
Marking Criteria

iUBT391 – Fashion and 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 1 hours 30 minutes
- Consultation forms, make-up charts, research and design plans to be completed prior to the examination
- One model should be used for the examination to create a photographic make-up look; (e.g. colour or black and white)
- Photographic make-up applied on a pre-cleansed client/model - approximately 30 minutes
- If using the same client/model for iUBT354 – Apply make-up and iUBT391 – Fashion and 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-cleanse the skin and perform a skin analysis prior to the application of photographic make-up
 - An additional model to be used for the fashion look (e.g. period/fantasy/high fashion/catwalk/commercial) – approximately 1 hour
- Oral questions may be asked at any time during the examination
- Consultation forms, make-up charts, research and design plans 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 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 their 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 on and off the make-up chair/couch
3. Explained the treatment procedure to the client/model
4. Ensured the comfort/modesty of the client/model throughout
5. Maintained a positive and professional approach to client/model/colleagues 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 equipment appropriately

Photographic make-up originality/design – 10 marks (2 marks each)

1. Used imagination in the choice of theme
2. Ensured that relevant research was made available
3. Ensured that charts and notes were clear and detailed
4. Ensured that the design was realistic in terms of materials available
5. Ensured that design met the design plan/objective

Photographic make-up techniques – 25 marks (see below)

1. Prepared the work area for make-up application (1 mark)
2. Checked for contra-indications and allergies (1 mark)
3. Prepared and protected the skin according to skin type (1 mark)
4. Selected appropriate make-up to achieve the planned outcome (1 mark)
5. Applied selected make-up in the appropriate sequence (1 mark)
6. Applied selected make-up using appropriate techniques (1 mark)
7. Blended selected make-up using appropriate techniques (1 mark)
8. Used make-up materials economically (1 mark)
9. Ensured make-up application was hygienic at all times (1 mark)
10. Ensured that the client/model's clothing was adequately protected (1 mark)
11. Demonstrated the use of shade and highlight as appropriate (1 mark)
12. Demonstrated how to conceal and correct imperfections (1 mark)
13. Considered the effects of lighting when applying make-up (1 mark)
14. Ensured the finished application was even and well balanced (1 mark)
15. Maintained make-up using appropriate techniques (1 mark)
16. Ensured that the finished make-up met the design plan/objectives (5 marks)
17. Worked to time limits acceptable to industry (5 marks)

Photographic make-up 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 client/model with advice on appropriate products and procedures for make-up removal
5. Completed the record card with advice given

Fashion make-up originality/design – 10 marks (2 mark each)

1. Used imagination in the choice of theme
2. Ensured that relevant research was made available
3. Ensured that charts and notes were clear and detailed
4. Ensured that the design was realistic in terms of materials available
5. Ensured that the design met the design plan/objective

Fashion make-up techniques – 25 marks (see below)

1. Prepared the work area for make-up application (1 mark)
2. Checked for contra-indications and allergies (1 mark)
3. Prepared and protected the skin according to the skin type (1 mark)
4. Selected appropriate make-up to achieve the planned outcome (1 mark)
5. Applied selected make-up in the appropriate sequence (1 mark)
6. Applied selected make-up using appropriate techniques (1 mark)
7. Blended selected make-up using appropriate techniques (1 mark)
8. Used make-up materials economically (1 mark)
9. Ensured make-up application was hygienic at all times (1 mark)
10. Ensured that the client/model's clothing was adequately protected (1 mark)
11. Considered the effects of lighting when applying make-up (1 mark)
12. Ensured the finished application was even and well balanced (1 mark)
13. Maintained make-up using appropriate techniques (1 mark)
14. Ensured that the finished make-up met the design plan/objective (6 marks)
15. Worked to time limits acceptable to industry (6 marks)

Fashion make-up 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 client/model with advice on appropriate products and procedures for make-up removal
5. Completed the record card with advice given

Document History

Version	Issue Date	Changes	Role
v1	02/02/20	First Published	Subject Matter Expert- Assessment