

Unit 93: Make-up Application Skills and Creative Uses in Performance

Unit code:	D/502/5748
QCF Level 3:	BTEC National
Credit value:	10
Guided learning hours:	60

● Aim and purpose

The aim of this unit is to enable learners to develop a wide range of make-up skills, and to identify possible uses of these skills and explore creative development.

● Unit introduction

This unit introduces a wide range of underpinning skills needed to successfully apply a complete make-up design. It guides the learner through the many factors that need to be considered when first embarking on a design and seeks to encourage the learner, not only to be creative in their own interpretation of a brief, but to hone the skills necessary, to translate that brief into a visual effect. Make-up can play a very important part in the creation of a character, whether it is used in film/TV production, stage, advertising or catwalk performances and the make-up artist should be able to fully communicate their interpretations of a character to the audience, in whichever field they are working.

Studying this unit assists the learner to form the foundations on which all other units in the qualification can be built and is crucial to the understanding and development of the specialist units. It is also fundamental in allowing the learner to explore the range of occupational areas that may be filled by a make-up artist in industry.

● Learning outcomes

On completion of this unit a learner should:

- 1 Be able to recognise the factors that affect the application of make-up on a performer
- 2 Be able to identify the make-up requirements of a performance
- 3 Be able to create design ideas for make-up
- 4 Be able to create make-up designs on performers.

Unit content

1 Be able to recognise the factors that affect the application of make-up on a performer

Anatomical features: basic anatomy and physiology; bones of the face; construction of the head; facial features; facial muscles and the effects of ageing

Lighting: the component colours of white light; effects of light on pigment; intensity of lighting; highlight and shadow; natural light; artificial light; the effects of light on make-up

2 Be able to identify the make-up requirements of a performance

Types of production: TV eg drama, comedy, sci-fi, presenting, documentary, light entertainment, studio, location work; film eg drama, comedy, musicals, documentary, sci-fi, studio, location work; stage eg opera, drama, ballet, pantomime, comedy, musicals, light entertainment; catwalk eg fashion/dance; commercial eg filmed advertising; corporate productions; photographic eg fashion, advertising; recording medium eg film, video, high definition, photographic

Other factors: conditions eg day, night, interior, exterior, wet, dry, hot, cold

Character/role analysis: consideration of possible input and interpretation by actors, director and producers, interpretation by costume designer and make-up designer; own interpretation of the script; identification of visual evidence from the text; research into historical, cultural and/or social conditions; identifying physical requirements eg ethnic origin, age, sex, deformities, injuries; producing a character plot eg listing number of characters, make-up requirements, changes to make-up during the performance; time span, continuity

3 Be able to create design ideas for make-up

Design considerations: the colour wheel; complimentary, analogous and harmonious colour; colour context; light; dark; shade; highlight; texture; different types of make-up; shape; additions to features eg enlarged, distorted

Design drawings: research and influences; facial plan for each performer; indication of techniques to be used; indication of materials and equipment to be used

Health and safety: safe working practices; Control of substances hazardous to health regulations current requirements; risk assessments; products and potential allergic reactions

4 Be able to create make-up designs on performers

Application process: cleansing routine and removal process using appropriate products; camouflage and corrective make-up; foundation base, shading and highlighting; choice of crème, powder, grease, spirit and water-based products; eyebrow and eye make-up including false eyelashes and brows; cheek, lips, hands and corrective and enhancing body make-up; ageing and character effects; facial hair application and cleaning

Assessment and grading criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria for a pass grade describe the level of achievement required to pass this unit.

