Makeup Artist Certificate Course

Course Overview and Outline

This Course Overview and Outline, along with the e-book version of the Textbook and the Welcome Letter that you previously received, include all of your course materials and you are now ready to begin your self-directed course. Please ensure that you have read the Welcome Letter then review the information below and then you can start on the tasks set out below for Week 1. Next week you can complete the tasks for Week 2, and so on. To confirm, you have now received all the materials to start this course and work at your own pace.

Course Objectives

In this part-time online Makeup Artist Course you will learn basic principles and practical techniques for applying makeup and getting started in a career as a professional makeup artist.

You will learn: what a makeup artist does, how to develop your skills to succeed in a makeup artist career, how to get hired for a job as a makeup artist, and how to start your own makeup artist business and get clients.

Required Text

The required text for this course is *FabJob Guide to Become a Makeup Artist* (2014 edition), by Jennifer James, published by FabJob Inc.

When you ordered the course you received a link to download the current (2014) edition of this textbook in e-book format. If you own an older version of this textbook in print, you may use it, however, we do recommend using the 2014 e-book edition of this textbook because the course outline follows along with the page numbers in the 2014 e-book version of the textbook.


Effective Approach

This course is an online learning program with suggested readings and course assignments as described in this course outline. This course is self-directed, which means that students may study and complete assignments at times that are most convenient for each student. This part-time course has a recommended completion date of 6 weeks from the start of the program, however, students may choose to complete the course in as little as 4 weeks or as long as 12 weeks, depending on the student’s schedule.

Learning Assistance

The course has been created to allow you to complete it without any learning assistance. If you require assistance or have questions about the course content, you may submit questions by email or talk with a faculty member by Skype (free online video or voice calls through www.skype.com) for up to one-half hour per week for six weeks.

The faculty member for this course may be contacted by email at faculty@fabjob.com or by phone at 403-873-1018 (messages). Faculty members aim to return messages within 24 hours on weekdays and weekend assistance may also be available depending on each faculty member’s schedule. Skype calls may be scheduled at times that are mutually convenient for both the student and faculty member.

Assignment Grading Distribution

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<th>Assignment</th>
<th>% of Total Mark</th>
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<tr>
<td>Final Exam</td>
<td>100%</td>
<td>December 29 (6 weeks after course starts)</td>
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As mentioned above, students may choose to complete the course in as little as 4 weeks or as long as 12 weeks, depending on the student’s schedule. Assignments may be completed whenever is convenient for you and submission is not required.

If you choose a different course completion date, you can change your Final Exam date to suit your schedule. It is not necessary to get permission from the college to do so; your exam will be marked when it is submitted.

When you are ready to write your Final Exam, contact IAP Career College at iapcollege@fabjob.com for a link to the exam and an access code.
Grades

Your final grade will be in percentage form. International Association of Professions Career College has established the following guidelines for grade distribution. A grade of 60% or higher is required to earn a certificate.

90 to 100% A+ – Honors
80 to 89% A – Excellent
70 to 79% B – Good
60 to 69% C – Satisfactory
50 to 59% D – Needs Improvement
0 to 49% F – Fail

Final Exam

Worth 100% of Final Mark
Suggested Date to Take By: December 29

When you are ready to take your Final Exam, contact the college by email at iapcollege@fabjob.com for a link to your test and an access code.

To assist you in doing well on your Final Exam, it is recommended that you study and answer the weekly Review Questions and then review the Answers each week to ensure that you know the correct answers. You do not need to submit your answers to Review Questions to us. The Review Questions are included solely to assist you with your learning and to prepare you for the Final Exam.
Week 1

This week you will begin learning about a career in makeup artistry and exploring methods to develop skills necessary in this profession.

