



# COURSE OUTLINE

## EST200

Prepared: Silvana Bassanello    Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

<b>Course Code: Title</b>	EST200: MAKE-UP ARTISTRY II
<b>Program Number: Name</b>	2017: ESTHETICIAN
<b>Department:</b>	ESTHETICIAN
<b>Semester/Term:</b>	17F
<b>Course Description:</b>	This course builds upon the knowledge and artistry skills acquired in Makeup Artistry I. Students will be instructed with corrective techniques for eyes, lips, face shapes and particular facial features. Emphasis will continue with practical instruction with the professional makeup procedure for special occasion makeup for all ages and for evening and bridal applications. A review of eye brow shaping will be stressed. This course will also include practical instruction with eyelash and eyebrow tinting, applying semi- permanent false eyelashes and eyelash perming treatments. New practical instruction will include airbrush makeup application and equipment.
<b>Total Credits:</b>	4
<b>Hours/Week:</b>	4
<b>Total Hours:</b>	60
<b>Prerequisites:</b>	EST161
<b>This course is a pre-requisite for:</b>	EST201, EST202, EST204, EST205, EST206, EST207, EST208, EST210
<b>Vocational Learning Outcomes (VLO's):</b>	<p>#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).</p> <p>#2. Use a range of specialized equipment and products, in compliance with established national, provincial, industry, and other related standards, regulations, policies, and procedures.</p> <p>#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.</p> <p>#6. Select and recommend the use of esthetic products and product ingredients to clients, taking into account health status and identified needs.</p> <p>#7. Establish and maintain professional relationships in adherence to standards and ethics associated with the profession.</p> <p>#8. Develop customer service strategies that meet and adapt to individual needs and</p>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	



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	<p>expectations in accordance with professional standards and ethics.                  #9. Determine professional development strategies that lead to the enhancement of work performance and career opportunities and keep pace with industry change.</p>												
<p><b>Essential Employability Skills (EES):</b></p>	<p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.                  #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.                  #5. Use a variety of thinking skills to anticipate and solve problems.                  #6. Locate, select, organize, and document information using appropriate technology and information systems.                  #7. Analyze, evaluate, and apply relevant information from a variety of sources.                  #8. Show respect for the diverse opinions, values, belief systems, and contributions of others.                  #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.                  #10. Manage the use of time and other resources to complete projects.                  #11. Take responsibility for ones own actions, decisions, and consequences.</p>												
<p><b>Course Evaluation:</b></p>	<p>Passing Grade: 50%, D</p>												
<p><b>Other Course Evaluation &amp; Assessment Requirements:</b></p>	<p>In order to successfully complete Makeup Artistry II a student must have attended 80% of all classes. Failure to comply will result in an F grade overall regardless of marks achieved throughout the semester.</p>												
<p><b>Evaluation Process and Grading System:</b></p>	<table border="1"> <thead> <tr> <th>Evaluation Type</th> <th>Evaluation Weight</th> </tr> </thead> <tbody> <tr> <td>Bridal Portfolio</td> <td>20%</td> </tr> <tr> <td>Eye Brow Shaping Procedure</td> <td>20%</td> </tr> <tr> <td>Eyelash and Eyebrow Tinting</td> <td>20%</td> </tr> <tr> <td>Final Practical Exam</td> <td>20%</td> </tr> <tr> <td>Theatre Assignment</td> <td>20%</td> </tr> </tbody> </table>	Evaluation Type	Evaluation Weight	Bridal Portfolio	20%	Eye Brow Shaping Procedure	20%	Eyelash and Eyebrow Tinting	20%	Final Practical Exam	20%	Theatre Assignment	20%
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<p><b>Course Outcomes and Learning Objectives:</b></p>	<p><b>Course Outcome 1.</b>                  Perform an effective pin-up makeup application.  <b>Learning Objectives 1.</b></p>												



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- Complete an in depth client consultation to determine lifestyle, personal preferences, contraindications and client needs in order to provide a makeup application suitable for the client.
- Analyze the characteristics of a mature skin and apply corrective techniques to enhance a client's features.
- Promote the features and benefits of ingredients and makeup products.
- Maintain a sanitized workstation and dispose of all single use items.
- Sanitize and disinfect makeup supplies and products as required by Algoma Public Health.
- Maintain and store all makeup supplies and products as required by Algoma Public Health.
- Recommend makeup products and supplies for homecare and maintenance.
- Apply the Professional Makeup Procedure step by step to ensure a professional look.
- Complete a "pin up" portfolio.

