



Freelance Makeup Artistry Certificate Program

PROGRAM OUTLINE

<p>Brief Program Description</p>	<p><i>Make-up artistry is one of the most exciting fields in the beauty industry today. This twenty-six-week certificate program will teach you about the business and the latest techniques of a professional make-up artist with hands-on, theory and demonstrations. The Makeup Artistry program will open doors to a well-rounded career. You will have the opportunity to pursue positions in film and television, theatre, beauty salons, spas, and retail as well as self-employment as a freelance artist. Students will learn the fundamentals of bridal makeup and hair, fashion and airbrushing, and marketing and promotions to help them with their future as a freelance artist.</i></p> <p><i>In addition to our curriculum, our instructors provide skills and practical experience with:</i></p> <ul style="list-style-type: none"> - <i>Collaboration and communication with clients& crew</i> - <i>Working in an agile photoshoot/production environment</i> - <i>Tips for managing portfolios, resumes, LinkedIn profiles and the application and interview process.</i> <p><i>By the end of the program, you'll graduate with the entrepreneurial mindset and portfolio you need to launch your career as an artist.</i></p>
<p>Career Occupation* (if applicable)</p>	<p><i>Freelance Make-up artist, Bridal Make-up artist, Fashion Make-up artist, Retail Beauty Specialist, Freelance Demo Artist, Trainer or Pro-Educator, Social Media Professional, Beauty Blogger/Vlogger, Social Media Influencer, Beauty writer, Celebrity Make-up Artist, Beauty Consultant, Brand Creator, Airbrush Artist, Body Painter.</i></p>
<p>Admission Requirements</p>	<ul style="list-style-type: none"> • <i>High school graduation or equivalent or mature student status (19+)</i> • <i>Admissions interview: in person or by Skype with the Dean and/or Director of Admissions</i> • <i>Letter of Intent: describing your career goals (Minimum 250 words)</i> • <i>English Proficiency: B2 Level (IELTS 5.5 - TOEFL 57 internet-based - 163 computer-based - FCE Exam) or equivalent (if English is not First Language and/or has no formal previous education in English)</i>
<p>Learning Objectives*</p>	<p><i>Upon completion of this program, the successful student will have reliably demonstrated the ability to:</i></p> <ul style="list-style-type: none"> ● <i>Understand the role of the make-up artist and the career opportunities</i> ● <i>Identify different skin tones</i>

	<ul style="list-style-type: none"> ● <i>Understand concepts of highlighting, shading, and contouring</i> ● <i>Analyze the shape of the face, nose, lip, and eyes</i> ● <i>Demonstrate knowledge in cosmetic technique & product</i> ● <i>Apply make-up design concepts for different occasions</i> ● <i>Use time management skills</i> ● <i>Understand contracts and invoices</i> ● <i>Understand photo-shoot etiquette</i> ● <i>Understand current industry trends</i> ● <i>Confidently participate in professional design practice and management within a collaborative studio environment.</i> ● <i>Employ best practices and management in the make-up artistry profession and within a collaborative studio/work environment.</i> ● <i>Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a make-up artistry career.</i>
<p>Method(s) of Evaluation*</p>	<p><i>The course is broken up into small projects that ultimately come together to make a cohesive visual understanding of Make-up Artistry. Presentation format and styles are determined by each student. Students will receive informal classroom feedback and written evaluations on a regular basis and at least once before 30% of the hours of instruction of the program have been provided.</i></p>
<p>Completion Requirements*</p>	<p><i>The Cut Academy will use the following grade scale to determine each student's grade through their work. Students must receive an average of 75% from all the assignments in order to pass the course.</i></p>



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	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: black; color: white;"> <th style="padding: 5px;">Letter Grade</th> <th style="padding: 5px;">Scale (%)</th> <th style="padding: 5px;">Notes</th> </tr> </thead> <tbody> <tr><td style="padding: 5px;">A+</td><td style="padding: 5px;">90.00 - 100.00</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">A</td><td style="padding: 5px;">85.00 - 89.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">A-</td><td style="padding: 5px;">80.00 - 84.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">B+</td><td style="padding: 5px;">76.00 - 79.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">B</td><td style="padding: 5px;">72.00 - 75.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">B-</td><td style="padding: 5px;">68.00 - 71.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">C+</td><td style="padding: 5px;">64.00 - 67.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">C</td><td style="padding: 5px;">60.00 - 63.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">C-</td><td style="padding: 5px;">55.00 - 59.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">D</td><td style="padding: 5px;">50.00 - 54.99</td><td style="padding: 5px;"></td></tr> <tr><td style="padding: 5px;">I</td><td style="padding: 5px;">0.00 - 49.99</td><td style="padding: 5px;">Temporary</td></tr> <tr><td style="padding: 5px;">F</td><td style="padding: 5px;">0.00 - 49.99</td><td style="padding: 5px;">Permanent</td></tr> </tbody> </table> <p style="text-align: center; margin-top: 10px;"><i>Assignments will be graded on selected criteria per assignment</i></p>	Letter Grade	Scale (%)	Notes	A+	90.00 - 100.00		A	85.00 - 89.99		A-	80.00 - 84.99		B+	76.00 - 79.99		B	72.00 - 75.99		B-	68.00 - 71.99		C+	64.00 - 67.99		C	60.00 - 63.99		C-	55.00 - 59.99		D	50.00 - 54.99		I	0.00 - 49.99	Temporary	F	0.00 - 49.99	Permanent
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Program Duration	<p><i>26 weeks total 300 hrs (12 hrs per week – 1-week break on week 12)</i></p> <p><i>Total Instructional hours:</i></p> <p><i>Total Lab hours:</i></p>																																							
Delivery Method(s)	<i>In-Class: Lecture and Demonstration</i>																																							
Materials:	<p>BOOKS:</p> <p>MakeUp Artistry by Julia Conway</p> <p>Author: Julia Conway Format: Paperback softback Language: English Number of Pages: 400 Publication Date: 2004-10-05 Publisher / Label: Pearson Education Limited</p> <p>MATERIALS provided by the school</p>																																							

