Level 2

UBT18

Basic photographic make-up

Learner name:

Learner number:
Through this unit you will learn how to apply basic photographic make-up. You will learn how to carry out research using different media to create a mood board. You will learn how to identify the condition of your client’s skin and their face shape, which will help you to decide which products and tools to use. You will learn about a variety of products used during the treatment, as well as how to use tools to make shapes and designs. You will learn how to apply photographic make-up using precision techniques to achieve a professional finish.
What you must know & do

How to achieve this unit

On completion of this unit you will:

**Learning outcome 1**

Know how to apply photographic make-up techniques

a. Identify conditions that may prevent or restrict photographic make-up application
b. State the possible reactions which may happen during or after the treatment and the actions you should take
c. Describe the different skin types
d. Describe the different face shapes and skin tones
e. Describe the structure and functions of the skin
f. Identify the products used in a photographic make-up application
g. Identify the effects different light has on photographic make-up application
h. Create a mood board showing the development of the design including a visual 2D plan

**Learning outcome 2**

Be able to apply photographic make-up techniques

a. Prepare yourself, the client and your work area for a photographic make-up application
b. Carry out a consultation for a photographic make-up application
c. Use hygienic and safe methods of working
d. Apply photographic make-up
e. Give your client after-treatment advice
What you must learn

This section provides you with guidance on the recommended knowledge and skills required to achieve this unit.

Learning outcome 1

Know how to apply photographic make-up techniques

Identify conditions that may prevent or restrict photographic make-up application

**Conditions that may stop the treatment:** Severe or infectious skin conditions, eye infections, swelling of the face, eye or skin diseases or disorders, hypersensitive skin, bruising, cuts and abrasions, known allergic reactions or intolerance to triggers likely to be contained within the products used; e.g. nuts, lanolin, parabens, milk, emulsifiers.

**Conditions that may change the treatment:** Minor bruising, minor non-infectious skin disorders, facial piercings, hay fever.

State the possible reactions which may happen during or after the treatment and the actions you should take

**Possible reaction:** Allergic reaction to eye products – sensitivity or burning sensation

Action – remove all products immediately, use eye bath to flush eye, seek medical advice.

**Possible reaction:** Allergic reaction to skin make-up products – redness, itching, swelling, rash, burning or stinging, blistering

Action – remove make-up or skin product immediately with suitable remover, clean area with water, seek medical advice.
Describe the different skin types

**Normal:** Fine texture, no visible pores, even colour, no blemishes.

**Oily:** Shiny, enlarged pores, congestion, blackheads (comedones), sallow.

**Dry:** Lacks moisture and oil, dry to touch, thin, flaky patches, fine texture, broken capillaries, whiteheads (milia), and fine lines.

**Combination:** Usually oily T-zone, normal to dry on cheeks, but can be a combination of any skin conditions or type.

Describe the different face shapes and skin tones

**Oval:** ‘The ideal face shape’ a slightly wider forehead with a narrower chin.

**Round:** Has soft edges, forehead, cheeks and jaw are of equal size.

**Heart:** A wider forehead, gently narrows down at the chin.

**Square:** Has sharp angular features, forehead, cheeks and jaw are of equal size.

**Oblong:** The face is longer than it is wide.

**Skin tones:** Light, medium, dark.

Describe the structure and functions of the skin

**Structure of the skin:**

- **Epidermis:** made up of 5 layers, takes 28 days to renew.
- **Dermis:** made up of 2 layers and contains many appendages including sweat glands, sebaceous glands, hair follicles, arrector pili muscles, nerve endings, a rich blood supply.
- **Hypodermis:** made up of fatty tissue.

**Functions:** Sensation, heat regulation, absorption, protection, excretion, secretion and vitamin D production.
**What you must learn**

**Identify the products used in a photographic make-up application**

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundation</strong></td>
<td>Comes in different forms: liquids, creams, solid, cakes, mousse, tinted gels/moisturisers for different skin types to cover blemishes and even out skin tone.</td>
</tr>
<tr>
<td><strong>Concealer</strong></td>
<td>Thicker than foundation and more heavily pigmented for better coverage, can be used for shadows under eyes, blemishes, birth marks and broken capillaries.</td>
</tr>
<tr>
<td><strong>Loose powder</strong></td>
<td>Used to set make-up and to absorb oil from the foundation and from the skin, leaving a dry, matt surface for further make-up application.</td>
</tr>
<tr>
<td><strong>Blusher</strong></td>
<td>Adds warmth to make-up, helps define facial contours.</td>
</tr>
<tr>
<td><strong>Eye-shadow</strong></td>
<td>Used to emphasise the eyes by adding colour.</td>
</tr>
<tr>
<td><strong>Eyebrow pencil</strong></td>
<td>Used to define the eyebrows.</td>
</tr>
<tr>
<td><strong>Eye-pencil/Liquid eye-liner</strong></td>
<td>Used to line the eyes and make them stand out, dependant on fashion trends.</td>
</tr>
<tr>
<td><strong>Mascara</strong></td>
<td>Can be waterproof, used to lengthen and thicken the eyelashes.</td>
</tr>
<tr>
<td><strong>Lipstick</strong></td>
<td>Protective and adds colour to the lips.</td>
</tr>
<tr>
<td><strong>Lip-liner pencil</strong></td>
<td>Used to line the lips, and help reduce bleeding of lipstick.</td>
</tr>
<tr>
<td><strong>Lip gloss</strong></td>
<td>Gives shine, can be more natural.</td>
</tr>
</tbody>
</table>

