

STADIO



SCHOOL OF FASHION



AN INTRODUCTION TO
MAKE-UP

SHORT LEARNING PROGRAMME
CONTACT LEARNING

FORMERLY

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AN INTRODUCTION TO MAKE-UP

SHORT LEARNING PROGRAMME | 14 WEEKS
CAMPUSES: RANDBURG, HATFIELD & BELLVILLE

CAREER OPPORTUNITIES

- EVENTS MAKE-UP
- RUNWAY MAKE-UP
- BRIDAL MAKE-UP
- CORPORATE MAKE-UP
- RETAIL MAKE-UP ARTIST
- FREELANCE CONSULTANT
- MAKE-UP INFLUENCER
- FULLTIME OR PART TIME MAKE-UP ARTIST

MODE OF DELIVERY - CONTACT LEARNING

Saturdays from 09:00 - 15:00

DESCRIPTION

This 14 lesson course provides students with a foundation in the introduction. This course introduces the fundamental principles and techniques of Make-up Artistry.

If you have a passion for beauty, this course is for you.



STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!



OUTCOMES

You will learn the principles and practices that underpin the application of makeup focusing on using:

- Kit and products
- Hygiene and etiquette
- The face chart
- Colour theory and mixing
- Analysing face, eye, brow and lip shapes
- Skin and foundation theory
- Various beauty looks

ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

- Practice basic makeup in a variety of beauty related contexts.
- Kit Induction and Product Training / Professional & Personal Etiquette, Hygiene - Make up, Hair, Nail & Dress

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of the fashion and beauty industry would be beneficial in understanding the course material.

ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

COURSE KITS + SPECIALISED EQUIPMENT

STADIO School of Fashion supplies all Make-Up Short Learning Students with a comprehensive Make-Up kit. The Kit Price is not included in course cost. Your Student Sales Representative will provide you with a kit price and kit list.

MODULE DESCRIPTIONS

MODULE 1 – KIT INDUCTION

- Product Training
- Professional & Personal Etiquette,
- Correct Hygiene - Make up, Hair, Nail & Dress

BRIEFING OF EVENT 1 – COURSE FILE (40% OF COURSE MARK)

- Students are required to put together a Course file throughout the 16 weeks of learning. This file will house all the projects and events completed during the course duration.
- Main points of evaluation are as follows:
 - Completion of class projects and exercises – 85% of total mark
 - Quality of file – 15% of total event mark
 - Applicable visual representation of course through creative application
 - Importance of organising information in correct formatting and sequencing according to brief
 - Correct and professional labeling of projects and assignments

MODULE 2 – INDUCTION AND BASIC FACE CHART WORKSHOP

- Working on standard face chart proportions
- Feature Focus – applications
- EXERCISE 1: Full Face chart application
 - 1x Done in class and
 - 1x Done at home (two full completed charts in total)

MODULE 3 – COLOUR THEORY AND MIXING APPLICATION

- Colour correct in skin
- Feature Focus – Foundation colour
- EXERCISE 1: Submit Class Colour Exercise Sheet with correct Foundation matching shade

MODULE 4 – SKIN THEORY + FOUNDATION THEORY

- Skin Analysis and Foundation Matching
- Feature Focus: Light Skin
- EXERCISE 1: Image examples of allergy, irritation or disorder.
- EXERCISE 2: Find pictures of 2 light skinned models. Try and determine the MAC foundation shade of each model.
- Feature Focus: Dark Skin
- EXERCISE 1: Find pictures of 2 dark skin and 2x pictures of medium skin tone examples.
- EXERCISE 2: Try and determine the MAC foundation shade of each model (e.g.; NC45)

MODULE 5 – NON STANDARD FACE SHAPES AND NON STANDARD EYE SHAPES

- Correcting Face Shapes
- Contouring & highlighting, blush
- EXERCISE 1: 3x picture examples of each face shape, resource from magazines/online sources.
- EXERCISE 2: Find 2 examples of bad contouring and highlighting
- Correcting Eye Shapes
- Light, Medium & Dark Eye shadow
- EXERCISE 1: 3 Examples of EACH eye shape as discussed in class, resource from magazines/online sources.

MODULE 6 – BROWS + LIPS

- Different shaping, shading with shadow and pencil
- EXERCISE 1: Submit a printed photo of your own practice/attempt of each feature. Brows and Lips
- EXERCISE 2: Provide your own written feedback under each photo as to your 1x area of strength and 1x area of opportunity where to improve

MODULE DESCRIPTIONS CONTINUED

MODULE 7 – MASCARA, FALSE LASHES, CURLING LASHES AND EYE LINER

- Full strip / top lashes
- Eye Liner: correcting, classic, glamour
- EXERCISE 1: Submit a printed photo of your own practice/attempt of each feature.
 - Mascara
 - False lashes and
 - Eyeliner Glamour
- EXERCISE 2: Provide your own written feedback under each photo as to your 1x area of strength and 1x area of opportunity where to improve

MODULE 8 - BEAUTY LOOK

- Feature Focus: Nude eye / Nude lip & Dark lip / Nude eye
- EXERCISE 1: Submit a printed photo of your own practice / attempt of Nude Eye / Nude lip Beauty Makeup
- EXERCISE 2: Submit a printed photo of your own practice / attempt of Dark Lip / Nude eye Beauty Makeup
- EXERCISE 3: Find 2 examples of the above 2 beauty looks
 - 1x Dark skin tone
 - 1x Light skin tone

MODULE 9 – BEAUTY LOOK + RED CARPET LOOK

- Feature Focus: Dark eye/nude lip
- EXERCISE 1: Submit a printed photo of your own practice / attempt of Dark Eye / Nude Lip
- EXERCISE 2: 4x Pictures of current red carpet trends

MODULE 10 - BRIDAL BEAUTY

- Day and Night look

MODULE 11 - BRIDAL BEAUTY

- Day and Night look

MODULE 12 - OVER 40'S MAKEUP + STARTING OUT MAKEUP FOR TEENS

- Day to Night looks
- EXERCISE 1: Submit a printed photo of your own practice/attempt of Over 40's Makeup
- EXERCISE 2: Source Images of examples of both over 40 makeup looks and teen makeup looks.

MODULE 13 - FINAL ASSESMENT

- Briefing of Event 2- Bridal look + research project (40% of course mark)
- Trial Application & contact session for Bridal Research Project and Practical

MODULE 14 - FINAL ASSESMENT CONTINUES

- ractical – Event 2 Bridal look + research project – 5 hours

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone for notification and communication**
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

When choosing contact learning as your preferred mode of learning, you will be expected to attend classes on campus, as well as online. You will have the opportunity to contribute to the learning process and at the same time you will learn from the contributions of your fellow students. Contact-learning students will complete many tasks in groups, where they will experience a safe environment to hone their leadership, collaboration, and interpersonal skills. STADIO's campuses are vibrant communities of learning, where students can engage and socialise with students from different backgrounds. All our campuses are Wi-Fi enabled, and facilities for studying and group work are available. Student recreation areas are also provided, and an on-campus canteen providing food and beverages is easily accessible. Contact-learning students will have the opportunity to meet and engage with guest lecturers who are experts from industries related to their field of study during their on-campus lectures.

ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

“ I BELIEVE THAT ALL WOMEN ARE PRETTY WITHOUT MAKE-UP - BUT WITH THE RIGHT MAKE-UP CAN BE PRETTY POWERFUL. ”

Bobbi Brown



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