

iUBT390 – The art of photographic make-up

URN – R/617/4331

Guided Learning Hours: 30

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to prepare for photographic make-up	1.1. Prepare self, the client and work area for photographic make-up	<ul style="list-style-type: none"> • Preparation of working area • Equipment • Products • Work wear • Personal Protective Equipment (PPE) • Personal appearance and behaviour • Hygiene e.g. sterilising/sanitising tools and equipment • Procedures used to prepare client for treatment • Client care and modesty
	1.2. Use suitable consultation techniques to identify treatment objectives	<ul style="list-style-type: none"> • An example of a consultation form can be downloaded from www.itecworld.co.uk • Consulting in a suitable area • Positive body language • Positioning of the client • Good communication skills – listening, speaking, reading, recording, following instructions, using related terminology linked to photographic make-up application • Contra-indications and contra-actions • Make-up design • Planning make-up application e.g. images, themes, colour, research, use of mood board • Presentation of make-up design • Client expectations • Products used • Consent

		<ul style="list-style-type: none"> • Legal requirements regarding the treatment of minors • Signed consent of parent/guardian for a minor • Need for parent/guardian to remain present throughout consultation and treatment of a minor • Confidentiality • Client/parent/guardian's signature
	1.3. Advise the client on how to prepare for the treatment	<ul style="list-style-type: none"> • Client requirements • Salon procedures • Positioning of client • Client care and comfort
	1.4. Identify influencing factors	<ul style="list-style-type: none"> • The main factors that influence the choice of make-up products and photographic make-up techniques • Face shape • Facial features • Eye shape • Lip shape • Skin type • Skin condition • Skin characteristics • Adverse skin conditions • Allergies to products • Skin colour • Hair colour • Eye colour • Glasses/contact lenses • Occasion • Type of photography i.e. colour, black and white • Individual age and wishes • Fashion trends • Cultural factors • Effects of sunlight • Ageing • Planning make-up application e.g. images, themes, colour, research, use of mood board • Range of products • Lighting • End result required

	1.5. Provide clear recommendations to the client based on factors	<ul style="list-style-type: none"> • The outcome of planning, make-up design, consultation and client treatment requirements
	1.6. Describe salon's requirement for client preparation, preparing self and the work area	<ul style="list-style-type: none"> • Any particular rights, restrictions and acts applicable to photographic make-up treatment • Code of practice/ethics • Insurance and professional association membership • Record keeping • Professional appearance • Working co-operatively with others
	1.7. Identify different consultation techniques used to identify treatment objectives	<ul style="list-style-type: none"> • The importance of positive body language • Positioning of self and client (no barriers) • Good communication skills – listening, speaking, reading, recording, following instructions, using related terminology linked to photographic make-up application • Verbal and non-verbal communication
	1.8. Describe the factors that need to be considered when selecting techniques, products and equipment	<ul style="list-style-type: none"> • Face shape • Facial features • Eye shape • Lip shape • Skin type • Skin condition • Skin characteristics • Adverse skin conditions • Allergies to products • Skin colour • Hair colour • Eye colour • Glasses/contact lenses • Occasion • Type of photography i.e. colour, black and white • Individual age and wishes • Fashion trends • Cultural factors • Effects of sunlight • Ageing • Planning make-up application <ul style="list-style-type: none"> - Images

		<ul style="list-style-type: none"> - Themes - Colour - Research - Use of mood board • Lighting • End result required
	1.9. Describe the environmental conditions suitable for photographic make-up	<ul style="list-style-type: none"> • Lighting • Heating • Ventilation • Noise levels • Available space • Music • General hygiene • Waste disposal • Décor • Equipment e.g. workstation/trolley • Privacy • Reception areas • General use/treatment areas
	1.10. Describe the safety considerations that must be taken into account when providing photographic make-up	<ul style="list-style-type: none"> • Methods of sterilisation and sanitisation • Disposal of contaminated waste • Legislation • Personal Protective Equipment (PPE) • Relevant health and safety
	1.11. Identify the range of equipment used for photographic make-up	<ul style="list-style-type: none"> • Couch or chair • Trolley • Stool • Towels • Additional support if appropriate • Headband/clips • Cape/clothing protection • Bedroll • Magnifying lamp • Sponges/blenders • Disposable gloves • Spatulas • Bowls

