.

Color and Beauty Makeup

Instructor Led

This module presents detailed information on makeup techniques needed in typical makeup artistry situations. Topics include camouflage makeup; daytime and evening applications; techniques for brows and lashes as well as bridal and special occasion makeup; makeup for men, teens and mature skin. Students learn to bring balance to features and correct skin discoloration using specific products, textures and application techniques; practice consultation techniques that will allow them to create specific looks for each client and event; and to understand 'camera-ready' applications. Visual aids, demonstrations and assistance encourage creative development as the student begins to develop their own

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The World of Fashion and Photography

Instructor Led

This module advances from general makeup techniques to specific applications. Students study the intricacies of makeup for photography in the context of lighting and composition for both film and digital photography. Students will understand how makeup affects skin tone and overall image as they work on portrait, fashion, color and black and white makeup applications and experience a professional photo shoot with models, on location at a photo studio. Makeup for stage and runway is also covered, as students learn about various types of runways and stage shows and other types of stage performances such as music events, concerts and theater and the appropriate lighting, makeup styles and applications for each. Period makeup is discussed as students learn how, through creativity, research and precise application techniques, to create looks from the past, present and future. The module's final topic is portfolio building, allowing students to market and promote their skills and proficiently learn to build a clientele. Students will be evaluated through a variety of assignments, projects, practical components, quizzes and exams in addition to their participation throughout the course.

Special Character and Effects Makeup

Instructor Led

This capstone module offers considerable material unique to this program. Students receive instruction in the advanced makeup techniques used in the video, film and television industries. This unique content prepares students to enter the entertainment business, and is recognized as essential knowledge by industry professionals for anyone interested in working in the film industry. Students explore the special requirements of location work, learn to properly read a storyboard, follow continuity, respect set etiquette and work and communicate with crewmembers and creative directors. This module also covers the creation of special effects such as black eyes, bruises, scars, burns, cuts and scratches, aging effects, facial hair, wigs, mustaches and more. This special effect training is considered fundamental for a makeup artist crewmember. A further advanced topic is airbrush makeup and effects. This highly versatile technique is used for creating spectacular color and blending effects. Students learn the mechanics of airbrush equipment as well as how to select the right products for desired makeup and body art designs. A practical focus is maintained with discussion of the business and legislative realities of the profession along with the demands and expectations of today's cosmetics consumers. Students will be evaluated through a variety of assignments, projects, practical components, quizzes and exams in addition to their participation throughout the course.

COURSE OVERVIEW - WORKPLACE/SOFT SKILLS

Student Success Strategies

Instructor Led

In this orientation module, emphasis is placed on thinking about achieving success from Day One. This module stresses the importance of developing non-technical skills to enhance personal, academic, and career success. This includes understanding learning styles and honing practical study skills, such as memory, reading, note-and test-taking techniques. Personal exercises will focus on teamwork, decision making and problem solving skills, setting SMART goals and maintaining a positive attitude; techniques for managing change, stress and conflict will also be explored. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

Professional Skills

Instructor Led

This dual-faceted module equips students with the skills necessary for dealing effectively with both customers and colleagues in the business world. Using a variety of learning methods including role-plays, case studies, group exercises, simulated situations and discussion, students first practice the customer service and interpersonal skills necessary for success in today's business environment. The workplace of the twenty-first century demands excellent communication skills; therefore the focus of the second part of this module is on learning oral and written techniques that ensure effective

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business communication. Module concepts include an employability skills review, living with diversity, communicating across cultures, critical thinking, decision-making, conflict management, developing good work habits, effective verbal and non-verbal communications, interpersonal relations, effective listening skills, speaking and presentation skills, and the application of writing techniques to various business documents, as well as to résumés and cover letters. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

Career Planning and Preparation Level I

Instructor Led

This module introduces tools for planning and preparing for a successful job search, so that students can maintain a career-focused approach throughout their education program. Students will learn about the "Hidden" Job Market and ways to access it in their upcoming job search, how to research opportunities and network for industry contacts, and use appropriate etiquette when communicating with prospective employers. Students will identify their personal skills, values and preferences for the workplace, begin preparation of a professional resume and references, and organize proof documents for their career portfolio. Class discussions on various self-management topics introduced in Student Success Strategies will round out this module, which is a pre-requisite for Career Planning and Preparation - Level II.

An introduction to Occupational Health and Safety will also be discussed, specifically the definition of occupational health and safety; an individual's safety rights; responsibilities under Nova Scotia law; hazard identification and control; WHMIS, First Aid and fire safety requirements. Students will be evaluated through a variety of assignments, projects, and quizzes in addition to their participation throughout the course.

Career Planning and Preparation Level II

Instructor Led

This module continues to build on the concepts and skills introduced in Career Planning and Preparation - Level I. Students will learn how to conduct an effective job search and identify various methods of applying for work with today's technology. Students will create a personal list of "Top Employers" and target current industry opportunities, while finalizing their professional resume, portfolio and career correspondence. Students will learn to identify the different types and forms of interviews, practice responding to typical questions, and practice follow-up, evaluation and negotiation techniques they can use to ensure success. Self-management topics from Career Planning and Preparation - Level I will be reviewed, with a focus towards on-the-job success in both learner placements and post-graduate employment. Students will be evaluated through a variety of assignments, projects, and quizzes in addition to their participation throughout the course.

St. John Ambulance Standard First Aid/ Heartstart Training/WHMIS

Instructor Led

This course introduces participants to basic first aid techniques and cardiopulmonary resuscitation. The course offers participants the confidence and knowledge to provide safe and correct medical assistance. Students will also complete an online course in WHMIS. Students may be evaluated through a variety of assignments, projects, quizzes and exams in addition to showing a demonstrative understanding of the material delivered.

Field Placement

The purpose of this portion of the program is to provide the student with hands-on practice. This Field Placement component of the program must be conducted in a legitimate, industry-related, supervised environment. This Field Placement is a mandatory diploma requirement and the business organization does not pay for the services of the student during the Field Placement. Hours may range from 20 to 40 hours per week. Field Placement possibilities may be limited due to current legislation.

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