**Identify the effects different light has on photographic make-up application**

<table>
<thead>
<tr>
<th>Light Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day light (pure white)</strong></td>
<td>Shows true colour and texture of make-up.</td>
</tr>
<tr>
<td><strong>Filament lighting (yellow tone)</strong></td>
<td>Makes blue tones appear dull and reds appear darker.</td>
</tr>
<tr>
<td><strong>Fluorescent lamps (blue light)</strong></td>
<td>Removes warmth from make-up.</td>
</tr>
<tr>
<td><strong>Spotlights</strong></td>
<td>Pink – most colours look warmer, greens and blues may look dull.</td>
</tr>
<tr>
<td></td>
<td>Red – makes yellow, gold and tawny colours look deeper, blusher tends to fade.</td>
</tr>
<tr>
<td></td>
<td>Blue – turns make-up grey, makes blusher look stronger.</td>
</tr>
<tr>
<td></td>
<td>Rose – flatters make-up colours.</td>
</tr>
</tbody>
</table>
Create a mood board showing the development of the design including a visual 2D plan

**Create a moodboard:** Research and collect pictures from magazines, books, internet, journals, photographs.

Design the mood board/s to create variations on the theme, explain reasons for your choices.

Take designs/shapes from the mood board and apply to the 2D face template.

Choose and add colours to create the design.

Position additional transfers, glitter, gems to enhance the design.

**Choose a theme for the design:**

Make-up looks – fantasy, period, bridal, commercial.

Photographic range – colour, natural light/outdoor photography, studio, indoor artificially-lit photography.

Tools – pictures, magazines, photographs, books board, glue, scissors, drawing pencils.

Props – wigs, hair pieces, hats, costumes and accessories to complete the look.
What you must learn

Learning outcome 2

Be able to apply photographic make-up techniques

Prepare yourself, the client and your work area for a photographic make-up application

Prepare yourself: Clean ironed uniform, flat, closed-in shoes, no jewellery, no piercings, hair (neatly tied back, fringe secured), make-up if worn should be light day make-up, good personal hygiene and cleanliness (shower/bath, cover cuts and abrasions, deodorant or anti-perspirant), oral hygiene (clean teeth, fresh breath), no nail enhancements, clean and short natural nails.

Prepare your client: Position the client correctly and comfortably, complete a consultation form (client name, address, contact number, medical history, allergies, contra-indications and obtain signatures), prepare for make up application. Protect areas not being made up, clothing and hair by using a gown or make-up cape, head band. Cleanse, tone and moisturise their skin.

Prepare your work area: Clean and hygienic work surfaces, good lighting, covering for table or trolley, no obstructions, tools and equipment in a safe position for working.

Prepare products, tools and equipment:

Products – eye make-up removers, cleansers, toners, moisturisers, tinted moisturisers, foundations, concealers, loose powders, eye shadows, eyebrow pencils, eye-liner pencils, liquid eye-liners, mascaras, lipsticks, lip-liner pencils, lip gloss, blushers, brush cleaner/sanitiser, false strip lashes and adhesive, tweezers, glitter, gems, stencils, transfers.

Tools – spatulas, make-up sponges, cotton wool, cotton wool covered orangewood sticks or cotton buds, tissues, make-up palette, disposable applicators, make-up brushes, including a foundation brush and various shaped brushes for eye shadow and lip product application, pencil sharpener, design brief, mood board and 2D face template.

Equipment – headband, towel, cape, stool or chair, trolley/work surface, couch roll, lined bin, bowl, free standing or wall-mounted mirror, training head, light, medium and dark skin toned make-up masks, cotton buds for corrective work, stencils and stamps.

Props – wigs, hairpieces, costumes and accessories to complete the look.
**Consultation techniques:** Client’s needs, client satisfaction, client expectations and aftercare, signatures, visual, manual, questioning, listen, client card reference.

**Communication:**

Verbal – clear speaking manner and tone, professional, supportive, respectful, and sensitive to clients, open questioning related to the treatment.

Non-verbal – eye contact, body language, listening.

**Professional ethical conduct:** Polite, cheerful and friendly manner (friendly facial expressions, positive attitude, eye contact, open body language), client relations, confidentiality, respect for colleagues and competitors, avoid gossip, take pride in work, punctuality, employer and client loyalty.