Tasks

- Complete the week 1 readings from Chapters 1 and 3 as indicated below
- Answer the week 1 review questions
- OPTIONAL: Schedule your first half hour session with your faculty member

Readings

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Ways to Learn the Job
- Study Makeup on Your Own
- Find Makeup-Related Work
- Volunteer Your Services
- Find a Mentor
- Intern with a Cosmetics Company

Educational Programs
- Alternatives to Formal Education
- Cosmetology and Beauty Schools

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week’s readings. You do not need to submit your answers to the review questions. *(Answers to Review Questions appear after all the weekly questions.)*

**Week 1 Review Questions**

1. **According to a Personal Care Products Council survey, which of the following is true?**
   
   a. More than 80 percent of those surveyed said that light makeup is a good idea for women in the workplace  
   b. Approximately 50 percent of those surveyed said no makeup is a good idea for women in the workplace  
   c. More than 80 percent of those surveyed said that heavy makeup is a good idea for women in the workplace  
   d. Approximately 20 percent of those surveyed said heavy makeup should be worn by women in the workplace during important meetings

2. **Which of the following types of makeup application is used to cover skin problems, such as scars or burns?**
   
   a. Straight makeup  
   b. Character makeup  
   c. Corrective makeup  
   d. Stage makeup

3. **In terms of education, you must attain which of the following to start a career as a makeup artist?**
   
   a. Obtain a state license to practice makeup application  
   b. Pass a written exam issued by an approved professional association
c. Achieve a degree from a cosmetology school
d. There is no specialized training, license, or certification to start out

4. As a makeup artist, you will need to assess which of the following *before* you begin the makeup application?

   a. Color
   b. Lighting
   c. Design
   d. All of the above

5. Which of the following is NOT one of the three major keys to interacting with others as a makeup artist?

   a. Be a friendly “people” person
   b. Make sure the client will comply with your style
   c. Be confident in a calm and reassuring way
   d. Keep your cool, even under time pressure

6. Which of the following is *false* regarding before-and-after photos?

   a. They are suitable for the professional makeup artist industry
   b. They are suitable for private client work
   c. You may want to add them to your website
   d. You may want to add them to your portfolio

7. When you’re just starting out as a makeup artist, which of the following strategies should you use to find a mentor?

   a. Try connecting with someone whom you are assisting on a makeup gig
   b. Don’t offer to pay the mentor for her time and advice; this would be awkward
   c. If you meet with her, avoid setting a time limit since you want all your questions answered
   d. Find out what her career path was, then copy it
Answers to Review Questions:

Week 1 Answers

1. (a) According to research, 82 percent of survey respondents said that light makeup is a good idea for women in the workplace, but 80 percent of those surveyed believe that heavy makeup is a definite workplace mistake. While proper makeup application can help people make a positive impression on others, improper makeup application can result in a negative impression that may never fade. [p. 17]

2. (c) “Corrective makeup” is used to cover scars, burns, and other skin problems or physical disfigurements. [p. 20]

3. (d) You don’t need years of specialized training, or any particular licenses or certification to start out. What you do need is a drive and determination to succeed, a start-up kit of cosmetics, and an eye for making people look their best. This career is open to you starting today, and you can call yourself a professional makeup artist as soon as you beautify your first client. [p. 24]

4. (d) As a makeup artist, you will need an eye for what works in terms of color, lighting and design, even before you begin the technique of application. Some people have a natural flair for visualizing makeup design and applying it well. [p. 99]

5. (b) The makeup artist who is better liked will most often get a job. To be that person, an artist needs to be competent and friendly. Being pleasant to be around on top of being good at the job is a great way for makeup artists to build relationships and attract business. [pp. 103-104]

6. (a) Before-and-after photos, while suitable for private client work, are not appropriate for the professional makeup artist industry. At that point, your portfolio should consist of tear sheets from magazines or professional-quality photographs of published or public work. However, if you plan to build a business working with private clients, make sure you take before-and-after photos of your work to add to your website and portfolio. [p. 114]

7. (a) Some of the best resources for learning makeup artistry are other makeup artists. You can go one of two routes with a mentor: you can simply ask them questions about the work, or you can assist them when they work. Once you have someone who is willing to speak with you, set up a date and a time, as well as a time limit, so they don’t feel barraged with questions. One way to speed up the process is to offer to pay the makeup artist for their time and advice. [pp. 116-118]
Week 2

This week you will begin to learn how about the steps of applying makeup and the tools you will need in order to work as a makeup artist.

