
Marking Criteria

iUBT354 – Apply make-up

Once all aspects of the mandatory units have been completed, learners will be expected to complete an internal practical assessment. This will be undertaken by an internal assessor using the internal assessment forms. These must be handed to the external examiner on the day of the final external practical examination

Practical examination sequence – approximately 20 minutes

- Consultation forms may be partially filled out prior to the practical examination
- Clients must be wearing full day make-up
- Cleanse
- Tone
- Moisturise
- Light day make-up suitable for the client
- Remove head band/hair protection prior to examiner's final check
- Oral questions may be asked at any time during the examination
- Consultation forms must be filled in by each learner and made available for the external examiner to check. These should be reviewed and completed at the end of the treatment and will be taken away by the external examiner
- Learners will be expected to demonstrate excellent hygiene and client care throughout as well as competence in their relevant skills
- The examiner may reduce the treatment timings, as the examination is a demonstration of the learner's professionalism and their accomplished technique
- Learners must achieve a minimum of 3 marks for appearance and 3 marks for client care in order to pass the practical examination

Approximate time allocated for changeover of practical examination groups – 15 minutes

Appearance – 5 marks (0.5 mark each)

1. Clean, ironed professional uniform
2. Clean, neat hair and tied back. Hair must be tied up if long and off the collar and not covering the face
3. Short, clean, well-manicured nails with no varnish and clean hands
4. Clean, sensible full flat shoes, socks should be worn
5. If wearing a skirt, tights must be an appropriate colour for the uniform
6. No jewellery to be worn with the exception of a wedding band and 1 pair of small stud earrings. Other religious jewellery must be taped accordingly
7. No body or breath odour
8. No chewing gum or sucking sweets
9. No visible underskirts/underwear
10. Skirts to the knee. Trousers cropped no higher than calf and trousers must not be trailing on the floor

Client care – 5 marks (1 mark each)

1. Greeted and introduced self to client
2. Positioned self and client appropriately throughout the treatment
3. Explained the treatment procedure to the client
4. Ensured the client's comfort and modesty are maintained throughout
5. Maintained a positive and professional approach to client throughout

Hygiene and sterilisation – 10 marks (2 marks each)

1. Wiped equipment over with appropriate sanitiser before and after use
2. Sanitised hands before, during and after treatment as appropriate
3. Replaced lids on products and used spatulas to remove cream products
4. Appropriate and hygienic disposal of cotton wool, tissues, paper roll and general waste
5. Ensured the salon, clinic sterilising equipment and cabinets are used appropriately and sanitised correctly. Small equipment must also be used and stored appropriately

Cleanse- 10 marks (2 marks each)

1. Selected the correct cleanser for the skin type to remove full make-up
2. Performed the cleansing routine twice
3. Removed eye make-up and lipstick efficiently and thoroughly
4. Toned the skin leaving it clean and free from cream/lotion
5. Performed the cleanse/tone in a commercially acceptable time

Skin analysis – 10 marks (2 marks each)

1. Used the magnifying lamp appropriately
2. Recognised any skin imperfections/lesions visible and recorded them
3. Recognised the client's skin type/characteristics
4. Recommended treatments that are suitable for the skin type/characteristics
5. Recommended suitable products for home care

Make-up application**Pre-base – 2 marks**

1. Selected and applied a pre-base suitable for client's skin type and condition

Foundation/concealer/colour correction– 10 marks (2 marks each)

1. Selected colour corrective products suitable for client's needs and applied them appropriately
2. Selected concealer suitable for client's needs and applied it appropriately
3. Selected foundation suitable for client's needs and applied it appropriately
4. Blended foundation, contouring and concealing products correctly and evenly
5. Applied products hygienically, using appropriate pressure and support

Eye make-up – 10 marks (2 marks each)

1. Selected products and colours suitable for client's needs
2. Applied eye shadow hygienically and blended appropriately
3. Applied eyeliner hygienically using appropriate techniques
4. Applied mascara hygienically using appropriate techniques
5. Applied products using appropriate pressure and support

Powder/blusher – 10 marks (2 marks each)

1. Selected powder suitable for client's needs
2. Applied powder hygienically using appropriate techniques
3. Selected blusher suitable for client's needs
4. Applied blusher hygienically using appropriate techniques
5. Ensured blusher was symmetrical and applied to the appropriate area for the client's face shape

Lip make-up – 10 marks (2 marks each)

1. Selected lip liner suitable for client's needs
2. Ensured lip-liner is sharpened/sanitised prior to application
3. Applied lip liner hygienically using appropriate pressure and support
4. Selected lipstick suitable for client's needs
5. Applied lipstick hygienically using appropriate pressure and support

Overall effect – 18 marks (6 marks each)

1. Ensured that the make-up is balanced and evenly applied
2. Ensured that the make-up application is suitable for the client and the make-up specification
3. Completed the service in a commercially acceptable time to the client satisfaction

Sample oral questions

1. How do you maintain the hygiene of make-up sponges?
2. How would you sanitise the make-up palette?
3. How would you apply a shader to minimise a wide nose?
4. How would you apply eye shadow to deep set eyes?
5. How would you apply a cream foundation?

Document History

Version	Issue Date	Changes	Role
V1	20/12/19	First Published	Subject Matter Expert