

iUBT369 – The art of photographic make-up

URN – Y/617/4296

Guided Learning Hours: 30

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to prepare for photographic make-up	1.1. Produce a mood board	<ul style="list-style-type: none"> • Photographs • Images • Sketches • Clippings/cuttings • Colour samples/swatches • Magazines • Books • Written word • ICT
	1.2. Outline the purpose of a mood board	<ul style="list-style-type: none"> • Ways of communicating ideas to others • Concept • Composition • Creation • Group segmentation • Expression • Evaluation
	1.3. Outline how to develop a mood board	<ul style="list-style-type: none"> • Actual • Virtual/electronic
	1.4. Describe ways of effectively presenting a mood board	<ul style="list-style-type: none"> • Poster • Collage
	1.5. State the importance of the preparation procedures for photographic make-up	<ul style="list-style-type: none"> • Preparing self • Preparing working area • Sanitising/sterilising tools and equipment • Preparing environment

	1.6. Explain how natural ageing, lifestyle and environmental factors affect the condition of the skin	<ul style="list-style-type: none"> • Intrinsic factors (genetic heritage) • Extrinsic factors • Work • Stress • Relaxation • Health • Diet • Fluid intake • Exposure to environmental elements • Smoking • Alcohol • Drugs
	1.7. Describe the structure and function of the skin	<ul style="list-style-type: none"> • Structure <ul style="list-style-type: none"> - Epidermis - Dermis - Subcutaneous layer - Location and function of sebaceous glands - Hair follicle • Functions <ul style="list-style-type: none"> - Protection - Absorption - Secretion - Heat regulation - Excretion - Synthesis of vitamin D
	1.8. Describe the position of the major facial bones	<ul style="list-style-type: none"> • Occipital • Parietal • Frontal • Temporal • Ethmoid • Sphenoid • Zygomatic • Palatine • Lacrimal • Nasal • Turbinate • Vomer

		<ul style="list-style-type: none"> • Maxillae • Mandible
LO2 Be able to provide photographic make-up	2.1. Select and use products, tools and equipment for photographic make-up application taking into account identified factors	<ul style="list-style-type: none"> • Skin colour • Skin type • Skin texture • Hair colour • Eye colour • Face shape • Facial features • Condition of skin • Allergies to products • Effects required • Occasion • Individual age and wishes • Fashion and cultural trends • Types of photography e.g. colour, black and white
	2.2. State tools, equipment and products used when carrying out a photographic make-up application	<ul style="list-style-type: none"> • Products <ul style="list-style-type: none"> - Foundations <ul style="list-style-type: none"> ▪ Cream ▪ Liquid ▪ Mousse ▪ Gel ▪ Block ▪ Compact ▪ Cake ▪ All-in-one ▪ Light reflecting ▪ Matt - Colour correction <ul style="list-style-type: none"> ▪ Cream ▪ Cake ▪ Stick ▪ Wand - Concealer <ul style="list-style-type: none"> ▪ Stick ▪ Pot

		<ul style="list-style-type: none"> ▪ Tube ▪ Wand ▪ Pen - Powders <ul style="list-style-type: none"> ▪ Loose ▪ Pressed ▪ Coloured powders ▪ Mineral powders - Contour cosmetics <ul style="list-style-type: none"> ▪ Cream ▪ Gel ▪ Stick ▪ Powder ▪ Shaders ▪ Highlighters - Blushers <ul style="list-style-type: none"> ▪ Cream ▪ Powder ▪ Liquid tint - Eye shadows <ul style="list-style-type: none"> ▪ Cream ▪ Powder ▪ Water colour (cake) ▪ Pencil - Eye liners <ul style="list-style-type: none"> ▪ Liquid ▪ Crayon ▪ Pencil ▪ Cake ▪ Block ▪ Kohl - Mascara <ul style="list-style-type: none"> ▪ Block ▪ Cake ▪ Liquid ▪ Cream ▪ Varieties e.g. waterproof - Lipsticks <ul style="list-style-type: none"> ▪ Lip sticks
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	2.3. Describe the factors that need to be considered when carrying out a photographic make-up application	<ul style="list-style-type: none"> • Skin type/characteristics/condition • Bone structure • Age of skin • Range of products • Lighting • Type of photography e.g. colour, black and white • End result required
	2.4. Describe the sequence in which make-up products should be applied	<ul style="list-style-type: none"> • Applying moisturiser • Applying pre-base • Corrective creams • Foundation • Concealer • Powder • Shader • Highlighter • Eye shadow • Eyeliner • Mascara • Blusher • Lip liner • Lipstick • Lip gloss where appropriate