Tasks

- Complete the week 2 readings from Chapter 2 as indicated below
- Answer the week 2 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

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Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week’s readings. (Answers to Review Questions appear after all the weekly questions.)

Week 2 Review Questions

1. Regarding your “kit,” which of the following should you do?
   a. Buy all tools and supplies you can think of, so that you’ll be prepared for anything
   b. Shop as you pick up jobs, and invest part of the money you earn into building up your makeup supply
   c. Bring your kit to the salon or spa where you work
   d. Assemble one giant kit, rather than several smaller kits for different projects

2. Which of the following terms means a makeup product does not cause acne?
   a. Hypo-allergenic
   b. Hyper-allergenic
   c. Non-comedogenic
   d. Comedogenic

3. Which of the following foundations will give heavier coverage, but still feel very lightweight when worn?
   a. Liquid
   b. Soufflé
   c. Cream
   d. Powder

4. What tool do you mix colors of makeup on?
   a. Spatula
   b. Palette knife
   c. Mixing palette
   d. Sharpener

5. When it comes to moisturizer, which of the following applies?
   a. You should concentrate on the forehead and chin when applying
   b. An oil-based moisturizer is usually the best choice
   c. A moisturizer should be comedogenic
   d. A moisturizer is a finishing touch after makeup has been removed
6. Which of the following ethnicities is most likely to have an oily facial complexion?
   a. Caucasian
   b. Asian-American
   c. African-American
   d. Latin-American

7. Which of the following types of skin is prone to more noticeable facial blemishes?
   a. Darker skin
   b. Skin with yellow undertones
   c. Pale skin
   d. Brown skin

8. Which of the following face shapes benefits from lowlights under the cheekbones, and highlights above them applied in vertical strokes?
   a. Round
   b. Oval
   c. Heart-shaped
   d. Long

9. When applying liquid foundation, which of the following should you generally NOT do?
   a. Begin at the hairline
   b. Be gentle around the eyes
   c. Work from top to bottom
   d. Always apply foundation to the neck

10. When it comes to highlighting and contouring, which of the following is false?
    a. Lighter colors draw out aspects of the face
    b. This is a key technique in theater makeup
    c. Darker shades make aspects of the face recede
    d. This technique helps the face to appear three-dimensional
Answers to Review Questions:

Week 2 Answers

1. (b) A good way to build your kit is to shop as you pick up jobs. That way you can invest part of the money that you will earn through that job into building your supply of makeup. If you work at a salon, spa, or for a cosmetics company, all these items will be supplied for you. Also, to stay organized, you might choose to have several makeup kits to accommodate your different projects. For example, you could devote one kit to live events, one to stage work, and another to special effects. [pp. 28-29]

2. (c) Some cosmetics are hypo-allergenic (non-allergy-causing) while others are non-comedogenic (non-acne-causing). [p. 34]

3. (b) A soufflé foundation gives a heavier coverage, but still feels very lightweight when worn. For general use, foundation comes in several types: liquid, soufflé, cream, or powder. [p. 36]

4. (c) A mixing palette is a small flat piece of metal that you can use to mix different colors of makeup on. The spatula (or “palette knife”) is used to mix the colors on the palette. These tools come in handy when you don’t have an exact foundation match and you need to combine two or more colors to match a client’s complexion. [p. 41]

5. (d) A good moisturizer is a finishing touch to use after the makeup has been removed, or even before on especially dry skin. Choose a light, non-comedogenic one, and smooth it gently over your client’s face, concentrating on the cheeks and the eye area. An oil-free moisturizer is usually the best bet if a moisturizer is needed. [p. 43]

