



COURSE OUTLINE: EST169 - MAKEUP ADV. TRENDS

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Approved: Karen Hudson, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	EST169: MAKEUP ARTISTRY AND ADVANCED TRENDS
Program Number: Name	2017: ESTHETICIAN
Department:	ESTHETICIAN
Academic Year:	2023-2024
Course Description:	This course builds upon the fundamental knowledge and artistry skills acquired in EST 134. Emphasis of instruction will focus on corrective techniques with eye shapes, face shapes and mature corrective techniques. Theatre makeup will be explored through a collaboration with a local theatre production as well as in-class. Focus of instruction will be on brow and lash enhancements including an introduction to classic lash extensions, lash lifts and brow lamination. Airbrush techniques will also be incorporated into makeup applications.
Total Credits:	4
Hours/Week:	4
Total Hours:	56
Prerequisites:	EST134
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	EST208
Vocational Learning Outcomes (VLO's) addressed in this course:	2017 - ESTHETICIAN
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Perform a variety of specialized body and skin care treatments following correct procedures and precautions and supporting client needs (including and not limited to facials, manicures, pedicures, hair removal, and make up applications).
	VLO 2 Use a range of specialized equipment and products, in compliance with established national, provincial, industry, and other related standards, regulations, policies, and procedures.
	VLO 4 Adhere to health, safety, sanitation, and infection and prevention control guidelines, according to current legislation and national, provincial, municipal, and industry standards and regulations.
	VLO 5 Identify business skills and activities required for the successful establishment and operation of a small esthetic business in a salon or spa environment.
	VLO 7 Establish and maintain professional relationships in adherence to standards and ethics associated with the profession.
	VLO 8 Develop customer service strategies that meet and adapt to individual needs and expectations in accordance with professional standards and ethics.
	VLO 9 Determine professional development strategies that lead to the enhancement of work performance and career opportunities and keep pace with industry change.



Essential Employability Skills (EES) addressed in this course:

- EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Other Course Evaluation & Assessment Requirements:

Minimum of 80% participation record throughout the semester is mandatory for success in this course.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Demonstrate, with proficiency, corrective makeup techniques for enhancing or minimizing facial features and face shapes, eye shapes, lip enhancements and apply correctives to enhance makeup applications for mature clients.	1.1 Identify colour theory principles when choosing and combining concealer shades to correct various skin conditions including dark circles, blemishes, and ruddy skin tones. 1.2 Knowledge of the colour wheel. 1.3 Recognize a variety of products used for highlighting and contouring and use products to effectively enhance a client's features. 1.4 Use a variety of makeup brushes used for effectively applying corrective techniques. 1.5 Recognize various face shapes, eye shapes and apply corrective makeup techniques to enhance client's best features. 1.6 Balance and correct various lip and nose imperfections.
Course Outcome 2	Learning Objectives for Course Outcome 2
Apply a full set of classic eyelash extensions.	2.1 Follow the correct set up procedures and maintain a sanitized workstation. 2.2 Apply safe and proper techniques when applying lashes to mannequin and live model. 2.3 Differentiate between band, individual and semi-permanent eyelashes. 2.4 Sanitize and disinfect all workstations, and supplies as required by Algoma Public Health. 2.5 Store and maintain all products and equipment as required by Algoma Public Health. 2.6 Comprehend and apply the proper lash mapping technique. 2.7 Educate client on post care to ensure an optimal end result and lasting effects.
Course Outcome 3	Learning Objectives for Course Outcome 3



	Demonstrate an eyelash lift treatment.	<p>3.1 Apply proper set up procedures and maintain a sanitized workstation.</p> <p>3.2 Demonstrate a safe and effective application of procedure for an effective treatment.</p> <p>3.3 Knowledge of contraindications prior to applying the treatment.</p> <p>3.4 Educate client on post care to ensure an optimal end result and lasting effects.</p> <p>3.5 Sanitize, and disinfect all equipment and supplies as required by Algoma Public Health.</p> <p>3.6 Store and maintain all products and equipment as required by Algoma Public Health.</p>
	Course Outcome 4	Learning Objectives for Course Outcome 4
	Perform, with proficiency, an eyebrow shaping service.	<p>4.1 Set up workstation for an eyebrow shaping service.</p> <p>4.2 Prepare client.</p> <p>4.3 Measure and map for optimal brow shape.</p> <p>4.4 Consult with a client to determine the optimal shape based on a client's features, desires and any limitations which may be present.</p> <p>4.5 Wax the eyebrows, with proficiency, according to the measurements taken using soft and hard waxes.</p> <p>4.6 Suggest makeup products used to enhance brow shape and to maintain the eyebrow shape post service.</p>
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Demonstrate a brow lamination service.	<p>5.1 Prepare a workstation</p> <p>5.2 Demonstrate knowledge of optimal brow shape</p> <p>5.3 Demonstrate effective product application and procedure for an effective treatment</p> <p>5.4 Educate clients of effective post care for optimal results.</p>
	Course Outcome 6	Learning Objectives for Course Outcome 6
	Demonstrate the professional image and conduct necessary to be successful in the esthetic industry.	<p>5.1 Adhere to the Ethics associated with the Esthetic profession.</p> <p>5.2 Demonstrate punctual and regular attendance for all classes.</p> <p>5.3 Comply with the Policies and Procedures established by the Esthetician's Diploma regarding dress code, physical appearance.</p> <p>5.4 Adhere to policies outlined in the Student Code of Conduct regarding behaviour.</p> <p>5.5 Demonstrate accountability for your own academic and professional growth.</p> <p>5.6 Demonstrate proper sanitation, disinfection and sterilization methods of all products, equipment and workstations to ensure the health and safety of others.</p> <p>5.7 Demonstrate effective interpersonal, verbal and non verbal communication skills with faculty, peers and clients.</p> <p>5.8 Determine current trends in the Esthetic industry.</p>

Evaluation Process and	Evaluation Type	Evaluation Weight
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Grading System:

Brow Lamination Practical	10%
Correctives Theory Test	20%
Lash Extensions Practical	20%
Mature Portfolio	20%
Theatre Assignment	30%

Date:

June 26, 2023

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

