

Commercial Makeup

Technical handbook 2024

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WorldSkills UK

WorldSkills UK is an independent charity and a partnership between employers, education and governments. Together, they are raising standards in apprenticeships and technical education to enable more young people get the best start in work and life. They are leading the charge to ensure that all young people have equal access to high quality apprenticeships and technical education, by:

- inspiring young people through their careers advice resources, to choose excellence through apprenticeships and technical education as a prestigious career route on their path to reaching their potential, whatever their background.
- developing excellence in young people by testing and assessing their skills and knowledge against their peers through their national and international competitions programmes, improving their confidence and potential.
- innovating to mainstream global excellence to help improve the standard of teaching, training and assessment through international benchmarking to help young people, employers and the UK economy succeed.

They are also part of WorldSkills, a global movement supported by over 80 member countries, which celebrates young people achieving world-class standards in the biennial 'skills Olympics.

[This link](#) can be used to access more information about WorldSkills UK and the work it undertakes:

Sector Overview

A Commercial Makeup artist needs to have a broad range of common skills, but can specialise in different types of makeup and application techniques in order to give a polished, flawless finish to any given brief.

They will be expected to demonstrate their skills as makeup artists within dynamic and challenging media environments, working on precise briefs, against demanding time constraints and within limited working space

The competition focuses on the role and tasks of a Commercial Makeup Artist, working to a given theme, demanding creativity and imagination, excellent attention to detail and the ability to work well under pressure – all whilst demonstrating patience, concentration, good time management and excellence in client care.

Career Pathway

Career options for available include, becoming a makeup artist, doing clients for evenings and events, bridal makeup, makeup for photo shoots and editorial makeup, fashion shows and e-commerce.

Competition Cycle

Date	Stage
Feb - April	Registration
April -May	Passive
May - July	National Qualifier
July	Announcement finalist
October	Bootcamp
November	National Finals

Competition Overview

About the Competition

This competition assesses the skills and abilities of competitors entering the field of [Commercial Make-up]

This competition consists of:

- A passive stage, a remote assessment in which you must complete work in your own time and submit this for judging;
- A qualifying round, which will be face to face. You must attend and complete a series of tasks on a specific day
- A UK national final, taking place in November as part of WorldSkills National Finals.

Core competencies

Competitors taking part in this competition should be able to demonstrate the following competencies:

- 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

Qualifications

This competition is mapped out to the following qualifications:

England, Wales, Northern Ireland:

VTCT

Level 2 nvq award in makeup

Level 2 diploma in hair and makeup artistry (tech cert)

Level 2 award in photographic makeup

Level 2 award in photographic makeup and dressing hair

Level 3 diploma in theatrical media makeup (Tech Qual)

Level 3 diploma makeup artistry

VTCT Level 3 NVQ Award in Fashion and Photographic Make-Up

Level 3 certificate in fashion and photographic makeup

Level 3 extended diploma in theatrical media makeup (Tech Qual)

Level 3 diploma in theatrical, special effects, hair and media makeup

Level 3 diploma in theatrical and media makeup (Tech Qual)

Level 3 diploma in makeup artistry

Level 3 diploma in fashion theatre hair and media makeup

City & Guilds Level 2 Theatrical and media makeup

Level 2 technical level Theatrical and media makeup

Level 3 Theatrical and media makeup

Level 3 technical level Theatrical and media makeup

Scotland:

Scottish equivalents to above such as NQ Level 6 makeup Artistry

Assessment Criteria

For this competition the breakdown will help in how you can go from being competent in the skill to excellent and what the judges will be looking for.

Core Competence	Competent	Excellence
Professional demeanour	Competitors should present with a clean, tidy professional appearance. Hair, makeup and outfit should be suitable for an industry job.	Competitors should appear enthusiastic, courteous and respectful of others. Stay relaxed and calm giving the appearance of confidence. No matter what a competitors style, their appearance should be immaculate, chosen

		<p>makeup should be flawless and excellently applied, hair should be appropriately styled, out of the face, not trailing onto clients. Clothes should be clean and well fitting allowing for movement whilst working. Shoes should be flat and comfortable.</p>
<p>Safe working practices</p>	<p>Competitors need to show safety with equipment, products and their surroundings.</p>	<p>Competitors should be able to display their knowledge of safe practice, inclusive of hygiene, brushes should not appear stained, all products and equipment should be clean and tidy, labelled correctly. There should be no trip hazards. Chairs positioned correctly for posture. There should be care taken when working on eyes and face, competitors using too much pressure or poor technique look unprofessional.</p>
<p>Professional attitude</p>	<p>Competitors should be able to deal with the competition with a good attitude towards their work, the judges and other competitors.</p>	<p>A friendly approachable attitude showing confidence without being cocky. Being respectful of models and their comfort. Competitors who instruct models clearly and concisely with a friendly manner, appear more professional. Looking fed up and bored, over confident or over excited seem unprofessional.</p>

