



BLANCHE MACDONALD CENTRE
FREELANCE MAKE-UP ARTISTRY PROGRAM



Program Objectives: This program is designed for those individuals who are interested in pursuing a freelance career in make-up artistry for fashion and weddings. This part-time program is designed to increase the individual's skills in make-up application for a variety of make-up looks, and to acquire a comprehensive understanding of different make-up products, looks and trends, freelance business and promotional tools, and essential computer skills for self-marketing. The curriculum is designed to guide students in exploring their creative potential, strengthening their application techniques, identifying business opportunities and developing a marketable portfolio.

Many of our Make-up graduates move into freelance bookings for weddings and fashion shows, photo-shoots and studio work. This new Freelance program is specifically geared to helping students develop solid skills as a freelance make-up artist.

Training encompasses practical skills in Bridal Make-up and Hair Up-dos, Special Events Make-up, Fashion Make-up for editorial, runway, print and Airbrushing Bronzing techniques. Students will develop an "e-portfolio" using Photoshop and learn how to effectively market and promote themselves as freelance Make-up artists. This is an excellent program for those who are entrepreneurial and creative.

Makeup
Makeup
makeup
Makeup



The Blanche Macdonald Centre is pleased to announce the launch of its newest program, Freelance Make-up Program for Fashion and Bridal.

The Freelance Make-up program is organized by modules. Different professional Make-up instructors will teach for their respective specialized modules. Students will benefit by having a variety of professional Make-up artists/faculty members teach their various areas of expertise.



FROM THE WASH; MAC ORB
CREASE: MAC ESPRESSO
EYER: M/MULTI-EVER
MAC CULLI MAT
LIPS: M/MULTI-EVER
COMPLEXION: FLAWLESS
W/ CREMES & A
CORRECTIVE

Learning Outcomes: Upon successful completion of this program students will be able to:

1. Complete a professional day, evening and fashion makeup (and hair) applications for a variety of situations, venues and clients.
2. Load, clean and efficiently operate an airbrush designed for special event makeup including tanning and bronzing applications.
3. Develop a self-marketing portfolio concept suitable for educational or career advancement.
4. Develop research and design abilities, develop professional communication skills suitable for client consultations, acquire knowledge of professional makeup products, applications, theories and concepts.

Make-up Fundamentals (60 hrs)

Introduction-discussion of equipment, tools, materials and products.

Analysis and comparison of brushes and make-up sponges for various applications.

Overview of make-up products: commercial and professional lines. Including product demonstration and information session hosted by leading cosmetic representatives.

Introduction to basic skincare: preparing the face for make-up with proper facial cleansing.

Analysis of bone structure and face shapes. Correcting various facial shapes with contouring, shading and highlighting.

Classifying skin colours. Selection of make-up products, based on proper analysis of skin tones and undertones. Highlighting colours and neutralizing shades for skin undertones.

Seasons and tonality. Colour theory. Terminology. Understanding the colour wheel (primary, secondary and tertiary colours), colour harmonies, psychological reactions to colour.

Foundation, correction and powder. Purpose, selections and application of foundation: water based, oil-based, cream-based, etc.

Correction and concealer. Shading colour and powdering for different ethnic groups, skin tones and skin types.

Sequence of basic make-up application: foundation, concealer, countershading, shading, cheek colour; eyebrows, eye colour; lashlines, mascara, false lashes and lip colour.

Cheek colour application: product qualities and technical application of dry and cream cheek colour for day and evening looks.

Eyebrows: correct shaping of brows, eyebrow make-up selection and application.

Eye Make-up selections and application: creme shadow (greasepaint, liner), cake shadows (wet or dry application) and pressed powder shadow. Eye shapes and corrections.

Lip Colour: selection and application of various products and textures. Lip shapes and corrections.

Photo Assignment - complete day and evening makeup.

Bridal Makeup (44 hrs)

Current celebrity bridal make-ups - videos and magazines.

Discussion: initial consultation, working with the bride, creating a design, working with hairdressers and photographers.

Demonstration and practical application of traditional, contemporary, ethnic and avant-garde bridal make-ups.

Discussion and demonstration of bridal make-ups for different ethnic groups including techniques for creating flawless, sheer, natural makeups on multi-ethnic skin.

Fieldtrip to local bridal salons to discuss how bridal gowns and accessories impact make-up design.

Professional photo shoot - complete bridal make-up.

Hairstyling Seminars (20 hrs)

Introduction to hair structure, hairstyling equipment and hairstyling products.

Analyzing various head and face shapes for the best styling looks.

Hair care, styling tips and techniques.

Demonstration and practical work: rollers, hot rollers, hot sticks, irons, crimpers.