Assessment and grading criteria		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
P1 produce evidence of an investigation into the importance of facial anatomy, lighting techniques and colour theory, which affect make-up applications [IE, SM, RL]	M1 produce evidence of the main factors relating to the importance of facial anatomy, lighting techniques and colour theory, which affects make-up application	D1 produce evidence of a fully investigated research into the importance of facial anatomy, lighting techniques and colour theory, which affects make-up application
P2 demonstrate ability to reproduce a range of practical skills in the application of make-up [CT, RL, EP]	M2 demonstrate developed ability in reproducing a range of practical skills in the application of make-up	D2 demonstrate fully developed and creative ability in reproducing a range of practical skills in application of make-up
P3 produce a list of make-up requirements for the characters of a given script, with some justification for the choices [IE, CT]	M3 produce a detailed list of make-up requirements for the characters/personalities of a given script, justifying the choices	D3 produce a fully comprehensive list of the make-up requirements for the characters/personalities of a given script, and fully justify the choices
P4 produce designs that adequately portray the chosen character/s, showing evidence of the research [CT, SM, IE]	M4 produce clear designs which portray the chosen character/s, showing extensive research	D4 produce clear and creative designs which fully portrays the chosen character/s, showing extensive research
P5 prepare and transform a performer for a role using selected make-up techniques, contributing to the effectiveness of the production. [TW, SM, EP]	M5 prepare and transform a performer for a role using make-up techniques in a controlled and detailed manner and contributes to the effectiveness of the production.	D5 prepare and transform a performer for a role, using make-up techniques with relative ease and independence, which makes a strong contribution to the effectiveness of the production.

PLTS: This summary references where applicable, in the square brackets, the elements of the personal, learning and thinking skills applicable in the pass criteria. It identifies opportunities for learners to demonstrate effective application of the referenced elements of the skills.

Key	IE – independent enquirers	RL – reflective learners	SM – self-managers
	CT – creative thinkers	TW – team workers	EP – effective participators

Essential guidance for tutors

Delivery

This unit will require guidance on research and presentation and learners should be encouraged to explore many sources of design inspiration to stimulate creativity eg TV/film, journals and books, places of cultural interest, internet and workplace visits where possible. Learners should be made aware of the importance of this unit in order for them to progress. This unit contains essential basic skills in make-up application and design and on completion, learners should be able to produce an authentic make-up characterisation on a performer using current industry related methods and products. It would be useful for lectures and demonstrations to be followed by substantial learner practice time along with individual and group discussion to assist in the development of their practical creative skills before assessment takes place. There are no specific assessment criteria for the health and safety elements of the unit. Learners should be fully conversant with safety issues throughout the unit, and these safety skills should be embedded in the delivery.

Outline learning plan

The outline learning plan has been included in this unit as guidance and can be used in conjunction with the programme of suggested assignments.

The outline learning plan demonstrates one way in planning the delivery and assessment of this unit.

Topic and suggested assignments/activities and/assessment
Introduction to the unit and the structure and topical breakdown of the programme. Entire class participation.
Anatomy – basic skeletal and muscular anatomy of the head and shoulders. Tutor presentations through PowerPoint, OHP, or flipchart.
Face and head shapes – theory and practical drawing.
Anatomy of the skin – tutor presentation using above and cross section diagrams. Art and design – theory of colour, its properties and uses. Presentation and practical artwork producing a colour circle, colour gradients of tints and shades and recognising complimentary and harmonising colours.
Production lighting – theory of white light and the effects of lighting on make-up. Presentation and practical experiments of light reflection and shadow using a light source. Collaborative working with learner photographers would prove beneficial at this stage, as would involvement with production arts technical learners.
Learners should be encouraged to research make-up designs, colours, characters etc from varying sources, to compile a book of sketches, cuttings, textures and mood boards that will be relevant and on going throughout the entire course of study.

Topic and suggested assignments/activities and/assessment

Health and safety criteria, general and specific, to the make-up artist in the workplace – P2, M2, D2

Tutor presentation and practical introduction to hazardous products and implements.

Introduction to the make-up kit – products and equipment. Practical demonstration.

Skin cleansing and preparations. Types of skin. Tutor presentation and practical demonstration. Learner practical participation.

Tutor led theoretical introduction with practical demonstration and learner practical participation of the following topics:

Choice and application of straight make-up. Male/female.

Corrective and camouflage make-up.

Application and removal of false lashes and false nails.

Incorporating all above skills, learner practical experimentation of working with differing skin tones, ages, ethnicities, sexes, sizes and shapes.

Make-up styles for differing media – P3, M3, D3

The following could be delivered by tutor demonstration, DVD, Film and photographic evidence. Learner participation involves practical recreation of the varying make-up designs and characterisations from witness study or research.

Make-up suitable for use in the theatre or ballet.

Make-up suitable for use in TV and film.

Make-up suitable for photographic and fashion use.

