



## COURSE OUTLINE: EST134 - MAKEUP ARTISTRY

Prepared: Silvana Bassanello

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

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| <b>Course Code: Title</b>  | EST134: INTRODUCTION TO MAKEUP ARTISTRY  |
| <b>Program Number: Name</b>  | 2017: ESTHETICIAN  |
| <b>Department:</b>   | ESTHETICIAN  |
| <b>Academic Year:</b>  | 2024-2025  |
| <b>Course Description:</b>   | This course introduces students to the phases of a Professional Makeup Procedure. Practical instruction focuses on developing fundamental artistry skills with each phase in order to complete classic, smokey and pin - up applications which reflect professional polish. Corrective techniques focuses on colour theory, concealing techniques, and enhancing face shapes with highlighting and contouring strategies. Mature makeup correctives are emphasized. Practical instruction with brow artistry, mapping and shaping is a vital component of this course as well as brow and lash tinting. Sanitation and disinfection of all tools, and supplies will be discussed and practiced in order to ensure all health and safety protocols. |
| <b>Total Credits:</b>  | 4  |
| <b>Hours/Week:</b>   | 4  |
| <b>Total Hours:</b>  | 56   |
| <b>Prerequisites:</b>  | There are no pre-requisites for this course.   |
| <b>Corequisites:</b>   | There are no co-requisites for this course.  |
| <b>This course is a pre-requisite for:</b>   | EST166, EST169   |
| <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 6 Select and recommend the use of esthetic products and product ingredients to clients, taking into account health status and identified needs.  |
|  | 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.   |   |  |  |   |                  |  |  |  |
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|  | 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 Skills (EES) addressed in this course:</b>                              | 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.  |   |  |  |   |                  |  |  |  |
| <b>Course Evaluation:</b>  | <p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>  |   |  |  |   |                  |  |  |  |
| <b>Other Course Evaluation &amp; Assessment Requirements:</b>                                      | An 80% performance record throughout the semester is required to be successful in this course.   |   |  |  |   |                  |  |  |  |
| <b>Course Outcomes and Learning Objectives:</b>  | <table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>1. Prepare a client and a workstation for a professional makeup application.</td> <td>           1.1 Drape client appropriately for a professional makeup service.<br/>           1.2 Prepare a workstation with all the necessary supplies and materials, ensuring that all brushes have been properly disinfected, while practicing aseptic procedures with all products and supplies.<br/>           1.3 Conduct a professional client consultation and needs analysis and elicit appropriate information in order to provide a customized makeup service.<br/>           1.4 Determine contraindications and necessary modifications to the makeup service utilizing the information related to product ingredients and client consultation.<br/>           1.5 Apply knowledge of the structure of the skin, identifying skin types and/or related conditions.<br/>           1.6 Maintain and store all instruments, material and supplies according to the manufacturer's guidelines and as required by Algoma Public Health.<br/>           1.7 Contribute to the maintenance of business records and client files by accurately recording information on client's makeup chart.         </td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>2. Demonstrate, with proficiency, the Professional Makeup Procedure with classic, smokey and pinup</td> <td>           2.1 Perfect each phase of the Professional Makeup Procedure to ensure a professional makeup application which reflects industry standards.<br/>           2.2 Identify the classifications of makeup products and the wide         </td> </tr> </tbody> </table> | Course Outcome 1  | Learning Objectives for Course Outcome 1 | 1. Prepare a client and a workstation for a professional makeup application. | 1.1 Drape client appropriately for a professional makeup service.<br>1.2 Prepare a workstation with all the necessary supplies and materials, ensuring that all brushes have been properly disinfected, while practicing aseptic procedures with all products and supplies.<br>1.3 Conduct a professional client consultation and needs analysis and elicit appropriate information in order to provide a customized makeup service.<br>1.4 Determine contraindications and necessary modifications to the makeup service utilizing the information related to product ingredients and client consultation.<br>1.5 Apply knowledge of the structure of the skin, identifying skin types and/or related conditions.<br>1.6 Maintain and store all instruments, material and supplies according to the manufacturer's guidelines and as required by Algoma Public Health.<br>1.7 Contribute to the maintenance of business records and client files by accurately recording information on client's makeup chart. | Course Outcome 2 | Learning Objectives for Course Outcome 2 | 2. Demonstrate, with proficiency, the Professional Makeup Procedure with classic, smokey and pinup | 2.1 Perfect each phase of the Professional Makeup Procedure to ensure a professional makeup application which reflects industry standards.<br>2.2 Identify the classifications of makeup products and the wide |
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| makeup applications.   | <p>range of products available within those classifications.</p> <p>2.3 Apply the Professional Makeup Procedure to perform classic bridal, pin-up and smokey applications for a variety of age ranges.</p> <p>2.4 Identify and use a variety of makeup brushes.</p> <p>2.5 Disinfect and properly store makeup brushes in accordance with Algoma Public Health regulations</p> <p>2.6 Demonstrate aseptic procedure during the makeup application, practice health and safety measures when using makeup products in order to ensure the health and safety of others.</p> <p>2.7 Maintain and store all tools, supplies and makeup products according to manufacturer's guidelines and as required by Algoma Public Health.</p> |
| <b>Course Outcome 3</b>  | <b>Learning Objectives for Course Outcome 3</b>   |
| 3. Demonstrate the principles of colour theory when providing a professional makeup service.                       | <p>3.1 Differentiate between primary, secondary and tertiary colours.</p> <p>3.2 Differentiate between warm, cool and neutral colours.</p> <p>3.3 Demonstrate principles of complimentary colour theory when neutralizing/concealing skin imperfections, and when emphasizing features such as eye colour, hair colour, clothing.</p> <p>3.4 Demonstrate appropriate use and understanding of the colour wheel.</p>   |
| <b>Course Outcome 4</b>  | <b>Learning Objectives for Course Outcome 4</b>   |
| 4. Demonstrate, with proficiency, fundamental corrective makeup techniques to minimize or enhance facial features. | <p>4.1 Identify colour theory principles when choosing and combining concealer shades to correct various skin conditions including dark circles, blemishes, and ruddy skin tones.</p> <p>4.2 Knowledge of the colour wheel.</p> <p>4.3 Recognize a variety of products used for highlighting and contouring and use products to effectively enhance a client's features.</p> <p>4.4 Use a variety of makeup brushes used for effectively applying corrective techniques.</p> <p>4.5 Identify various correctives to enhance aged skin.</p>  |
| <b>Course Outcome 5</b>  | <b>Learning Objectives for Course Outcome 5</b>   |
| 5. Perform, with proficiency, an eyebrow shaping service.  | <p>5.1 Set up workstation for an eyebrow shaping service.</p> <p>5.2 Measure, with accuracy, the beginning, the arch and the tail of the eyebrow.</p> <p>5.3 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>5.4 Wax the eyebrows, with proficiency, according to the measurements taken using soft and hard waxes.</p> <p>5.5 Suggest makeup products used to enhance brow shape and to maintain the eyebrow shape post service.</p>   |
| <b>Course Outcome 6</b>  | <b>Learning Objectives for Course Outcome 6</b>   |
| 6. Perform, with proficiency, a lash and brow tinting  | <p>6.1 Prepare a workstation</p> <p>6.2 Prepare client</p>  |



