



9077
MAKEUP ARTISTRY (12C)

40S/40E/40M

An Esthetics Course

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Course Description

The emphasis in this course is on daytime, evening, bridal, fantasy, and mature makeup application, as well as specialized makeup application.

Goal 1: Describe and demonstrate appropriate **personal and public sanitation and **health and safety practices**.**

GLO 1.1: Describe and demonstrate **personal and public sanitation.**

- SLO 12C.1.1.1: Demonstrate the sanitary dispensing of makeup products.
 - SLO 12C.1.1.2: Discuss consequences related to the unsanitary dispensing of makeup products.
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GLO 1.2: Describe and demonstrate **health and safety practices.**

- SLO 12C.1.2.1: Apply universal precautions related to PPE, handwashing, and infectious diseases at the makeup workstation.
 - SLO 12C.1.2.2: Discuss risks and safety factors related to brow and lash tinting. (H3.3)
 - removal of products from container without contamination
 - application of protective products
 - disposal of applicators
 - SLO 12C.1.2.3: Demonstrate the use of protective products. (H3.4)
 - SLO 12C.1.2.4: Use appropriate implements and techniques to remove makeup products from containers.
 - SLO 12C.1.2.5: Discuss airbrushing makeup that is safe to use on human skin.
 - SLO 12C.1.2.6: Ensure that the client's chair is properly and safely adjusted.
 - SLO 12C.1.2.7: Demonstrate an awareness of latex allergies and their implications for theatrical makeup.
 - SLO 12C.1.2.8: Discuss the importance of proper ventilation when working with theatrical makeup products.
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GLO 1.3: Maintain a **safe and organized workstation.**

- SLO 12C.1.3.1: Maintain a safe and organized makeup workstation.
 - SLO 12C.1.3.2: Organize a makeup workstation in a safe and efficient way.
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GLO 1.4: Demonstrate an awareness of safety as it pertains to the *Trade Safety Awareness Manual*.

No applicable SLOs.

Goal 2: Describe and demonstrate knowledge and skills related to **pre-service**.

GLO 2.1: Describe and demonstrate the process of **preparing the workstation.**

- SLO 12C.2.1.1: Discuss and assemble all necessary equipment, materials, implements, and consumable items for makeup services, including the preparation and organization of makeup and makeup brushes.
 - SLO 12C.2.1.2: Identify possible contraindications related to makeup applications.
 - SLO 12C.2.1.3: Identify possible contraindications related to lash applications.
 - SLO 12C.2.1.4: Prepare PPE required for makeup services.
 - SLO 12C.2.1.5: Research images and information related to the event/character/era for which the client has requested makeup services.
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GLO 2.2: Describe and demonstrate the process of **preparing the client.**

- SLO 12C.2.2.1: Perform a client consultation and identify contraindications related to requested services.
- SLO 12C.2.2.2: Demonstrate tact when explaining factors that may determine the client's need or desire for corrective makeup services.
- SLO 12C.2.2.3: Prepare the client's skin by cleansing, toning, and moisturizing the face prior to a makeup application.
- SLO 12C.2.2.4: Drape the client for makeup application.
- SLO 12C.2.2.5: Identify the client's skin tone.

SLO 12C.2.2.6: Describe the selection of colour according to the client's skin tone. (H2.7)

- natural skin tone
 - enhancing techniques
 - concealing techniques
- base make-up foundation and powder
 - blush
 - eyeshadow
 - lipstick

SLO 12C.2.2.7: Identify areas of the face that will require highlighting and contouring.

SLO 12C.2.2.8: Position the client and the lighting to ease makeup application.

SLO 12C.2.2.9: Discuss consultation for a bridal makeup application.

Goal 3: Describe and demonstrate knowledge and skills related to **service**.

GLO 3.1: Describe and demonstrate **esthetics services**.