6. (c) African-American women are most likely to have a facial complexion that is more oily than dry. Try to find foundations and powders that control oil, but don’t contribute to an ashy look. [p. 49]

7. (c) Women with less pigment in the skin and a pale or “porcelain” look are more prone to noticeable facial blemishes, as there is more of a contrast between the blemish and their skin. [p. 49]

8. (a) Round faces are just about as wide as they are long. They benefit from lowlights under the cheekbones, and highlights above them applied in more vertical than horizontal strokes. [pp. 50-51]

9. (d) It is generally not necessary to apply foundation to the client’s neck unless there is some reason to do so, such as a blemish or razor burn. With liquid foundation, begin applying at the hairline, and work downwards, from top to bottom, moving from the center outward. Be gentle around the eyes, and avoid the lips. [p. 57]
10. (b) For print and television makeup, highlighting and contouring is a key technique. Since these are two-dimensional mediums, the job of the makeup artist is to make the face appear three-dimensional or rounded. Applying highlights and contours to the skin is the process of using lighter colors to draw out certain aspects of the face and darker colors to minimize them. [p. 58]
International Association of Professions Career College

Makeup Artist

Course # MKPB-1114 Starting November 17, 2014

Week 3

This week you will continue to learn about how to do consultations for individuals and corporations. Communication, etiquette and developing relationships with strategic partners will also be covered.

Tasks

- Complete the week 3 readings from Chapters 2 and 4 as indicated below
- Answer the week 3 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

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Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week’s readings. (Answers to Review Questions appear after all the weekly questions.)

Week 3 Review Questions

1. For film, men usually require______________.
   a. Hardly any makeup
   b. The same amount of makeup as women
   c. Generally a little more makeup than women
   d. More highlighting and contouring than women

2. When it comes to different types of makeup application, which of the following is true?
   a. Photographic makeup should be less bright than street makeup
   b. Street makeup should be more dramatic than photographic makeup
   c. Street makeup should be less bright than photographic makeup
   d. Photographic makeup should be more dramatic than stage makeup

3. For makeup application in print photography, which of the following should you do?
   a. Use bluish makeup tones if the photos are taken outdoors
   b. Use softer colors in the studio
   c. Use more vibrant colors outdoors
   d. Use cool or peach makeup tones in the studio
4. Which of the following types of special effects makeup pulls the skin tight, sets hard, and can be removed by peeling off?
   a. Rigid collodion
   b. Liquid latex
   c. Derma wax
   d. Spirit gum

5. Which of the following makeup artist jobs typically keeps you in one place and offers a steady income?
   a. Salons
   b. Cosmetics companies
   c. Spas
   d. Retail stores

6. Which of the following venues for makeup artist jobs does NOT usually advertise?
   a. Film
   b. Portrait photography
   c. Salon
   d. Spa

7. When it comes to your portfolio, which of the following should you do?
   a. Make sure before-and-after photos are taken in the same light, with the same clothes and hair, so that viewers can make a direct comparison
   b. Fill your portfolio with as many examples as you can, even “average” ones—you never know who may find them appealing
   c. Refrain from having different portfolios for different types of work
   d. Keep a backup copy of your portfolio, in case of theft, loss, or other mishaps
Answers to Review Questions:

Week 3 Answers

1. (a) For film, men usually require hardly any makeup. Film will reveal much more clearly than television if a man has too much makeup on, so use a light hand and check how your work looks on camera before you decide on a look. [p. 73]

2. (c) A general rule of thumb is that photographic makeup should be brighter than street makeup and less dramatic than stage makeup. [p. 81]

3. (d) If the photos are to be taken in the studio, you’ll want to aim for cool colors or peach tones to counter the yellowish effect of tungsten studio lights. Photographs that are taken outdoors in natural light require softer colors of makeup, whereas strong studio lighting requires darker, more vibrant colors. If the photos are to be taken outdoors, you’ll want to use rosy or peach tones to counteract the bluish effect of natural daylight. [pp. 80-81]