	2.5. Apply a photographic make-up application	<ul style="list-style-type: none"> • Assisting the client on to a couch/make-up chair, seating them in an upright or slightly reclined position in good/natural light • Removing jewellery/accessories as appropriate • Storing the client's valuables in a safe place • Covering/protecting the client appropriately for the treatment • Securing hair off the face • Checking for contra-indications • Cleansing, toning and moisturising according to skin type • Applying photographic make-up • Checking result and adding any finishing touches • Removing head band/clips • Showing client result in a mirror • Ensuring that the result meets with client's satisfaction • Perform correction where required
	2.6. Evaluate effectiveness of the photographic make-up application	<ul style="list-style-type: none"> • Working to a design brief/objective • Producing a design and developing images • Lighting and camera effects • Evaluating results against design objective
	2.7. State methods of evaluating the effectiveness of the application of the make-up	<ul style="list-style-type: none"> • Design objectives • Suitability of overall result • Asking for feedback from the rest of the team • Making adjustments where necessary • Checking self-development • Evaluating and comparing development progress and final result with the original client specification • Recording results of evaluation for future reference • Self-reflecting on make-up application
	2.8. Provide suitable aftercare advice	<ul style="list-style-type: none"> • Maintaining make-up • Removing make-up • Homecare routine
	2.9. Describe the aftercare that should be provided	<ul style="list-style-type: none"> • Maintaining make-up • Removing make-up • Home care routine
	2.10. Follow safe and hygienic working practices	<ul style="list-style-type: none"> • Wiping equipment over with appropriate sanitiser before and after use • Sanitising hands before, during and after treatment as appropriate

		<ul style="list-style-type: none"> • Replacing lids on products • Disposing of waste hygienically and appropriately • Demonstrating correct use of salon sterilising equipment/cabinets • Storing sanitised/sterilised equipment appropriately • Using fresh laundered towels for each client • Using freshly laundered gowns for each client • Ensuring that the floor/trolleys/surfaces are clean and sanitised where appropriate
	2.11. Outline safe and hygienic working practices when carrying out photographic make-up application	<ul style="list-style-type: none"> • Using clean sponges/applicators • Working hygienically with all products according to product type e.g. use of isopropyl alcohol (IPA) • Using clean tissues and cotton wool • Washing and sterilising brushes • Sharpening lip and eye pencils between use • Using disposable mascara brushes and not reloading them • Using sterilised or disposable applicators
	2.12. Communicate and behave in a professional manner	<ul style="list-style-type: none"> • Being polite at all times • Being honest • Showing a positive attitude when asked to help • Offering help without having to be asked • Showing enthusiasm for the job • Demonstrating positive facial expressions • Demonstrating positive body language • Demonstrating good eye contact • Listening • Speaking clearly
	2.13. State how to communicate	<ul style="list-style-type: none"> • Being polite at all times • Being honest • Showing a positive attitude when asked to help • Offering help without having to be asked • Showing enthusiasm for the job • Demonstrating positive facial expressions • Demonstrating positive body language • Demonstrating good eye contact • Listening • Speaking clearly

	2.14. State the behavioural expectations	<ul style="list-style-type: none"> • Allowing the client to speak freely • Listening to the client • Not interrupting the client • Not arguing with the client • Communicating politely • Demonstrating a positive attitude • Demonstrating enthusiasm for the task
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Assessment	
Portfolio of evidence containing: <ul style="list-style-type: none"> • An assignment Practical examination	The art of photographic make-up assignment must be evidenced using assignment assessment form see www.itecworld.co.uk .

Guide to taught content
The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and students with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

Document History

Version	Issue Date	Changes	Role
v1	25/09/2019	First published	Qualifications and Regulation Co-ordinator