SLO 12C.3.1.1: Define *physiognomy*. (H2.1)

SLO 12C.3.1.2: Discuss physiognomy. (H2.2)

- facial sheets
- facial feature
- facial measuring

SLO 12C.3.1.3: Identify methods of foundation application.

SLO 12C.3.1.4: Distinguish between basic and corrective makeup techniques.

SLO 12C.3.1.5: Demonstrate the appropriate application of foundation.

SLO 12C.3.1.6: Identify methods of applying makeup to the eyes, eyebrows, lips, and cheeks.

SLO 12C.3.1.7: Describe and demonstrate appropriate makeup application for various eye and lip shapes.

SLO 12C.3.1.8: Relate eyebrow design to makeup application.

SLO 12C.3.1.9: Demonstrate highlighting and contour techniques.

SLO 12C.3.1.10: Demonstrate basic makeup application. (H2.9)

- analyzing facial features
- application of base make-up
- application of corrective make-up
- application of cheek blush
- contouring of facial features
- brushing on powder to set make-up
- procedure to apply eyeliners
- procedure to apply eyeshadows
- procedure to apply highlighter to emphasize the eyes
- application of mascara—top and bottom
- use of eyelash curler
- application of appropriate lip colour liner using lip brush
- application of appropriate lip colour gloss using lip brush
- application of corrective make-up to conceal birthmarks and blemishes
- highlighting effect for correction of facial features
- receding effect for correction of facial features

SLO 12C.3.1.11: Transform daytime makeup into evening makeup.

SLO 12C.3.1.12: Describe the methods of tinting brows and lashes. (H3.2)

SLO 12C.3.1.13: Describe processing and colour absorption time. (H3.6)

SLO 12C.3.1.14: Demonstrate a minimum of 10 brow and lash tinting procedures, including safety measures. (H3.7)

SLO 12C.3.1.15: Describe how theatrical makeup practices are used to generate emotions and enhance characters in theatrical performances or photographs.

SLO 12C.3.1.16: Describe the purpose of and identify examples of fantasy (non-realistic) makeup.

SLO 12C.3.1.17: Discuss how body makeup and lighting are used together to create effects in theatrical performances.

SLO 12C.3.1.18: Discuss makeup removal procedures. (H2.6)

SLO 12C.3.1.19: Discuss specialized makeup application. (H2.8)

- air brushing
- body art
- fantasy
- high fashion (photography)
- theatrical
- various styles of False/Strip Lashes and individual lashes

- SLO 12C.3.1.20: Discuss permanent makeup application.
- SLO 12C.3.1.21: Demonstrate theatrical makeup techniques.
- SLO 12C.3.1.22: Discuss freehand and airbrushed body art, and demonstrate each to the face, arms, legs, back, or décolleté.
- SLO 12C.3.1.23: Discuss henna tattooing.
- SLO 12C.3.1.24: Demonstrate the application of strip lashes.
- SLO 12C.3.1.25: Demonstrate the following specialized makeup applications: daytime, evening, fantasy, bridal, and mature. (H2.10)
- daytime
 - evening
 - fantasy
 - bridal
 - mature

Goal 4: Describe and demonstrate knowledge and skills related to **post-service**.

GLO 4.1: Describe and demonstrate the post-service steps that the technician performs **while the client is in the salon**.

- SLO 12C.4.1.1: Describe the client post-service procedures.
- SLO 12C.4.1.2: Describe and demonstrate the correct removal of draping from the client.
- SLO 12C.4.1.3: Discuss with and recommend to clients appropriate procedures and products for home maintenance of own makeup.
- SLO 12C.4.1.4: Explain strip lash maintenance, removal, and care to the client.
- SLO 12C.4.1.5: Assist the client in leaving the workstation.
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GLO 4.2: Describe and demonstrate the post-service steps that the technician performs **after the client leaves the salon**.