Demonstration and practical work: scrunching, teasing, braiding, updos.

Hairstyling trends and current fashion looks - videos and magazines.

Extreme styling: incorporating unique accessories, working with hairpieces and temporary colour.

Course Content: Modules in this program include: Make-up Fundamentals, Bridal Makeup, Fashion Make-up for Events, Hairstyling Fundamentals, Special Event Hair, Airbrushing for Photo-Shoots, Self Marketing/Portfolio Development.

Associate Diploma: Students who successfully complete this program will earn an Associate Diploma.





Bridal Hair (20 hrs)

Current bridal styling trends - videos and magazines.

Discussion: working with the bridal make-up artist, photographer and stylist.

Demonstration and practical application of twists and knots; from classic French twists to sexy, playful, messy, knots.

Demonstration and practical application of positioning hair accessories such as fresh flowers, ribbons, tiaras and veils.

Discussion and demonstration of products designed to enhance texture, shine, and control.

Photo Assignment - complete bridal hair and makeup.

Fashions in Makeup & Photographic Makeup (68 hrs)

Course overview: equipment, materials, supplies and preparation.

Overview of current trends in fashion and makeup. The importance of a total, finished look is emphasized with designer collection videos and analysis of fashion tear sheets.

Discussion and demonstration of fashion show make-ups for various situations and venues.

Fashion show colour charts and styling, lighting and applicable products. Students design a specific fashion show make-up on a croquis (chart) and apply it.

To identify make-up fashions of specific decades of the 20th century with accuracy.

Discussion, demonstration and application of period make-up. Emphasis placed on 50's, 60's and 70's make-ups including famous faces: Marilyn Monroe, Audrey Hepburn and Twiggy.

Demonstration and application of full glamour make-up with corrective and camouflage techniques.

Coordinating the make-up look to work with the hairstylist's, fashion stylist's and photographer's artistic visions. Synopsis of technical aspects of make-up application for fashion photography.

Discussion: the role of a make-up artist on a production team, working with models, stylists, photographers, studio managers and art directors.

Discussion: make-up for models (runway, print, portfolio and composite cards).

Discussion: working with make-up in a studio situation and on location setup, lighting, and application techniques. Professionalism, etiquette and timing.

Make-up for colour photography. Review of colour theory. Demonstration and practical work on make-up for colour photography.

Make-up for black and white photography. Demonstration and practical work on make-up for black and white photography.

Body make-up; application and maintenance. Corrections: covering scars, tattoos, etc.

Discussion: portfolio development.

Photo shoot review: guidelines, model styling, final preparations.

Colour and Black & White photo shoot.

Alternative and high fashion make-ups. Extreme fashion versions of current cultural trends, make-up influenced by street style, music, the arts and fashion. Design, demonstration and application.

Discussion and video analysis of extreme runway make-up.

Discussion: trend spotting, analysis and forecasting.

Demonstration and practical work: "futuristic fashion make-ups".

Professional Photo Shoot (on location) – high fashion make-up and hair.



Airbrushing for Photo Shoots (40 hrs)

Discussion: history of airbrushing.

Discussion and demonstration of different types of airbrushing equipment.

Breakdown, cleaning and reassembling of an airbrush. Mechanics of airbrushing.

Discussion: airbrushing products.

Demonstration and practical application of airbrushing for beauty.

Demonstration of bronzing techniques for special events and photo shoots.

Demonstration and practical application of airbrushing as a tool for covering tattoos and discolorations.

Demonstration and practical application of airbrushing on hair:

Design a croquis for airbrush application.

Photo Assignment: complete airbrush hair and makeup including bronzing application.

Demonstration and application: beauty body stencils, experimenting with patterns and textures.

Self Marketing & Promotion: Part 1 & 2 (34 hrs)

Discussion: promoting and marketing creative talents, career awareness and business communications.

Demonstration and practical application of software programs utilized to create e-invitations, business cards and portfolios.

Working in a MAC environment: Macintosh computers using Photoshop, scanners and printers.

Discussion: identifying and capturing your market, how to develop industry connections and create an industry network.

Discussion and presentation: introduction to opportunities in cosmetic retailing.

Discussion: client consultations-identifying needs, pricing, etc.

Final Project: presentation of make-up creations in an industry ready "e-portfolio."

HAIR - A LITTLE MESSY,
A LITTLE MUSED UP



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Upon graduating from the Blanche Macdonald Centre, Mani took on a position with MAC Cosmetics as a counter artist. She quickly rose to a management position and was promoted to the position of MAC trainer, where she became an integral part of the training and development of all MAC artists.