Involvement and collaboration with drama learners/photographic learners/fashion learners and amateur dramatics should be incorporated at this stage.

Workplace visits when possible and critical observations of performances with reference to make-up choice and design, should be encouraged.

Application of aging make-up, utilising colour, highlight and shade – P2, M2, D2, P3, M3, D3

Tutor delivery by example reference and demonstration and learner participation through research, analysis and practical delivery of design.

Three dimensional aging make-up produced by the application of liquid latex. Differing degrees of aging and limitations. Practical session.

Working with a scripted text to perform a character analysis and experimentation – P2, M2, D2, P3

Tutor presentation and learner discussion.

Transference of design ideas from the written word through to the practical implementation on a live performer. Learner research, design sketches and practical delivery.

Make-up techniques for blocking out and adding to character features. Three dimensional work using wax. Tutor demonstration and learner practical participation.

Facial hair [postiche] – its care and uses in the formulation of a character. Tutor delivery by theory/ demonstration and learner practical participation.

Application and removal of facial hair on a performer. Practical demonstration and learner practical participation.

Topic and suggested assignments/activities and/assessment

Assignment 1: Green Issues in the Fashion Industry – the Definitive Advertising Campaign – P2, P3, P4, M2, M3, M4, D2, D3, D4

Delivery of brief by tutor, inspiring research into green issues and sustainability within the fashion industry.

Formulation of design ideas relating to a possible characterisation for a performer appearing in the campaign.

Evidence by written or demonstration of an understanding of anatomical factors relating to design choices.

Practical trial of the make-up designs and evaluation of effectiveness.

Practical delivery of a suitable high fashion character make-up under performance conditions, which is relevant to the subject matter and is suitable for its purpose ie a filmed or photographed advertising campaign delivering a message.

The purpose of the assignment is to correlate use of all or some of the above skills into a possible, relevant, industry related commission and to encourage exploration of design in the commercial world. To work with others and to work as a team.

Assignment 2: How Will I Look? – P1, P2, P3, P4, M1, M2, M3, M4, D1, D2, D3, D4

The proposal is to deliver an artist impression, through make-up of a present day version of a missing person, for a TV campaign.

Learners should investigate facial anatomy through research and sketches and there should be evidence of an understanding of the effect of lighting on make-up, for TV productions.

This assignment concentrates on the effects of the aging process and learners will be required to research and finally deliver a 'then and now' characterisation, for the performer through the 'aging' make-up skills, studied in the course of the unit.

Assessment

It is intended that assignments give learners an opportunity to experience, through recreation, the environment of workplace projects. Research, subject understanding and structured design development should be well documented.

The research evidence, design worksheets, observed performance records and evaluations should be presented in a suitable manner, together with visual evidence of the make-up which could be video and/or photographs.

Practical evidence records must show compliance with health and safety requirements.

Research could involve educational visits to theatre performances, back stage tours, work experience, video film, photographs, books, CD ROM and internet, involving exploration of the subject and should be identified in the bibliography as appropriate. Learners must be able to analyse the make-up requirements for at least one production. Learners must produce the designs for at least six different make-ups and realise at least three of them on performers, throughout the study of this unit.

At pass level, learners are asked to research with guidance and show some understanding of the factors that affect the design and application of make-up, namely facial anatomy, colour and lighting and character analysis from a brief.

Make-up designs should be explored and evidenced and the learner should be able to practically transfer these designs to a performer, under performance conditions, with guidance.

At merit level, learners will be able to research with some guidance and show a sound understanding of the factors that affect the design and application of make-up, namely facial anatomy, colour and lighting and character analysis from a brief.

Make-up designs should be explored, showing artistic development and evidenced and the learner should be able to practically transfer these designs to a performer, under performance conditions with little or no assistance.

At distinction level, learners will display evidence of thorough independent investigation into the factors that affect the design and application of make-up. Strong artistic development will be evident and learners will be confident in their development of a characterisation and their ability to recreate that character under performance conditions with autonomy.

Programme of suggested assignments

The table below shows a programme of suggested assignments that cover the pass, merit and distinction criteria in the assessment and grading grid. This is for guidance and it is recommended that centres either write their own assignments or adapt any Pearson assignments to meet local needs and resources.