4. (a) Rigid collodion is a liquid that is brushed onto the skin to create realistic-looking scars and wrinkles. When it dries, it pulls the skin tight and sets hard. It can be removed by peeling it off. Avoid using it around the eyes. [p. 89]

5. (b) If you want a job that keeps you in one place and offers a steady income, working in a department store selling a makeup line is a great option. There are two ways you can work applying makeup for a cosmetics company: you can work as a “resident artist” at a single counter or retail location, or you can become a part of the company’s promotional team. [p. 131]

6. (a) While you are not likely to find film or TV work advertised, salon, spa, cosmetic counter and portrait photography work is frequently advertised in print and online. [p. 134]

7. (d) Your portfolio is a very important possession. If you lose it, you have no proof that you can do beautiful or amazing work. Therefore, safeguard your portfolio by keeping a backup copy. [p. 144]
This week you will continue to learn about getting hired as a makeup artist. You will also look at starting your own business.

Tasks

- Complete the week 4 readings from Chapters 4 and 5 as indicated below
- Answer the week 4 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

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Success on the Job

Starting Your Own Business

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• Insurance
• Taxes

Setting up Your Business
• Choosing a Location
• Equipment and Supplies
• Employees and Contractors
• Keeping Track of Your Finances

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week’s readings. *(Answers to Review Questions appear after all the weekly questions.)*

**Week 4 Review Questions**

1. Your “set bag” should adhere to which of the following?
   a. Contain smaller containers of your essential makeup products
   b. Have just the essentials; no other additional items are required
   c. It isn’t needed if you work on location
   d. Be something you can tuck in your pocket

2. Regarding makeup for TV, which of the following is true?
   a. Heavy application of pancake makeup is used
   b. Television studios are typically warm which can result in makeup melting
   c. Consumer brands like MAC will work on television
   d. Both a. and b.

3. What is/are the most important part(s) of your makeup kit?
   a. Your cosmetics
   b. A sturdy canvas or leather case
   c. Your tools
   d. That your kit is organized well

4. What is the general shelf life of liquid cosmetics?
   a. 4 to 6 months
   b. 6 to 12 months
   c. 1 to 3 months
   d. 1 year
5. Which of the following are skin undertones?

   a. Black and white
   b. Blue and yellow
   c. White and orange
   d. Red and green

6. When you are dressing for an interview, which color is always appropriate and fashionable for a makeup artist?

   a. Blue
   b. Black
   c. White
   d. Red

7. In your makeup artist business plan, which of the following will you need to do?

   a. Indicate that you will be operating a service business
   b. Avoid stating a specific makeup specialty, such as makeovers
   c. Refrain from including information on makeup for wedding or special events
   d. All of the above

8. When working out of a salon or spa, which of the following is false?

   a. You can get walk-by clients
   b. You may share clients with other image service providers
   c. It is more risky than opening your own store
   d. It is a good way to build clientele
Answers to Review Questions:

Week 4 Answers

1. (a) Your set bag should contain smaller containers of the most essential products in your main makeup kit. You will add items specific to the particular talent, such as the lipstick, gloss, powder, etc., to take to the set with you for quick touch-ups between shots. [p. 32]

2. (c) Consumer brands like MAC or even Bobbi Brown work on television if there’s no need for special effects. The old days of TV and film when thick makeup or pancake makeup was applied with a heavy hand are gone. In addition, television studios are normally cold, so even though the performer is under lights, the temperature of the room keeps the makeup from melting. [p. 35]

3. (c) Your tools—brushes, sponges, and other implements—are the most important part of your makeup kit. A professional makeup artist will invest in a good set of tools because he or she knows that they are just that—an investment. If you are self-employed, as many makeup artists are, you will be able to deduct all or part of the cost of your equipment from your income taxes. [p. 40]

4. (b) Liquid cosmetics should be replaced at least every 6 to 12 months. If any of your cosmetics change in color, smell or consistency, whether they have reached their supposed life span or not, get rid of them. If you are working steadily, you will probably go through your cosmetics quickly, but you should review the contents of your entire kit once a month to be sure everything is still fresh. [p. 45]