- SLO 12C.4.2.1: Demonstrate post-service sanitation procedures at the workstation after makeup services.
- SLO 12C.4.2.2: Clean, sanitize, and store makeup brushes and tools.
- SLO 12C.4.2.3: Sanitize and store makeup products.
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Goal 5: Demonstrate the **operation, maintenance, and storage of equipment, tools, implements, materials, products, and consumable items.**

GLO 5.1: Demonstrate the **operation of equipment, tools, and implements.**

SLO 12C.5.1.1: Discuss tools used for makeup application. (H2.5)

- make-up applicators
 - brushes (includes disposable)
 - sponges
 - lip pencils
 - eye pencils
 - brow pencils
 - contouring brushes
 - lip brush
 - eyeshadow sponge
 - powder brush
 - powder puff
 - eyelash curler
- handling applicators

SLO 12C.5.1.2: Identify and discuss various lighting recommended for makeup applications.

SLO 12C.5.1.3: Identify equipment, tools, and implements used in makeup applications to create theatrical characters.

SLO 12C.5.1.4: Identify various makeup brushes and their use.

SLO 12C.5.1.5: Identify tools required to apply strip lashes.

SLO 12C.5.1.6: Discuss the safe and appropriate operation of an airbrush machine.

GLO 5.2: Demonstrate the **use of materials, products, and consumable items.**

SLO 12C.5.2.1: Discuss makeup products, materials, and consumable items and their use/function during a makeup application.

SLO 12C.5.2.2: Demonstrate the appropriate use of all makeup materials and products.

SLO 12C.5.2.3: Describe products used to apply and remove different types of theatrical makeup, including cake, dry, and cream makeup and grease paint.

SLO 12C.5.2.4: Describe materials, products, and consumable items used in makeup applications to create theatrical characters.

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- SLO 12C.5.2.5: Relate various primers and foundations to coverage and skin type, colour, and ethnicities.
 - SLO 12C.5.2.6: Identify and arrange products, materials, and consumable items needed to apply strip lashes.
 - SLO 12C.5.2.7: Describe implements, supplies, and products required for brow and lash tinting. (H3.1)
 - SLO 12C.5.2.8: Demonstrate how to mix and dispense tinting products. (H3.5)
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GLO 5.3: Demonstrate the **maintenance and storage of equipment, tools, implements, materials, products, and consumable items.**

- SLO 12C.5.3.1: Discuss the sanitization and storage of airbrush makeup equipment, tools, implements, materials, products, and consumable items.
 - SLO 12C.5.3.2: Sanitize and store equipment, tools, implements, materials, products, and consumable items.
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Goal 6: Demonstrate an understanding of the **evolution** of the esthetics industry, including its **technological progression and emerging trends.**

GLO 6.1: Describe the **evolution** of the esthetics industry, including its **technological progression and emerging trends.**

- SLO 12C.6.1.1: Discuss the history of cosmetics and their use.
 - SLO 12C.6.1.2: Identify and demonstrate makeup applications representing a variety of eras and cultures.
 - SLO 12C.6.1.3: Discuss emerging trends in permanent makeup.
 - SLO 12C.6.1.4: Discuss eyelash history and trends.
 - SLO 12C.6.1.5: Describe the history of cosmetics in relation to war, depression, and economic trends.
 - SLO 12C.6.1.6: Discuss the technological progression of and emerging trends in makeup artistry.
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Goal 7: Demonstrate an understanding of **career opportunities** in esthetics.

GLO 7.1: Describe **apprenticeship and career opportunities** and **professional organizations** in the esthetics industry.

