



Professional Make-up Artistry Program Outline

(2 months)

Prepared for the Richard Mar School of Hair and Esthetics
Revised 2008

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Professional Make-up Artistry Program

Professional Development

- History & Opportunities
- Elements of Effective Communication
- Dynamics of Positive Human Relationships

Introduction to Make-up Artistry

- Sanitation & Contamination Prevention
- Professional Set-up
- Procedures & Make-up Application Techniques

Guidelines for a Great Make-up Application

- Creating Illusions with Make-up
- Basic facial shapes/ Measurements

Chromatics and Facial Enhancement

- Basic color theory
- Hair / skin tone analysis
- Complimentary hairstyles , eyeglasses, and jewellery

Contouring & Basic Techniques

- Procedures for light verses dark
- Age Correction by Highlighting
- Facial feature correction techniques

Tools / Products for Make-up Applications

- Brush Selection / Cleaning
- Disposable tools/ Miscellaneous tools
- Tools and correct professional use
- Products for professional make-up applications
- Retailing

Make-up for Cheeks

- Correct Application for Blush
- Correcting facial Shapes
- Brush Techniques



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Eyebrows and Eyes

- Eyebrow Structure
- Shaping / tweezing / waxing
- Make-up coloring & permanent tinting for eyebrows and eyes
- Corrective Shaping for eyebrows
- Eye Shadow Colors /shading techniques/ eyeliner/ corrective eye make-up application techniques

Lips - Corrections and Applications

- Lipsticks and Liners
- Correcting Lip Shapes
- Guidelines for Application

Make-up For The Mature Woman

- Applications on Mature Skins
- Concealers, Foundations
- Powders, Cheeks, Eyebrows, Eyes, Eyeliners, Mascara
- Lips, liners, color selection
- Product Sales / Marketing

Make-up Tips For Woman of All Ages

- Specialty Tips
- Make-up Questionnaires
- Guide to Make-up in Ordinary Light

Camouflage Make-up

- Safety procedures
- Make-up for Dermabrasion
- Make-up for Medical Conditions/ Chemotherapy
- Fake lash Applications

Make-up for Photography, Film, TV, & Runway

- Professional Application
- Make-up for Professional Lighting
- Professional Model Preparation
- Special effects
- Lash Enhancement for Professional Models
- Permanent Lash Extensions
- Professional Photo Shoot / editing for portfolio building