

Marking Criteria

iUBT390 – The art of photographic 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 30 minutes
- Consultation forms, make-up charts, research, design plans/objectives and mood boards must be completed prior to the examination and made available to the examiner
- One model should be used for the examination to create a photographic make-up look (e.g. colour, black and white)
- Photographic make-up applied on a pre-cleansed client/model - approximately 30 minutes
- If using the same client/model for iUBT354 – Make-up and iUBT390 – The art of photographic make-up, the procedure for iUBT354 should be as follows:
 - The client/model should have clean skin, the learner should apply a day make-up and then re-cleans the skin and perform a skin analysis prior to the application of fashion and photographic make-up – approximately 30 minutes
- Oral questions may be asked at any time during the examination
- Consultation forms, make-up charts and design plans/objectives must be filled in by each learner. These should be reviewed and completed as applicable at the end of the treatment and will be taken away by the examiner
- Learners will be expected to demonstrate excellent hygiene and client care throughout the examination 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 accomplished techniques

Learners must achieve a minimum of 3 marks for appearance and 3 marks for client care in order to pass the practical examination.

Learners must be able to demonstrate the following:

Appearance – 5 marks (0.5 marks each)

1. Clean, ironed professional uniform
2. Clean, neat hair, tied back/up if long and off the collar and face
3. Short, clean, well-manicured nails with no varnish and clean hands
4. Clean, sensible full flat shoes, socks should be worn
5. Tights an appropriate colour for the uniform, if wearing a skirt
6. No jewellery- with the exception of a wedding band and 1 pair of small stud earrings (religious jewellery must be taped)
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/trousers not trailing on the floor

Client care – 5 marks (1 mark each)

1. Greeted and introduced self to the client/model
2. Assisted the client/model off the make-up chair/couch
3. Explained the make-up procedure to the client/model
4. Ensured the client's/model's comfort/modesty throughout
5. Maintained a positive and professional approach to client/model throughout

Hygiene and sterilisation – 10 marks (2 marks each)

1. Wiped equipment over with sanitiser before, during and after use as appropriate
2. Sanitised hands before, during and after make-up application as appropriate
3. Replaced lids on products and used spatulas to remove products where necessary
4. Disposed of cotton wool, tissues, paper roll and general waste hygienically and appropriately
5. Used sterilising equipment/cabinets appropriately and sanitised, used and stored brushes, tools and small equipment appropriately

Preparation of treatment area and client – 5 marks (1 mark each)

1. Carried out a consultation and checked for contra-indications and allergies
2. Assessed the area to be treated
3. Discussed client's/model's requirements and possible contra-actions to make-up application
4. Selected products, tools and equipment to suit design objective
5. Prepared work environment, self and client/model for the service

Originality and design – 10 marks (2 marks each)

1. Ensured that relevant research was made available
2. Demonstrated the use of imagination in the development of the design brief
3. Ensured that the make-up design met the design objective
4. Ensured that the design was realistic in terms of materials available
5. Ensured that charts and notes were clear and detailed

Make-up techniques – 20 marks (2 marks each)

1. Protected client's/model's clothing adequately
2. Prepared and protected the skin according to the skin type
3. Selected make-up according to the design brief
4. Applied selected make-up in the appropriate sequence
5. Applied selected make-up using appropriate techniques
6. Blended selected make-up using appropriate techniques
7. Used make-up products economically
8. Ensured the application was hygienic at all times
9. Managed products, tools and the working environment throughout
10. Ensured that the finished make-up met the design brief/objective

Photographic make-up – 25 marks (5 marks each)

1. Demonstrated how to contour (highlight and shade) accordingly
2. Demonstrated how to conceal or correct imperfections
3. Considered the effects of lighting when applying make-up
4. Maintained make-up using appropriate techniques
5. Ensured that the finished make-up met the design brief on camera

Finished result - 15 marks (see below)

1. Ensured the finished application was even and well balanced **(3 marks)**
2. Ensured that the finished result met with the design brief/objective **(3 marks)**
3. Ensured the finished result was commercially acceptable **(3 marks)**
4. Worked to time limits acceptable to industry **(6 marks)**

Aftercare advice – 5 marks (1 mark each)

1. Advised the client/model of the possibility of contra-actions and necessary action
2. Advised the client/model on how to maintain the effects of the make up
3. Advised the client/model of the activities to avoid which may cause contra-actions
4. Provided advice on appropriate products and removal procedures
5. Completed the record card

Sample oral questions

1. What is the effect of blue light on red lipstick?
2. What considerations need to be made for make-up for black and white photography?
3. What considerations need to be made for make-up for colour photography?
4. How would you stop flash-back on camera?
5. How would you advise the client to remove the make up?
6. How would you correct a heavy jawline?
7. How would you correct hooded eyes?
8. How would you conceal dark circles?
9. What colour correction would you use to disguise redness?
10. How would you enhance this client's bone structure?

Document History

Version	Issue Date	Changes	Role
V1	16.01.20	First Published	Assessment Lead for Health and Beauty