- SLO 12C.7.1.1: Update a resumé to reflect newly acquired skills and accomplishments.
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- SLO 12C.7.1.2: Update a portfolio to reflect newly acquired information, including pictures.
- SLO 12C.7.1.3: Discuss career opportunities in the makeup industry.
- SLO 12C.7.1.4: Discuss training opportunities offered by manufacturers of esthetics products.
- SLO 12C.7.1.5: Describe local and global professional organizations in the makeup industry.
- SLO 12C.7.1.6: Describe strategies to build relationships with other professionals within the industry.
- SLO 12C.7.1.7: Formulate a learning plan for continued professional career planning and development.
- SLO 12C.7.1.8: Discuss the legal requirements for working in the movie industry in Manitoba.
- SLO 12C.7.1.9: Describe special opportunities and challenges related to skilled labourer training. (A1.3)
- adapting personal learning goals to program contexts
 - principles of adult learning (including importance of self-direction)
 - description/recognition of learning and teaching styles
 - significance of work culture and interpersonal skills regarding trade-learning
 - integrating technical training and practical training content
 - possibilities and perils of peer learning
 - budgeting and other necessary personal arrangements
 - identifying sources of support (e.g., upgrading trade-related math skills)
 - on-site learning challenges and opportunities
 - significance of jobsite supervision roles and teaching styles (e.g., journey-level skills-coach vs. mentor)
 - communication with journeypersons and employers
 - coverage of prescribed tasks/subtasks that define the scope of trade, and the content of the certification exam administered to apprentices who are completing their program
 - getting help and fixing mistakes
 - maintaining personal record of trade-learning challenges/achievements (e.g., a learning journal, and/or a personal training plan, if possible, discussed with employers and others supporting the apprenticeship journey to certification)

- significance of jobsite supervision roles and teaching styles (e.g., journey-level skills-coach vs. mentor)
- communication with journeypersons and employers
- in-school opportunities/challenges
 - personal arrangements that support progress in technical training
 - “baggage-handling”—self-assessing potential impacts of previous experiences (favourable/unfavourable) on current learning; availability of supports
 - techniques for note-taking, record-keeping, and review
 - relations with instructors (including related-area faculty)
 - college resources (library, support services, etc.)

GLO 7.2: Review and demonstrate the knowledge and skills required to pass the **Provincial Skin Care Technician Examinations.**

No applicable SLOs.

Goal 8: Describe and demonstrate transferable **cross-curricular knowledge and skills** as they relate to esthetics.

GLO 8.1: Read, interpret, and communicate information related to esthetics.

- SLO 12C.8.1.1: Demonstrate fundamental communication skills in relation to professional makeup application.
- SLO 12C.8.1.2: Demonstrate the ability to conduct a detailed conversation with clients to ascertain their needs and expectations and to determine the products and techniques to be used.

GLO 8.2: Apply knowledge and skills related to esthetics from **the arts.**

- SLO 12C.8.2.1: Identify facial shapes and the correct procedure used to create the illusion of the classic oval-shaped face.
- SLO 12C.8.2.2: Describe colour theory. (H2.3)
 - types
 - primary
 - secondary
 - tertiary
 - colour wheel
 - colour hues

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- SLO 12C.8.2.3: Define and describe characteristics of colouring, including pigment, tint, hue, tone, intensity, shade, and value.
- SLO 12C.8.2.4: Describe blending, highlighting, and contouring in relation to makeup application.
- SLO 12C.8.2.5: Manipulate colours to enhance or minimize facial shapes and features.
- SLO 12C.8.2.6: Demonstrate balance and harmony in applying makeup.
- SLO 12C.8.2.7: Demonstrate an understanding of the sections of the orbital area of the eye in relation to makeup application.
- SLO 12C.8.2.8: Demonstrate an awareness of the use of photo-editing software to enhance makeup artistry.
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GLO 8.3: Apply knowledge and skills related to esthetics from **the sciences**.

- SLO 12C.8.3.1: Research makeup ingredients and their effects on skin and human health.
- SLO 12C.8.3.2: Discuss the testing of makeup.
- SLO 12C.8.3.3: Demonstrate an understanding of makeup products that require water or water-based products for thinning and cleanup and those that require other types of solvents, such as organic ones.
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GLO 8.4: Apply knowledge and skills related to esthetics from **mathematics**.