		<ul style="list-style-type: none"> • Mirrors • Artist palette • Brushes • Disposable applicators • Lash comb • Pencil sharpener • Sterilising solution • Disinfecting fluid • Brush cleaner • Isopropyl alcohol (IPA) • Tissues • Cotton wool • Cotton buds
	1.12. Identify products used and their key ingredients	<ul style="list-style-type: none"> • Cleansing products • Toners • Moisturisers • Concealers • Foundations • Powders • Contour cosmetic shade and highlight products • Eyeshadows • Mascara • Blushers • Eye pencils • Lip pencils • Lipsticks • Lip gloss
	1.13. Describe the contra-indications to photographic make-up	<ul style="list-style-type: none"> • Contra-indications requiring medical permission – in circumstances where medical permission cannot be obtained clients must sign an informed consent form stating that the treatment and its effects have been fully explained to them and confirm that they are willing to proceed without permission from their GP <ul style="list-style-type: none"> - Medical oedema - Nervous/psychotic conditions - Epilepsy - Recent facial surgery affecting the area

		<ul style="list-style-type: none"> - Diabetes - Skin cancer - Slipped disc - Undiagnosed pain - When taking prescribed medication - Whiplash • Contra-indications that restrict treatment <ul style="list-style-type: none"> - Fever - Contagious or infectious diseases - Under the influence of recreational drugs or alcohol - Diarrhoea and/or vomiting - Any known allergies - Eczema - Undiagnosed lumps and bumps - Localised swelling - Inflammation - Cuts - Bruises - Abrasions - Scar tissue (2 years for major operations and 6 months for a small scar) - Sunburn - Hormonal implants - Urticaria - Recent fractures (minimum 3 months) - Sinusitis - Neuralgia - Migraine/headache - Hypersensitive skin - Botox/dermal fillers (1 week following treatment) - Hyperkeratosis - Skin allergies - Trapped/pinched nerve affecting the treatment area - Inflamed nerve - Conjunctivitis - Styes - Hay fever - Watery eyes - Blepharitis
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LO2 Be able to apply photographic make-up	2.1. Communicate and behave in a professional manner	<ul style="list-style-type: none"> • Explanation of treatment • Benefits, limitations and co-operation required • Client care, modesty and support • Communication • Correct posture, hygiene and a professional approach to the client throughout treatment • Working co-operatively with others
	2.2. Position self and the client correctly throughout the treatment	<ul style="list-style-type: none"> • Ensuring the client is comfortable and correctly supported • Make-up artist maintaining correct working posture throughout treatment • Make-up artist self-care
	2.3. Select and use products, equipment and techniques taking into account identified factors	<ul style="list-style-type: none"> • Couch or chair • Trolley • Stool • Towels • Additional support if appropriate • Headband/clips • Cape/clothing protection • Bedroll • Magnifying lamp • Sponges/blenders • Disposable gloves • Spatulas • Bowls • Mirrors • Artist palette • Brushes • Disposable applicators • Lash comb • Pencil sharpener • Sterilising solution • Disinfecting fluid • Brush cleaner • Isopropyl alcohol (IPA) • Tissues • Cotton wool

		<ul style="list-style-type: none"> • Cotton buds • Cleansing products • Toners • Moisturisers • Concealer • Foundations • Powders • Shaders • Highlighters • Eyeshadows • Blushers • Eyeliners • Mascara • Lip pencils • Lipsticks • Lip gloss • Cleansing and toning the skin • Applying moisturiser • Applying pre-base • Corrective creams • Applying photographic make-up • Lip liner • Lip gloss where appropriate • Checking the result and adding any finishing touches • Showing the client the results in a mirror • Ensuring that the result meets with the client's satisfaction and the make-up design objective
	2.4. Follow safe and hygienic working practices	<ul style="list-style-type: none"> • Methods of sterilisation and sanitisation • Disposal of contaminated waste • Legislation • Personal Protective Equipment (PPE) • Relevant health & safety
	2.5. Identify contra-actions and take appropriate action during treatment	<ul style="list-style-type: none"> • Adverse skin reactions • Watery eyes • Excessive erythema • Skin irritation • Immediate removal of products