**Record keeping:** Signatures, refer to existing records, information clear, accurate and in a logical order (name, address, contact numbers, medical history, allergies, contra-actions, contra-indications, treatment plan), update record at the end of the treatment.

**Carry out a skin analysis using visual and manual examination:** Place cotton wool pads on client’s eyes during skin analysis and use magnifying lamp to identify skin type, check all areas of the face and neck.

**Skin types:** Normal, dry, oily, combination.

**Face shapes:** Oval, round, heart, square, oblong.

**Skin tone:** Light, medium, dark.

**Apply photographic make-up:** Agree product choice, colour range, selection, suitable techniques to meet design brief (taking into account skin condition, skin type, skin tone, skin colour, facial features, environmental factors), agree realistic outcome, discuss additional services, assess client needs, suitability, duration, working with photographer for any touch up applications throughout shoot.

**Examples of problems that may stop the treatment:** Severe or infectious skin conditions, eye infections, swelling of the face, eye or skin diseases or disorders, hypersensitive skin, bruising, cuts and abrasions, known allergic reactions or intolerance to triggers likely to be contained within the products used e.g. nuts, lanolin, parabens, milk, emulsifiers.

**Examples of problems that may change the treatment:** Minor bruising, minor non-infectious skin disorders, facial piercing, hay fever causing eye sensitivity.
What you must learn

Use hygienic and safe methods of working

**Hygiene:** Sterilise and sanitise tools, disinfect work surfaces, lay products and tools out onto couch roll, sanitise hands before and after applying make-up, dispense products with a spatula, pump or spray, use disposable applicators wherever possible, replace loose lids (uncapped bottles and pots), dispense make-up onto a palette, use the cut-out method.

Prepare and apply photographic make-up

**Prepare your client for make-up application:**
Skin preparation – cleanse, tone and moisturise your client.

**Technique for make-up application:**
Base preparation – concealer, foundation, translucent powder, bronzer if required, use appropriate highlighting and shading techniques.

Eyebrows – brush through, apply eyebrow pencil.

Eyes – apply neutral shadow over area, blended eye-shadow colours, powder shadow, pearlised shadow, glitter shadow, eye-pencil, eye-liner, mascara and strip lashes if required.

Blusher – cheek area, highlighter, glitter dust.

Lips – lip-liner, lipstick, lip-gloss.

Make-up accessories – add gems, glitter, transfer and/or stencilling if design brief dictates.

Hair accessories and costumes – dress the client in a costume; add wigs, hair-pieces and accessories to complete the look for the photographer.

Give your client after-treatment advice

**Aftercare advice:** Avoid touching the area. The correct way to remove the make-up with appropriate cleansers, wipes, toners and moisturisers. State what to do if any problems should occur after application.
Achieving your grade

**To achieve a Pass:**
You must achieve all criteria in the **What you must know & do** sections of this unit.

**To achieve a Merit:**
You must achieve all criteria in the **What you must know & do** sections of this unit **AND** achieve 2 of the 3 additional performance standards.

**To achieve a Distinction:**
You must achieve all criteria in the **What you must know & do** sections of this unit **AND** achieve all 3 additional performance standards.

### Additional Performance Standards:

<table>
<thead>
<tr>
<th>Work skills</th>
<th>Communication</th>
<th>Attention to detail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Achieved</strong></td>
<td><strong>Possible examples:</strong></td>
<td><strong>Achieved</strong></td>
</tr>
<tr>
<td><strong>Not achieved</strong></td>
<td>You arrived ahead of time to prepare yourself and your work area for treatment.</td>
<td><strong>Not achieved</strong></td>
</tr>
<tr>
<td></td>
<td>You arrived for the service dressed appropriately and well groomed.</td>
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<td></td>
<td>You prepared and maintained the work area so it is clean/well-ordered and safe.</td>
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<td></td>
<td>You ensured all tools are clean and sterile before and after the treatment.</td>
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<td></td>
<td>You laid out the products and tools in order of use.</td>
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<td></td>
<td>You ensured sufficient product availability prior to the treatment.</td>
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<td></td>
<td>You ensured the mood board was clearly illustrated, met the design brief and was followed during application.</td>
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</tbody>
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### Learning outcome 1

**Know how to apply photographic make-up techniques**

<table>
<thead>
<tr>
<th></th>
<th>Portfolio reference</th>
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<tbody>
<tr>
<td></td>
<td>Achieved all ●</td>
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### Learning outcome 2

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### Unit Sign off

<table>
<thead>
<tr>
<th></th>
<th>Pass ●</th>
<th>Merit ●</th>
<th>Distinction ●</th>
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<td>Date</td>
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<tr>
<td>Assessor initials</td>
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<tr>
<td>Learner signature</td>
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<tr>
<td>IQA signature (if sampled)</td>
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