### Course Outcome 2.

Perform an effective bridal makeup application.

### Learning Objectives 2.

- Complete and in depth client consultation to determine lifestyle, personal preferences, contraindications and client needs in order to provide a makeup application suitable for the client.
- Maintain a sanitized workstation and dispose of all single use items.
- Demonstrate knowledge of the 3 classic bridal looks.
- Discuss important elements of a bridal makeup.
- Discuss the importance of lighting and photography and their effects on makeup.

Apply corrective techniques for optimal results.

- Use and maintain all makeup supplies and equipment as required by Algoma Public Health.
- Sanitize and disinfect all supplies as required by Algoma Public Health.
- Apply the Professional Makeup Procedure.
- Complete a "bridal makeup" portfolio.

### Course Outcome 3.

Demonstrate an airbrush makeup application.

### Learning Objectives 3.



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- Apply airbrush “complexion” techniques – foundation, concealing, contouring and highlighting.
- Demonstrate the appropriate and safe use of the airbrush compressor and gun.
- Maintain and store makeup products and supplies as required by the Algoma Public Health.

### **Course Outcome 4.**

Apply semi-permanent eyelashes.

### **Learning Objectives 4.**

- Follow the correct set up procedures and maintain a sanitized workstation.
  - Apply safe and proper techniques when applying lashes
  - Differentiate between band, individual and semi-permanent eyelashes
  - Sanitize and disinfect all workstations, and supplies as required by Algoma Public Health
  - Store and maintain all products and equipment as required by Algoma Public Health.
- Comprehend and apply the proper lash mapping technique.
- Complete a set of each type of eyelash application.
  - Educate client on post care to ensure an optimal end result and lasting effects.

### **Course Outcome 5.**

Demonstrate an eyelash perming treatment.

### **Learning Objectives 5.**

- Apply proper set up procedures and maintain a sanitized workstation.
- Use of safe and proper techniques when providing this treatment.
- Knowledge of contraindications prior to applying the treatment.
- Educate client on post care to ensure an optimal end result and lasting effects.
- Sanitize, and disinfect all equipment and supplies as required by Algoma Public Health.
- Store and maintain all products and equipment as required by Algoma Public Health.

### **Course Outcome 6.**



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Perform a professional eyelash and eyebrow tinting treatment.

### **Learning Objectives 6.**

- Prepare client and workstation for service.
- Prepare tinting solution.
- Apply solution to eyelashes and eyebrows safely and effectively.
- Comprehend benefits and contraindications to treatment.

### **Course Outcome 7.**

Perform, with proficiency, an eyebrow shaping service.

### **Learning Objectives 7.**

- Set up workstation for an eyebrow shaping service
- Prepare client.
- Measure, with accuracy, the beginning, the arch and the tail of the eyebrow.
- Consult with a client to determine the optimal shape based on a client's features, desires and any limitations which may be present.
  - Wax the eyebrows, with proficiency, according to the measurements taken using soft and hard waxes.
  - Suggest makeup products used to enhance brow shape and to maintain the eyebrow shape post service.

### **Course Outcome 8.**

Demonstrate the professional image and conduct necessary to be successful in the esthetic industry.

### **Learning Objectives 8.**

- Adhere to the Ethics associated with the Esthetic profession.
- Demonstrate punctual and regular attendance for all classes.
- Comply with the Policies and Procedures established by the Esthetician's Diploma regarding dress code, physical appearance.



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- Adhere to policies outlined in the Student Code of Conduct regarding behaviour.
- Demonstrate accountability for your own academic and professional growth.
- Demonstrate proper sanitation, disinfection and sterilization methods of all products, equipment and workstations to ensure the health and safety of others.
  - Demonstrate effective interpersonal, verbal and non verbal communication skills with faculty, peers and clients.
  - Determine current trends in the Esthetic industry.

### **Course Outcome 9.**

Collaborate as an effective team member with a local theatre production.

### **Learning Objectives 9.**

Reflect the professionalism required for success as a makeup artist in regards to attendance, readiness, and attitude.

Apply effective makeup applications in a fast paced, and unpredictable environment.

Apply effective verbal and non verbal communication skills.

Contribute in a positive manner to a community partner collaboration.

**Date:**

Wednesday, August 30, 2017

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