5. (b) People of all skin colors have either warm (yellowish) or cool (bluish) undertones. The foundation color you select should match the natural color of the skin. [p. 47]

6. (b) Black is always appropriate and fashionable, and is a uniform-look that emphasizes that you are a professional. Industry rumor has it that black is “the” color to wear to a cosmetics company interview. You want to look trendy, but professional. [p. 148]

7. (a) You’ll need to state in this section that, as a makeup artist, you’ll be operating a service business. Don’t be afraid to get specific about the types of services you’ll be providing. If you’re going to specialize in makeovers, for example, state that in your description. If you’re going to focus on makeup for weddings and other events, include a little information about what those areas involve, and don’t hesitate to point out why your services are important. [p. 160]

8. (c) Working out of a salon or spa is less risky than opening your own storefront right off the top, and can be a good way to build a clientele if you would like to open your own makeup service shop one day. Other benefits include getting walk-by clients or at least the notice of passers-by, and client-sharing with other image service providers. [pp. 176-177]
Week 5

This week you will learn about how to market your own makeup artist business. You will also start looking at how to begin work as a freelance makeup artist.

Tasks

- Complete the week 5 readings from Chapters 5 and 6 as indicated below
- Answer the week 5 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

Completion | Topics | Reading
--- | --- | ---
December 22 (week 5) | Starting Your Business (cont.) | Chapter 5

Marketing Your Business
- Choose Your Target Market
- Promotional Materials
- Your Website
- Strategic Partners
- Networking
- Advertising
- Publicity and Promotions

Working with Clients
- The Initial Consultation
- Makeup for Special Occasions
- Doing a Makeover Consultation
- Setting Your Fees
- Arranging Payment
Freelancing as a Makeup Artist  

Chapter 6  

Getting Ready  
- Testing or Test Shoots  
- Time-For-Print (TFP)  
- Assisting Other Makeup Artists  

Promotional Materials  
- A Professional Portfolio  
- “Comp” Cards  
- A Demo Reel  
- The Internet and Talent Directories  

Review Questions  

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week’s readings. (Answers to Review Questions appear after all the weekly questions.)  

Week 5 Review Questions  

1. When you are first starting out as a makeup artist, which of the following target markets should you choose?  
   a. Anyone who is willing to pay  
   b. Teens  
   c. Brides  
   d. Develop your client base around your talents and interests  

2. Regarding model release forms, which of the following is true?  
   a. They are required for both print and web photos  
   b. They are only required for photos displayed in print  
   c. They are only required for photos displayed on the web  
   d. Many people refuse to sign model release forms  

3. Along with networking, which is one of most effective ways to promote your makeup artist business?  
   a. Getting a mentor  
   b. Joining membership organizations  
   c. Securing strategic partners  
   d. Posting to social media
4. For most special events, it is especially important that you pay attention to which of the following?
   a. Playing up the eyes
   b. Skin tones
   c. Enhancing the lips
   d. Balancing the hair with the makeup

5. Which of the following statements about starting out as a makeup artist in the media industry is generally false?
   a. Work is full-time and has a steady paycheck
   b. You must network and build strategic partnerships to secure work
   c. Work is part-time and short-term
   d. You may provide your services for free under certain conditions

6. It can take up to __________ to build a portfolio by testing.
   a. 3 months
   b. 6 months
   c. 1 year
   d. 2 years

7. When meeting with agencies, you should do all of the following EXCEPT:
   a. Show that you can take direction
   b. Dress slightly trendy but professionally
   c. Bring your portfolio
   d. Brag about your skills as a makeup artist

8. When producing your Comp Card, which of the following should you do?
   a. Show full body shots
   b. Show faces
   c. Show ¾ shots
   d. Both a. and b.