<p>Effective interaction with the client</p>	<p>Competitors should show a professional attitude towards their models. Respect should be obvious, making sure of their comfort at all times.</p>	<p>Clients/models should be given instructions and spoken to throughout. Explaining steps to them helps them be a better model and enables a professional working environment.</p>
<p>High level of skill and dexterity</p>	<p>Competitors should be able to show a high level of makeup skills and design skills. Each mandatory specified task should be carried out to a professional standard.</p>	<p>Practicing on multiple occasions enables a quicker, more confident and more professional application. Competitors who work quickly and confidently in a controlled manner appear more professional.</p> <p>Application should be flawless, symmetrical, excellently blended and clean.</p> <p>A creative interpretation shown on a mood board presented professionally to industry standards.</p>
<p>Management of time allocation</p>	<p>Competitors should be able to complete tasks on time, showing confidence in their work.</p>	<p>Competitors should not appear to rush or panic. Practice beforehand helps to know the routine and timings for each step of the design. Appearing to work effortlessly in a controlled but swift way appears more professional.</p>
<p>Ergonomic working methods</p>	<p>Competitors should be able to show they are working in the best possible way with the space provided, Work stations and equipment should be set up and kept</p>	<p>Competitors should think carefully about the set up of the working station to enable the most professional appearance. Is everything easily accessible to allow for the quickest and easiest</p>

	in a suitable manner throughout.	application, chairs in the correct position and height.
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Entry Criteria

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.

This is an individual competition.

Competitors must be familiar with the core competencies and be currently studying for/achieved an appropriate Level 2/3 Makeup qualification within the last year or are enrolled on a Makeup programme of study working towards Level 3.

Competition specific rules

- Makeup can cover any part of the face, neck and décolletage but no more.
- Perfectly applied and colour matched foundation must be used.
- Precision lip products must be used.
- Winged EyeLiner must be used as part of the design
- Contouring must be used in the design.
- Mood Boards must be displayed during competition, these can be digital providing the display stays live for the entire competition and it does not take up space needed for your working process.
- Hair must be styled to match the design and theme. **ALL WORK MUST BE DONE WITHIN COMPETITION TIME. Model should just arrive with clean, unprepared hair.**
- All makeup mediums can be used, as long as it is applied hygienically and safely i.e. airbrushing, water colour, cream makeup etc.
- Bald caps and prosthetics must **NOT** be used.
- Costumes/props should be used to enhance the makeup look.

Pre-competition Activity

Before registering to enter students and apprentices to take part in a WorldSkills UK Competition, it can be helpful to enable them to practice, test and challenge

their technical and mental skills by getting [involved in the pre-competition activity](#) available on the bottom of the webpage. As well, the following activities could be used to support prospective competitors to get a feel for what will be expected of them in a WorldSkills UK Competition, whilst still in an environment with which they are familiar:

- on and off the job training and work experience
- WorldSkills UK or other externally run competitions
- internal competitions e.g. internal to an employer, specially designed competitions - using WSUK competition briefs
- local competitions e.g. in colleges and training providers.

Digital Badges



As recognition of the participation and achievement of learners who take part in the competition you will be awarded a Digital Badge from WorldSkills UK. This credential has been awarded to those who have participated in our competition-based training programme. In taking part in this programme there has been a commitment to developing technical, employability and personal skills to a high standard using benchmarked assessments, leading to higher skills development. At each stage of the competition activity there has been personal and professional growth as well as developing skills, knowledge and behaviours in vocational and technical education.

The digital badges are sent via Credly to your email and can be shared on social media platforms and in your email signature. For a short outline of the value of Digital Badges, look at our short video at <https://www.worldskillsuk.org/digital-credentials/> (45 secs).

Entry Stage

Competitors will be required to complete a Make-Up design which reflects a theme.

To be successful in submitting your entry, you will need to provide the following information:

- A brief description, explaining your ideas that inspired your design
- Three aspects to your design;
 - Front Face
 - Left Side Face
 - Right Side Face
- One photograph for each aspect
- Mood board

National Qualifier

Competitors will be required to complete a Make-Up design, including hair styled, which reflects a theme.

This will be completed within a given time frame (advised in advance):

- Makeup can cover any part of the face, neck and décolletage.
- All makeup mediums can be used, as long as it is applied hygienically and safely i.e. airbrushing, water colour, cream makeup etc.
- Bald caps and prosthetics must NOT be used.
- Costumes should be used to enhance the makeup look.
Hair should be styled to match the design and theme. Hair must not be pre set, models should come with clean un-styled hair and it must be set and dressed out in competition time.

National Final

Stage 1 of the finals: For the first stage competitors must design and make a 1 minute 30 second TikTok giving the judges an insight into your thought and design process along with championing 1 product that you will be using for the live final stage. You can be as creative as you would like and will be marked out of 10 for the video. Marks will be added to the marks for live finals.

Stage 2 of finals : Competitors will be required to complete Beauty/fashion Make-Up designs along with matching hair designs which reflect a given theme. Competitors should also design and display moodboards.

Judges Top Tips

- 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.
- Enjoy the experience, don't worry about what other people are doing, concentrate on your work.