Program Organization

Title of Course/Work Experience Component *	# of Hours*
<p><i>Make-Up Artistry Essentials</i> <i>Introduction to the Industry</i></p> <ul style="list-style-type: none"> • The role of the makeup artist and job opportunities • Your professional Makeup Kit—makeup products, tools and equipment • Makeup Brushes—discussion of hair and fibre types, the individual use of each brush, cleaning and maintenance • Sanitation and Hygiene procedures <p><i>The Biology of skin and facial shapes:</i></p> <ul style="list-style-type: none"> • How to identify different skin types—dry, normal, oily • How to select the appropriate skincare products for a particular skin type • Basic concepts of highlighting, shading and contouring • Deep analysis of face, eye, nose and lip shapes <p><i>Make-up application principles</i></p> <ul style="list-style-type: none"> • Colour theory • Skin tone analysis • Basic corrective makeup techniques • How to select correct foundations for various skin types and skin tones • Classic eyebrow shaping and application of individuals false eyelashes • Makeup designs for daytime, evening, bridal, and special occasions • Speed Application—“The 20 Minute Makeup” 	<p>Total Hours: 60 (12 hrs per week/5 weeks)</p>



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<p><i>Bridal, Photography and Fashion Make-Up</i></p> <p><i>Bridal Make-up</i></p> <ul style="list-style-type: none"> • Bridal makeup techniques • Bridal makeup styles and custom designs • Bridal consultations and face charts • Contracts and invoicing • Bookings and marketing • The relationship between the makeup artist, the bride, the stylist, and the photographer • Time management skills <p><i>Make-up for Photography</i></p> <ul style="list-style-type: none"> • Photo-shoot etiquette (on location and in the studio) • Building the professional makeup kit for fashion and print-work • Makeup artist's portfolio and artist representation • Makeup styles and strengths for various photography work • Model testing / working with the wardrobe stylist and photographer • Current fashion trends and working with designers • In-studio and outdoor lighting • Black & White and colour film stocks • Application of false eyelashes • Client make-overs • Professional photoshoot <p><i>Fashion and Runway Make-up</i></p> <ul style="list-style-type: none"> • Makeup for various fashion show formats • Current industry trends, new products, and face charts • Avant-Garde Makeup designs and applications 	<p>Total Hours: 60 (12 hrs per week/5 weeks)</p>
<p><i>Airbrushing Techniques</i></p> <ul style="list-style-type: none"> • Learn Safety and mechanics of airbrush • Design character charts • Learn how to use masks and templates & shields • Fantasy makeup • Tattoo cover up makeup • Makeup techniques for skin discoloration 	<p>Total Hours: 60 (12 hrs per week/5 weeks)</p>
<p><i>Website and Marketing Integration</i></p> <ul style="list-style-type: none"> • Create your own website 	<p>Total Hours: 60 (12 hrs per week/5 weeks)</p>

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<ul style="list-style-type: none"> • Explore possibilities within the makeup industry • Identify prospective employers • Identify prospective clients • Create work contract 	
<p><i>Self-Marketing and Social Media Promotion</i></p> <ul style="list-style-type: none"> • Optimize your photo shoot images • Using photoshop or illustrator • Create business cards • Create digital portfolio 	Total Hours: 60 (12 hrs per week/5 weeks)

Program Timeline

<i>Make-Up Artistry Essentials</i>	<i>Bridal, Photography and Fashion Make-Up</i>	<i>Airbrushing Techniques</i>	<i>Website and Marketing Integration</i>	<i>Self Marketing and social media promotion</i>
<p>Study: Total Hours: 60 (12 hrs per week/5 weeks)</p>	<p>Study: Total Hours: 60 (12 hrs per week/5 weeks)</p>	<p>Study: Total Hours: 60 (12 hrs per week/5 weeks)</p>	<p>Study: Total Hours: 60 (12 hrs per week/5 weeks)</p>	<p>Study: Total Hours: 60 (12 hrs per week/5 weeks)</p>

Materials & books list

<p><i>Skin and Eye Primer</i> <i>Foundation and Concealer palette</i> <i>Contouring Palette</i> <i>Eyeshadow palette</i> <i>Lip Palette</i> <i>Brow Kit</i> <i>Setting Powder</i> <i>Setting Spray</i> <i>Brush kit</i> <i>Beauty Blender</i> <i>Make-up Bag</i></p>	<p><u><i>MakeUp Artistry by Julia Conway</i></u> <i>Author: Julia Conway</i> <i>Format: Paperback softback</i> <i>Language: English</i> <i>Number of Pages: 400</i> <i>Publication Date: 2004-10-05</i> <i>Publisher / Label: Pearson Education Limited</i></p>
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