- SLO 12C.8.4.1: Identify the divisions of the face (vertical and horizontal).
- SLO 12C.8.4.2: Demonstrate the appropriate use of angles and crescents during makeup applications.
- SLO 12C.8.4.3: Relate the cost per application of various products to the profitability of the salon.
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Goal 9: Demonstrate an awareness of **sustainability** as it pertains to the esthetics industry.

GLO 9.1: Describe the impact of **sustainability** on the **health and well-being** of estheticians and their clients.

- SLO 12C.9.1.1: Describe the importance of makeup to clients' feelings of self-esteem and well-being.
- SLO 12C.9.1.2: Discuss colour psychology. (H2.4)
- colour and emotions
 - skin colours
 - colour functions
 - warm and cool colours
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- SLO 12C.9.1.3: Demonstrate tact and positive verbal and body language when consulting with clients about the application of makeup.
- SLO 12C.9.1.4: Adapt makeup techniques to meet the needs of clients with special requirements (e.g., illness, disabilities, prostheses).
- SLO 12C.9.1.5: Adjust the client's chair to work ergonomically.
- SLO 12C.9.1.6: Discuss the importance of respecting the religious and cultural views of clients.
- SLO 12C.9.1.7: List and discuss reasons people may choose to use face and body adornments (e.g., cosmetics, body paint, tattoos, clothing, jewellery, piercings), and discuss how these adornments identify a person.
- SLO 12C.9.1.8: Analyze how values, attitudes, conformity, individuality, and personality may be affected by adornment choices.
- SLO 12C.9.1.9: Compare the influence of culture, family, peers, and friends on adornment choices.
- SLO 12C.9.1.10: Explain how adornment choices are influenced by changes in society and fashion.

GLO 9.2: Describe the esthetics industry's **sustainability practices** and their impact on the **environment**.

- SLO 12C.9.2.1: Identify theatrical makeup products that are environmentally safe.
- SLO 12C.9.2.2: Research and identify natural, organic, and vegan makeup lines.
- SLO 12C.9.2.3: Demonstrate the disposal of materials, products, and consumable items in an environmentally safe manner.
- SLO 12C.9.2.4: Describe procedures used to remove and properly dispose of different types of three-dimensional theatrical makeup additions.
- SLO 12C.9.2.5: Describe ways of storing and reusing three-dimensional theatrical makeup additions in a sanitary manner.

GLO 9.3: Describe **sustainable business practices** within the esthetics industry.

- SLO 12C.9.3.1: Research the effect of the makeup industry on the economy.
 - SLO 12C.9.3.2: Discuss opportunities for offering advanced makeup services for special events or occasions (e.g., Halloween, theme parties).
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Goal 10: Demonstrate **ethical and legal standards** as they pertain to the esthetics industry.

GLO 10.1: Practise **ethical and legal standards** as they pertain to esthetics.

- SLO 12C.10.1.1: Demonstrate an awareness of client modesty during the removal and application of makeup.
 - SLO 12C.10.1.2: Demonstrate an awareness of the theatrical performer's modesty.
 - SLO 12C.10.1.3: Discuss the use of model release forms.
 - SLO 12C.10.1.4: Demonstrate discretion when learning details from the personal lives of performers.
 - SLO 12C.10.1.5: Discuss the ethical and legal requirements for confidentiality in relation to certain scripts.
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Goal 11: Demonstrate **employability skills** related to the esthetics industry.

GLO 11.1: Demonstrate **fundamental employability skills**.

- SLO 12C.11.1.1: Demonstrate a personal and professional appearance appropriate to a skin care technician.
 - SLO 12C.11.1.2: Demonstrate the employability skills required by estheticians.
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GLO 11.2: Demonstrate an understanding of the **business operation** of a salon.

- SLO 12C.11.2.1: Manage group bookings and multiple clients.
 - SLO 12C.11.2.2: Demonstrate time management skills when managing group bookings and multiple clients.
 - SLO 12C.11.2.3: Control the amount of product used in order to minimize costs.
 - SLO 12C.11.2.4: Identify techniques for successfully promoting services and recommending products to clients.
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