9. A “slate” is which of the following?
   a. A video presentation showcasing your talents with visual and audio elements
   b. An introduction that informs the viewer what they are about to see and how long it will last
   c. A video introduction that lasts for up to 3 minutes
   d. All of the above
10. When it comes to a demo reel, which of the following should you do?

a. Be sure to include items that will “date” your video  
b. Avoid showing footage of you applying makeup to a face  
c. Ensure it has a quick pace  
d. Both b. and c.
Questions:

Answers to Review Questions:

Week 5 Answers

1. (d) Develop your client base around the services that are most suited to your talents and interests. Novice makeup artists are often tempted to say they want any client who is willing to pay. Avoid that temptation. Client prospects are more likely to respond positively to you if you position yourself as a specialist who understands the makeup needs of particular situations. [p. 185]

2. (a) Whenever you take photos of your clients – whether to put on your website or to print – be sure to have them sign a model release form, which gives you permission to use the images in any of your promotional materials without remuneration. Most people are happy to have their image used in such a positive way, but there may be exceptions. [pp. 188–189]

3. (c) Securing strategic partners is one of the best and most effective ways of promoting an image service business such as makeup application, in addition to networking. Once you have a network of strategic partners in place, you will save a lot of money trying to advertise and get clients, since they will largely be coming to you by word of mouth. [p. 194]

4. (b) For most special events, it is especially important that you pay close attention to skin tones and colors, ensuring the makeup looks as natural as possible, because your client will be in close proximity to others, so their makeup will be viewed from close up. [p. 209]

5. (a) Finding work as a makeup artist may require you to make dozens of phone calls, start out working part time, a day here and a day there, or even providing makeup services for free under certain conditions. And even when you land a great gig, chances are it will be a short one, then it’s back to looking for work. However, the work is challenging, rewarding, and puts you into daily contact with the exciting world of Hollywood, top models, and other celebrities. [p. 215]

6. (d) While it is an incredible career advancement tool, building a portfolio by testing is not a quick process. Professional makeup artists advise that it can take up to two years to build an impressive portfolio by testing. Of course, you can start this process part time before you commit to a full-time career as a makeup artist. You can also speed up the process of getting experience by finding or arranging Time-For-Print (TFP). [p. 217]

7. (d) When an agency asks you to come in, bring a portfolio if you have one, dress professionally and slightly trendy, and resist bragging about how great you are as a makeup artist—they are looking for someone who can take direction and fade into the background if necessary. [p. 225]
8. (b) Don’t waste space on your comp card by showing full body and 3/4 shots like a model would. You deal in faces only, so your images should be close-ups of faces. [p. 229]

9. (b) A demo reel is a video presentation showcasing your talents, and beginning of the reel should start with a “slate.” The slate tells the person who is viewing what they are about to see and how long it will last. [p. 230]

10. (c) Some clients may only look at the first few seconds, so the pace of the reel should be quick and should flow without breaks so that whoever is watching is more likely to watch from start to finish. [pp. 230-231]
International Association of Professions Career College

Makeup Artist

Course # MKPB-1114

Starting November 17, 2014

Week 6

This week you will continue to learn about freelancing as a makeup artist, and where to find jobs. You will also have your last session with your faculty member and schedule your final exam.

Tasks

- Complete the week 6 readings from Chapter 6 as indicated below
- Answer the week 6 review questions
- OPTIONAL: Schedule your final half hour session with your faculty member
- Review questions from weeks 1 to 6
- Schedule and take your final exam

Readings

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Joining a Union
- Should You Join?
- Union Requirements
- Union Contact Info

Getting Paid
- Deal Sheets
- Sending Invoices
- Typical Rates of Pay

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week’s readings. (Answers to Review Questions appear after all the weekly questions.)

