



## COURSE OUTLINE: EST169 - MAKEUP ADV. TRENDS

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

<b>Course Code: Title</b>	EST169: MAKEUP ARTISTRY AND ADVANCED TRENDS	
<b>Program Number: Name</b>	2017: ESTHETICIAN	
<b>Department:</b>	ESTHETICIAN	
<b>Semesters/Terms:</b>	22W	
<b>Course Description:</b>	This course builds upon the knowledge and the makeup artistry skills acquired in EST 134 with emphasis of instruction on mature applications. Theatre makeup techniques will be explored through Program participation with a local theatre production. Focus of instruction will be on brow and lash enhancements including an introduction to microblading, classic lash extensions, lash lifts and brow lamination.	
<b>Total Credits:</b>	4	
<b>Hours/Week:</b>	4	
<b>Total Hours:</b>	60	
<b>Prerequisites:</b>	EST134	
<b>Corequisites:</b>	There are no co-requisites for this course.	
<b>This course is a pre-requisite for:</b>	EST208	
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2017 - ESTHETICIAN</b>	
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	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.	
	<b>Essential Employability</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form

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**Skills (EES) addressed in this course:**

- 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% attendance record throughout the semester is mandatory for success in this course.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
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.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Apply a 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. 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 Complete a set of each type of eyelash application. 2.8 Educate client on post care to ensure an optimal end result and lasting effects.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Demonstrate an eyelash lift	3.1 Apply proper set up procedures and maintain a sanitized

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

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight

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	Brow Lamination	20%
	Classic Lashes	20%
	Eyebrow Shaping Practical	20%
	Lash Lift	20%
	Theatre Assignment	20%

**Date:** July 21, 2021

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

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