Criteria covered	Assignment title	Scenario	Assessment method
P2, P3, P4 M2, M3, M4 D2, D3, D4 Can contribute to: P1, M1, D1 if criteria embedded.	Assignment 1. Green Issues in the Fashion Industry – the Definitive Advertising Campaign	Learners will engage in individual research into sustainability and green issues within the fashion industry. This may directly relate to products and packaging or can be inspired by ethical fashion designers. Learners are then encouraged to envisage their participation as make-up artist and designer in an advertising campaign to promote awareness of these issues and should consider themselves as part of a design team collaborating with the costume department to deliver a high fashion image on a performer that can deliver the message of their choice.	

Criteria covered	Assignment title	Scenario	Assessment method
P1, P2, P3, P4 M1, M2, M3, M4 D1, D2, D3, D4	Assignment 2. How Will I Look?	<p>The proposal is to deliver an artist impression, through make-up of a present day version of a missing person, for a TV campaign.</p> <p>Learners should investigate facial anatomy through research and sketches and there should be evidence of an understanding of the effect of lighting on make-up, for TV productions.</p> <p>This assignment concentrates on the effects of the aging process and learners will be required to research and finally deliver a 'then and now' characterisation, for the performer through the 'aging' make-up skills, studied in the course of the unit.</p>	

Links to other BTEC units

This unit forms part of the BTEC Performing and Production Arts sector suite. This unit has particular links with the following unit titles in the BTEC Performing and Production Arts suite:

Level 1	Level 2	Level 3
		Special Effects Make-up
		Period Make-up for Stage
		Full Body Make-up for Performers

Employer engagement and vocational contexts

Centres are encouraged to develop links with amateur/learner and professional bodies which could encourage learner participation in production make-up work.

Contacts with outside and visiting workshop could be explored and appropriate links with local production agencies, developed.

Delivery of personal, learning and thinking skills

The table below identifies the opportunities for personal, learning and thinking skills (PLTS) that have been included within the pass assessment criteria of this unit.

Skill	When learners are ...
Independent enquirers	researching design and character analysis
Creative thinkers	building on script briefs to produce character analysis and appropriate designs
Reflective learners	reviewing their progress and setting targets. inviting feedback from tutors and peers
Team workers	contributing positively to group work practices and using initiative to ensure the success of the project
Self-managers	structuring independent study, are forward thinking and responding to deadlines and time scales
Effective participators	supplying skills and/or effort for the ultimate development of the project.

Although PLTS are identified within this unit as an inherent part of the assessment criteria, there are further opportunities to develop a range of PLTS through various approaches to teaching and learning.

Skill	When learners are ...
Independent enquirers	researching the many different influences that contribute to the construction of a character within a performance
Creative thinkers	experimenting with design options, character development and practical uses of colour and texture
Reflective learners	reviewing their progress and setting targets reviewing the work of peers and drawing from their strengths
Team workers	contributing positively to group work practices providing constructive feedback to peers
Self-managers	responding positively to challenges, seeking advice and support when needed responding to deadlines and time scales
Effective participators	discussing with peers, issues related to the design and make-up application process and seeking solutions.

● Functional Skills – Level 2

Skill	When learners are ...
ICT – Use ICT systems	
Select, interact with and use ICT systems independently for a complex task to meet a variety of needs	researching design options and influences
Manage information storage to enable efficient retrieval	compiling unit study evidence. giving presentations
ICT – Find and select information	
Select and use a variety of sources of information independently for a complex task	researching design influences. researching workplace opportunities
ICT – Develop, present and communicate information	
Bring together information to suit content and purpose	sourcing products and materials
Present information in ways that are fit for purpose and audience	formatting portfolio evidence
Mathematics	
Identify the situation or problem and the mathematical methods needed to tackle it	sourcing materials and budgeting for a production
English	
Speaking and listening – make a range of contributions to discussions and make effective presentations in a wide range of contexts	discussing projects, delivery and designs. delivering assignment presentations
Reading – compare, select, read and understand texts and use them to gather information, ideas, arguments and opinions	undertaking design and professional make-up artistry research
Writing – write documents, including extended writing pieces, communicating information, ideas and opinions, effectively and persuasively	displaying a knowledge of subject matter in portfolio format reviewing and reflecting on own and peer performances.