Week 6 Review Questions

1. You want to secure a spot assisting a well-established makeup artist. What might you say?
   a. “I will be quiet as a mouse, I just want to observe you”
   b. “I don’t expect to be paid”
   c. “I will help in whatever way I can”
   d. All of the above

2. Regarding makeup artist jobs for magazines, which of the following is false?
   a. It is typically straight beauty makeup
   b. When you land a gig, you should ask for a “call sheet”
   c. Magazines pay an hourly rate
   d. You need to find out whether you’ll need to hire an assistant for hair

3. Which of the following are NOT people you would make up on a music video shoot?
   a. Principal talent
   b. Principal extras
   c. Executive producers
   d. Extras

4. On the set or shoot for a catalog or advertisement, who is the most important person in the room?
   a. The producer
   b. The client
c. The principal talent
d. The head makeup artist

5. If you want to break into being a makeup artist for film or TV, which of the following should you do?

a. Send a resume to a director
b. Send an email to a high-level assistant
c. Have a finished demo reel to show them
d. Network constantly

6. Working on a film shoot ________________.

a. Is freelance work
b. Involves ten or more hours in a typical workday
c. Is a full-time salaried position
d. Both a. and b.

7. If you are trying to break into working with celebrities, which of the following is false?

a. You should network with publicists and celebrity personal assistants
b. You should tell everyone you come into contact with that you are a makeup artist
c. Your first job with a celebrity will usually be for a print shoot
d. Amazing connections can be made while working in makeup stores

8. When it comes to working with an agency, which of the following is true?

a. Most top makeup artists do not have an agency representing them
b. Your credibility is negatively affected if you are represented by an agency
c. You must do all of your accounting and client tracking
d. Most agencies receive about 15 to 20 percent of your job fee
Answers to Review Questions:

Week 6 Answers

1. (d) To be an assistant, you must be reliable, teachable, and have the attitude of a servant. Take on a role of submission, as this is a part of professionalism as an assistant. That said, never do anything that is outside of your code of ethics or will make you appear negatively in the eyes of the client. [pp. 225-226]

2. (c) Magazines have a day rate they will quote you, but you can always try to negotiate for more. Once you land a magazine booking, ask the magazine for a “call sheet,” which will list all of the details of the shoot, ask to see the models’ composite cards or a promotional picture so you can get an idea of skin tones and features, and find out if you’ll need to hire an assistant. [pp. 237-238]

3. (c) There are usually three categories of people you will make up on a music video set: principal talent, principal extras, and extras. The key makeup artist is hired primarily to work on the principal talent (the star of the show), but on lower budget sets you may be required to care for everyone and pay for an assistant out of the sometimes meager budget provided. [p. 240]

4. (b) On the set or shoot, the client is the most important person in the room. He or she is the representative for the company whose products the commercial, ad or catalog promotes. You may or may not deal directly with the client, but they will judge your work. [p. 242]

5. (d) The secret to being employed in the film and TV industry is to network constantly. You won’t find work in this industry by sending out resumes or emails. Try to arrange to meet with directors, makeup department heads, or production companies and show them your portfolio of work. Don’t worry if you don’t have a “demo reel,” as most industry insiders realize that this comes in time. Be politely persistent in your approach. [p. 246]

6. (d) Film work is freelance, which means that you have a job for the length of the movie or video shoot. A typical workday is ten or more hours for film or television and call times can be as early as 3:30 a.m., especially for the morning news. Meanwhile, working on a TV show is a full-time salaried position. [p. 249]

7. (c) Usually the first job with a celebrity will be for a night out on the town or a party they are attending. Most celebs have someone they regularly use for print that may not be interested in running over to the house to do a 30-minute application that will not make it into the portfolio. Publicists and celebrity personal assistants can represent golden opportunities for a makeup artist to find work with celebrities; however, they are discreet about what they do, so tell everyone that you come in contact with that you are a makeup artist. [pp. 252-253]
8. (d) Most top artists will have an agency representing them, and your credibility as a makeup artist is boosted one-hundred-fold if you have one. All of your accounting and client tracking is done by the agency; in return for these services, most agents receive a percentage of the job fee (usually 15 to 20 percent) as well as a fee from the client who has booked the job. [pp. 256-258]