

## Unit 737 – Design and Create Fashion and Photographic Make-up

Guided Learning Hours: 68

Learning Outcome	Assessment Criteria
1. Be able to plan and design a range of make-up looks	<p>1.1 Outline contractual arrangements with the relevant person(s) prior to commencing their design plan</p> <p>1.2 Identify the intended activities for which the make-up is required</p> <p>1.3 Use suitable sources of information to research and create design themes</p> <p>Create a design plan which includes:</p> <ul style="list-style-type: none"><li>• objectives to meet the client's needs</li><li>• mood boards for the look(s) required</li><li>• budgetary constraints</li></ul> <p>1.4 • resources</p> <ul style="list-style-type: none"><li>• risk assessment</li><li>• foreseeable problems and ways of resolving them</li><li>• lighting requirements</li><li>• additional media</li></ul> <p>1.5 Confirm the design plan with the relevant person(s)</p>
2. Be able to produce a range of make-up looks	<p>2.1 Prepare the work environment to meet legal, hygiene and application requirements</p> <p>2.2 Prepare suitable equipment, materials and products for the make-up application</p> <p>2.3 Position the client and themselves to minimise fatigue and risk of injury to meet the</p>

	<p>needs of the service</p> <p>2.4 Identify contra-indications or restrictions to the make-up application</p> <p>2.5 Use suitable make-up application techniques for the agreed design brief</p> <p>2.6 Apply false lashes to enhance the final design look, if required</p> <p>2.7 Use and manage resources within the limits of own authority, according to the design plan</p> <p>2.8 Communicate with relevant person(s) throughout the make-up activities</p> <p>2.9 Adapt the agreed design plan to meet any changes to the original brief</p> <p>2.10 Confirm that the finished make-up look(s) meets the design brief</p>
3. Be able to evaluate results against the design plan objectives	<p>3.1 Gather feedback from the client on the level of success in meeting the design brief</p> <p>3.2 Evaluate the client's feedback and own performance against the objectives, identifying improvements</p>
4. Understand how to communicate on fashion and photographic make-up	<p>4.1 Explain how to communicate and present the design plan to the client</p> <p>4.2 Explain how to use consultation techniques to meet the needs of different client groups</p> <p>4.3 Explain the importance of confidentiality and the consequences if this is not maintained</p> <p>4.4 Explain how to adapt contributions to suit different purposes and situations</p> <p>4.5 Explain ways to move the discussion forward</p>

	4.6 Explain the importance of confirming the client's understanding
5. Understand health and safety related to fashion and photographic make-up	<p>5.1 Clarify the potential hazards to consider when working at any venue</p> <p>5.2 Explain the steps that should be taken to minimise risks when working at any venue</p> <p>5.3 Explain how local bye-laws and legislation may limit the use of products, tools and equipment</p> <p>5.4 Explain health and safety procedures applicable to any venue</p> <p>5.5 Explain health and safety requirements associated with make-up techniques</p> <p>5.6 Explain the importance of recognising contra-indications and restrictions to the make-up</p>
6. Understand the importance of planning and problem solving when designing and creating fashion and photographic make-up	<p>6.1 Explain the steps that should be taken to ensure adequate personal insurance</p> <p>6.2 Explain the importance of agreeing contractual arrangements prior to commencing the design plan</p> <p>6.3 Explain how to create a make-up design plan</p> <p>6.4 Explain the importance of detailed and accurate planning</p> <p>6.5 Explain the importance of communicating and agreeing design plans</p> <p>6.6 Explain the importance of setting and working to a budget</p> <p>6.7 Explain the importance of specifying resource needs accurately</p> <p>6.8 Critically compare the different types of lighting and camera effects and how this may affect the design plan</p>

	<p>6.9 Explain how venue requirements can affect plans</p> <p>6.10 Explain how to interpret and use a show running order</p> <p>6.11 Explain the common problems associated with photographic shoots, fashions shows and client specifications</p>
7. Understand how to design and develop make up looks	<p>7.1 Explain the basic principles of design, scale and proportion when creating a look</p> <p>7.2 Explain the principles of colour theory</p> <p>7.3 Evaluate how different types of lighting and camera effects impact on the make-up</p> <p>7.4 Critically compare the characteristics of iconic period make-up looks from the past</p> <p>7.5 Evaluate how different cultures have influenced make-up fashion trends</p> <p>7.6 Clarify sources of research information and how to access and evaluate them</p> <p>7.7 Explain how to prepare and adapt the venue's working environment</p> <p>7.8 Summarise the different types of make-up techniques and how to use them</p> <p>7.9 Explain the main components of past and present make-up products</p> <p>7.10 Explain how to replicate historical looks safely to meet present day standards</p> <p>7.11 Clarify how to select and obtain make-up, products and equipment for the design plan</p> <p>7.12 Explain ways in which additional items and media can be used to complement the overall design plan</p> <p>7.13 Explain ways of adapting the product and make-up selection to suit changing</p>

	circumstances
8. Understand how to evaluate fashion and photographic make-up looks	<p>8.1 Explain why it is important to evaluate own performance</p> <p>8.2 Explain the areas on which feedback should be collected</p> <p>8.3 Explain ways of seeking and using constructive feedback</p> <p>8.4 Explain ways of identifying opportunities for improvement</p>