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|  | service.   | 6.3 Select shade to best enhance client's features<br>6.4 Safely and effectively apply and remove tint<br>6.5 Discuss post care   |
|  | <b>Course Outcome 7</b>  | <b>Learning Objectives for Course Outcome 7</b>   |
|  | 7. Demonstrate the essential employability skills necessary to be successful in the esthetic industry. | 7.1 Adhere to the Ethics associated with the Esthetic profession.<br>7.2 Demonstrate punctual and regular attendance for all classes.<br>7.3 Comply with the Policies and Procedures established by the Esthetician's Diploma regarding dress code, physical appearance.<br>7.4 Adhere to policies outlined in the Student Code of Conduct regarding behaviour.<br>7.5 Demonstrate accountability for your own academic and professional growth.<br>7.6 Demonstrate proper sanitation, disinfection and sterilization methods of all products, equipment and workstations to ensure the health and safety of others.<br>7.7 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.<br>7.8 Respond to written, spoken, or visual messages in a manner that ensures effective communication.<br>7.9 Show respect for the diverse opinions, values, belief systems, and contributions of others.<br>7.10 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.<br>7.11 Manage the use of time and other resources to complete projects.<br>7.12 Take responsibility for ones own actions, decisions, and consequences. |

**Evaluation Process and Grading System:**

| <b>Evaluation Type</b>                 | <b>Evaluation Weight</b> |
|--|--------------------------|
| Brow Shaping Practical                 | 20%                      |
| Classic Makeup Application             | 20%                      |
| Colour Theory, Correctives Theory Test | 20%                      |
| Pin Up Makeup Application              | 20%                      |
| Smokey Makeup Application              | 20%                      |

**Date:** June 28, 2024

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