



Commercial Makeup Technical Handbook

Commercial Makeup

<p>Skill for each competition</p>	<p>This annual cycle of competitions focuses on the role and tasks of commercial makeup artist and is designed to promote standards and develop skills expected in this dynamic industry.</p> <p>Each competition in the cycle involves competitors working to a theme which stretches them to be creative, artistic, able to experiment with ideas and materials and capable of working within tight deadlines. The competition tasks will mirror current industry practice and requirements.</p> <p>commercial-makeup-comp-overview.pdf</p>
<p>Criteria for entry</p>	<p>Open Level Entry - There is no limit to the number of entries per organisation but organisations are strongly encouraged to use the pre-competition activity to introduce their competitors to (and prepare them for) competition work and to select their best representatives.</p> <p>This is an individual competition.</p> <p>Competitors must be familiar with the core competencies below and be currently studying for/achieved an appropriate Level 2/3 Makeup qualification within the last two years and/or are enrolled on a Makeup programme of study working towards Level 3 or Level 4.</p>
<p>Competencies required</p>	<p>Competitors taking part in this competition should be able to demonstrate:</p> <ul style="list-style-type: none"> ● Professional demeanour ● Safe working practices ● Professional attitude ● Effective interaction with the client ● High level of skill and dexterity ● Management of time allocation ● Ergonomic working methods

	makeup-core-competencies-commercial-makeup-and-creative-media-makeup-1.pdf														
Competition cycle	<p>This competition is conducted over three stages:</p> <ul style="list-style-type: none"> • Stage 1 - Passive stage (photographic entry. Photographs should not be digitally edited or enhanced and should be competitor’s own work, ideally completed under competition conditions in order to best prepare for further stages). Successful candidates will be invited to: • Stage 2 - UK National Qualifiers an in house, live event or alternatively, an online, virtually led round. In each qualifier, pre disclosed tasks are performed by competitors, under strict timed conditions. The top 8 performers in the UK will be selected from the National Qualifiers and invited to: • Stage 3 - UK National Final - (Final task completed under same strict conditions, in front of general public). <p>Each stage is differentiated in order for the competitors’ skills to develop and accelerate.</p>														
Outline of how marks are awarded/gained	<p>Assessment will be through:</p> <ul style="list-style-type: none"> • Observation • Inspection of completed tasks <p>Exemplar tasks and marks include:</p> <p>Passive Stage:</p> <table border="1" data-bbox="513 1458 1385 2040"> <tr> <td>Interpretation of theme was innovative/imaginative</td> <td>25</td> </tr> <tr> <td>Photograph showed clearly the design to the best</td> <td>5</td> </tr> <tr> <td>Moodboard was professional and imaginative</td> <td>5</td> </tr> <tr> <td>Design gave immediate Visual Impact</td> <td>25</td> </tr> <tr> <td>Overall effect of make-up</td> <td>25</td> </tr> <tr> <td>Finished result</td> <td>15</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </table>	Interpretation of theme was innovative/imaginative	25	Photograph showed clearly the design to the best	5	Moodboard was professional and imaginative	5	Design gave immediate Visual Impact	25	Overall effect of make-up	25	Finished result	15	Total	100
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NB: Competitors who achieve the highest marks in the passive stage will be invited to compete at the UK regional heats.

National Qualifier:

Presentation	4
Health & Safety	6
Application Technique	50
Dramatic Impact	20
Overall Effect	20
Total	100

NB: Competitors who achieve the highest marks in the passive stage will be invited to compete at the UK regional heats

WorldSkills UK National Final:

Set Up and Personal Appearance	4
Health and Safety	6
Application Technique	50
Overall Effect and Finished Results	40
Total	100

For all **objective** criteria, the following measurement will be used:

Objective assessment will be used whenever the process or product is correct or incorrect, complete or incomplete, against a given benchmark that the judges can agree on (0/1). It is used whenever it is possible to take a measurement of some kind.

For all **judgement** criteria, the following marking scale will be used/ or a variation:

- Under 30% – Does not meet industry standard
- Over 50% – Meets minimum industry standard
- Over 70% – Meets industry standard
- Over 85% - Exceeds industry standard

	<p>A panel of judges has been selected from a range of industry, college and training provider representatives. The judges' decisions will be moderated and quality assured by WorldSkills UK</p>
<p>Top Tips from judges</p>	<ul style="list-style-type: none"> ● Practice as many times as possible beforehand, timings are everything when it comes to competition. ● Stick to your strengths, do what you're best at. ● Don't over complicate your design, do what you know you can do to an excellent standard in the time given. ● Don't rely on hiding shoddy work under costume, you're being marked at every stage, poor workmanship will be spotted. ● Check all equipment beforehand, along with making sure you have absolutely everything you need. ● Be aware of models' comfort throughout. ● Research themes to the fullest. Judges want to see interesting interpretations. ● Always be aware of H&S plus Hygiene rules. Covid-19 Rules must be strictly adhered to. <p>Enjoy the experience, don't worry about what other people are doing, concentrate on your work.</p>
<p>Links to training resources</p>	<p>https://www.myworldofwork.co.uk/my-career-options/job-profiles/make-artist</p> <ul style="list-style-type: none"> ● https://www.lbta.co.uk/how-to-become-a-make-up-artist/
<p>Links to Career Paths</p>	<p>www.bectu.org.uk www.bbc.co.uk www.starnow.co.uk</p> <p>Makeup artist: https://www.lbta.co.uk/how-to-become-a-make-up-artist/</p> <p>https://www.myworldofwork.co.uk/my-career-options/job-profiles/make-artist</p>

	<p>Special Effects Makeup Artist: https://www.careeraddict.com/become-a-special-effects-make-up-artist-in-the-uk</p> <p>Creative Industries: https://discovercreative.careers/#/</p> <p>Beauty, Nails & Spa Career Path https://www.vtct.org.uk/wp-content/uploads/2019/09/A4_VTCT-Beauty.pdf</p> <p>Face charts:</p> <p>https://www.youtube.com/watch?v=GYFJnTpwLTs&t=81s https://www.youtube.com/watch?v=GYFJnTpwLTs https://www.youtube.com/watch?v=emceg2WOO2Y https://www.youtube.com/watch?v=f2gFPqmaOHs</p> <p>Fashion inspiration:</p> <p>https://www.youtube.com/watch?v=-glvTpfTu0 https://www.youtube.com/watch?v=ulJGEqAqkHI https://www.youtube.com/watch?v=31PAFLGOkGE https://www.youtube.com/watch?v=TwaREMSskSw https://www.youtube.com/watch?v=Sm_Y8LrXujM https://www.youtube.com/watch?v=y2xpO5eSe8E https://www.youtube.com/watch?v=0-KdAevRUOE https://www.youtube.com/watch?v=fYlyM1kd6sM</p>