		<ul style="list-style-type: none"> • Application of cold compress • Avoid touching treatment areas excessively if skin irritation occurs • Referral procedures
	2.6. Provide suitable aftercare advice	<ul style="list-style-type: none"> • Recommendations for immediate aftercare • Methods of removal • Product recommendations • Colour recommendations • Maintenance advice • Further treatment needs
	2.7. Complete the treatment to the satisfaction of the client	<ul style="list-style-type: none"> • Conclusion of treatment in appropriate manner to meet client's needs and manufacturers' instructions • Check treatment results with client using mirror
	2.8. Evaluate the results of the treatment with the client	<ul style="list-style-type: none"> • Reviewing and recording treatment outcomes • Verbal feedback • Written feedback • Photographic evidence • Evaluating the results against design objective
	2.9. Describe how to communicate and behave in a professional manner	<ul style="list-style-type: none"> • Speaking • Listening • Body language • Reading • Recording • Following instructions using a range of related terminology linked to photographic make-up application
	2.10. State the importance of positioning self and the client correctly throughout the treatment	<ul style="list-style-type: none"> • Ensuring the client is comfortable and correctly supported • Make-up artist maintaining correct working posture throughout treatment • Make-up artist self-care
	2.11. Describe safe and hygienic working practices	<ul style="list-style-type: none"> • Using clean sponges/blenders/brushes • Working hygienically with all products according to product type e.g. use of isopropyl alcohol • Using clean tissues and cotton wool • Washing and sterilising brushes • Sharpening lip and eye pencils before use • Using sterilised or disposable applicators • Methods of sterilisation

		<ul style="list-style-type: none"> • Disposal of contaminated waste • Legislation • Personal Protective Equipment (PPE) • Relevant health & safety
	2.12. Describe contra-actions which might occur during and following the treatment and how to respond	<ul style="list-style-type: none"> • Adverse skin reactions • Watery eyes • Excessive erythema • Skin irritation • Immediate removal of products • Application of cold compress • Avoid touching treatment areas excessively if skin irritation occurs • Referral procedures
	2.13. Describe the aftercare advice that should be provided	<ul style="list-style-type: none"> • Maintaining make-up • Methods of removal • Home care routine • Product recommendations • Further treatment needs
	2.14. State the importance of completing the treatment to the satisfaction of the client	<ul style="list-style-type: none"> • Concluding the treatment in appropriate manner to meet client needs, design brief/objectives and manufacturers' instructions • Check treatment results with client using mirror • Perform correction as necessary
	2.15. State the methods of evaluating the effectiveness of the treatment	<ul style="list-style-type: none"> • Design objectives • Suitability of overall result • Verbal feedback • Written feedback • Photographic evidence • Self-evaluation • Maintaining records for accurate future treatment • Evaluating and comparing development progress and final result with original client specification • Recording results of evaluation for future reference
	2.16. 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 - Hair follicle

		<ul style="list-style-type: none"> - Sweat glands – location and function - Sebaceous glands – location and function - Sensory nerve endings – location and function • Functions <ul style="list-style-type: none"> - Protection - Heat regulation - Absorption - Secretion - Excretion - Synthesis of vitamin D
	2.17. Describe different skin types	<ul style="list-style-type: none"> • Dry • Oily • Combination • Normal • Sensitive • Mature • Dehydrated • Dark skin • Light skin
	2.18. State the position of the bones of the face	<ul style="list-style-type: none"> • Frontal • Zygomatic • Mandible • Maxilla
	2.19. 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 <ul style="list-style-type: none"> • Work • Stress • Relaxation • Health • Diet • Fluid intake • Exposure to environmental elements • Smoking • Alcohol • Drugs • Current skincare regime

Assessment

Portfolio of evidence containing:

- An assignment

Practical examination

Assignment guidance and assessment forms may be downloaded from 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