

SKABT09B11 (SQA Unit Code - F9KP 04)

Design and create fashion and photographic make-up



Overview

This unit is about developing your creative make-up skills for fashion and photographic work in a way that enhances your own professional profile. The ability to research, plan and create a range of make-up looks to a given brief, in conjunction with others, is required in this unit. The ability to evaluate the results against the design brief is also required.

To carry out this unit you will need to maintain effective health, safety and hygiene throughout your work. You will also need to communicate the design concepts effectively with others involved in the project.

The main outcomes of the unit are:

1. plan and design a range of make-up looks
2. produce a range of make-up looks
3. evaluate your results against the design brief

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Performance criteria

You must be able to:

- P1 **plan and design a range of make-up looks** by
- P1.1 agreeing contractual arrangements with the **relevant person(s)** prior to commencing your design plan
 - P1.2 clearly identifying the intended **activities** for which the make-up is required
 - P1.3 using suitable sources of information to research ideas on themes for design
 - P1.4 accurately sourcing and using suitable information to create your design
 - P1.5 creating a design plan which:
 - has clearly defined objectives which meet the client's brief
 - contains mood boards suitable for the **look(s)** required
 - takes account of budgetary constraints
 - defines all **resources** required
 - states how any risks to health and safety can be reduced
 - takes account of foreseeable problems and ways of resolving them
 - takes account of lighting requirements
 - takes account of **additional media**
 - P1.6 agreeing your design plan with the **relevant person(s)**
- P2 **produce a range of make-up looks** by
- P2.1 preparing the work environment to meet legal, hygiene and application requirements
 - P2.2 preparing suitable equipment, materials and products for the make-up application
 - P2.3 ensuring the person on whom you are working is in a position that permits access and minimises the risk of injury to both of you
 - P2.4 identifying any contra-indications or restrictions to the make-up application
 - P2.5 using suitable **make-up application techniques** for the agreed design brief
 - P2.6 accurately applying false lashes to enhance the final design **look**, if required
 - P2.7 managing **resources** within the limits of your own authority
 - P2.8 communicating effectively with **relevant person(s)** throughout the make-up **activities**
 - P2.9 adapting your agreed design plan to meet any changes to the original brief
 - P2.10 ensuring the use of **resources** conforms to the design plan
 - P2.11 ensuring the finished make-up **look(s)** meets the design brief

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- P3 **evaluate your results against the design plan objectives** by
 - P3.1 obtaining and evaluating feedback from the client on your work and its effectiveness in meeting the design brief
 - P3.2 evaluating your own performance against your objectives to identify how and where it could be improved

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Knowledge and understanding

You need to know and understand:

Communication

- K1 how to effectively communicate and present your design plan to the client
- K2 how to use effective consultation techniques when communicating with people from different cultural and religious backgrounds, age, disabilities and gender for this treatment
- K3 the importance of confidentiality and what might happen if this is not maintained
- K4 how to use a varied vocabulary and expressions to suit your purpose (eg to present an argument, express ideas or opinions, exchange information)
- K5 how to adapt your contributions to suit different situations (eg the amount you say, your manner and tone of voice)
- K6 how to move the discussion forward (eg summarise, develop points, focus on the purpose)
- K7 the importance of confirming your understanding of what has been said to you

You need to know and understand:

Health & Safety

- K8 the potential hazards you must consider when working at any venue
- K9 the steps that should be taken to minimise risks when working at any venue
- K10 how and if local bye-laws and legislation may limit your use of products, tools and equipment
- K11 health and safety procedures applicable to any venue you use
- K12 health and safety requirements associated with make-up techniques
- K13 the importance of recognising contra-indications and restrictions to the make-up

You need to know and understand:

Planning

- K14 the steps that should be taken to ensure you are adequately insured
- K15 the importance of agreeing contractual arrangements prior to commencing your design plan
- K16 the importance of detailed and accurate planning and how to create a make-up design plan
- K17 the importance of communicating and agreeing design plans
- K18 the importance of setting and working to a budget
- K19 the importance of specifying resource needs accurately
- K20 the different types of lighting and camera effects and how this may affect your design plan
- K21 how any venue requirements is likely to affect your plans

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K22 how to interpret and use a show running order

You need to know and understand:

Problem solving

K23 the common problems associated with photographic shoots, fashion shows and client specifications (eg people, tools and equipment breakdowns, products and time etc) and how to resolve them

You need to know and understand:

Designing and developing make-up looks

K24 basic principles of design, scale and proportion when creating a look

K25 the principles of colour theory (eg complementary colours)

K26 how different types of lighting and camera effects impact on the make-up

K27 the characteristics of iconic period make-up looks from the past, eg 17th – 20th century

K28 how different cultures have influenced make-up and fashion trends

K29 sources of research information and how to access and evaluate them

K30 how to prepare and adapt the working environment available within the venue

K31 the different types of make-up techniques and how to use them

K32 the main components of make-up products past and present

K33 how to replicate historical looks safely to meet present day standards

K34 where to obtain make-up, products and equipment

K35 ways in which additional items can be used to complement the overall design plan eg gems, feathers, gold leaf, lace etc.

K36 ways in which additional media can be used to complement the overall design plan

K37 ways of adapting the product and make-up selection to suit changing circumstances

K38 how to select suitable products for the design plan

You need to know and understand:

Evaluation

K39 why it is important to evaluate your performance

K40 the areas on which you should collect feedback

K41 ways of seeking and making use of constructive feedback

K42 ways of identifying opportunities for improvement

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Additional Information

Scope/range related to performance criteria

1. **Activities** are
 - 1.1. photographic – black and white
 - 1.2. photographic – colour
 - 1.3. fashion shows

2. **Looks** are
 - 2.1. period
 - 2.2. fantasy
 - 2.3. high fashion
 - 2.4. catwalk
 - 2.5. bridal
 - 2.6. commercial

3. **Resources** are
 - 3.1. tools and equipment
 - 3.2. products
 - 3.3. time
 - 3.4. people

4. **Relevant persons** are
 - 4.1. photographer
 - 4.2. art director
 - 4.3. make-up designer
 - 4.4. hair designer
 - 4.5. clients
 - 4.6. artistes
 - 4.7. stylists
 - 4.8. nail technician

5. **Make-up application techniques** cover
 - 5.1. precision base application
 - 5.2. highlighting and shading
 - 5.3. concealing
 - 5.4. blending
 - 5.5. stippling
 - 5.6. precision application of eye products
 - 5.7. precision application of lip products
 - 5.8. colour mixing
 - 5.9. stencilling
 - 5.10. body make-up

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6. **Additional media covers**

- 6.1. accessories
- 6.2. clothes
- 6.3. hair
- 6.4. nails

Glossary

In this unit the word 'client' is used to mean the person paying for the service. They may be different from the person on whom you are working.

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