Specializing in Fashion and Bridal make-up, Mani earned a reputation for bringing out the natural beauty of her clients. Her make-up application is never heavy, always polished and flawless. A four page feature in the Vancouver Sun, 'Brides of the Millenium', launched Mani's career in the direction of bridal makeup.

Working with top fashion and wedding photographer as Rob Magee, and bridal designers as Manuel Mendoza and Sandra Sung, her work has graced the cover of BC's Complete Wedding Directory, Westcoast Bridal Trends billboards, the Province and the Vancouver Sun.

Specializing in Bridal make-up for Asian and Indian weddings, Mani's talents were recognized by her industry peers with a nomination for 'Best Bridal Make-up' for the Canadian Make-up Awards (CNoMAs - Canadian Network of Make-up Artists).

Mani teaches the makeup for fashion and photography level of the Blanche Macdonald Make-up diploma program.

MANI BRATCH



"I came to the Blanche Macdonald Centre as a 19 year old with no artistic background; just an idea that I really wanted to be a make-up artist", says in-demand freelance makeup artist Jonathan Hennessey.

And since graduating from the Blanche Macdonald Centre, Jon has worked in a dozen countries, on countless runway shows and his editorial work has appeared in numerous publications around the world.

At The Academy Awards, Golden Globes, MTV, VHI and the Cannes Film Festival, Jon's make-up artistry was chosen for their red carpet glam.

From Pucci and Feretti in Milan, Alexander McQueen and Ungaro in Paris to Zac Posen and Carolina Herrera in New York, his backstage credits are a who's who of the fashion industry. Vogue Homme, Instyle, Elle and W magazines have all featured his fashion and beauty work.

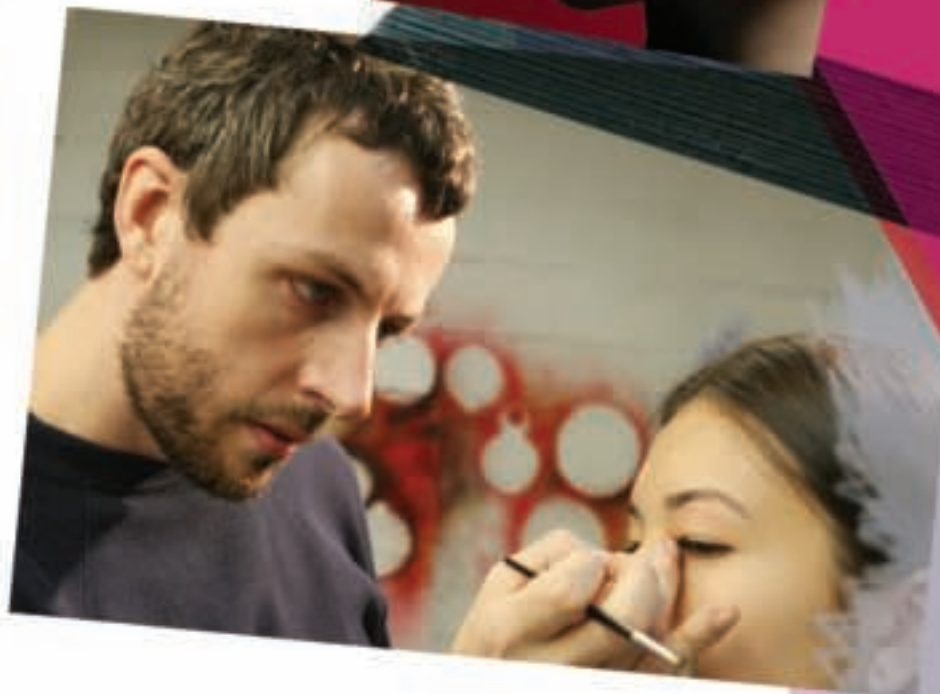
Formerly a MAC trainer and senior artist with the MAC Pro Team, Jon recently joined the Blanche Macdonald Centre faculty as a make-up instructor of fashion and photography.

"The fact that I can come back to Blanche Macdonald and share my knowledge and experience with aspiring artists, is a pleasure to me", says Hennessey.

"I believe that regardless of our level of experience, we always remain students to some degree. I love that I can come back as an instructor and be so fascinated and inspired by other instructors' experiences that I want to attend their classes, too".

"The bottom line to me is that we, as instructors, are working make-up artists sharing our experiences while continuing to elevate our craft through our professional contributions".

JONATHAN HENNESSEY





FOUNDATION: Flawless / semi-matte

COUNTER SHADING: _____

HIGHLIGHT: Vanilla shimmer

EYEBROWS: Natural - arched

EYE COLOR: Silver (White)

_____ shimmer, lashline

_____ bone

MASCARA: Dramatic 1/2 sm

EYE LINER: Smoke Navy

LIP LINER: _____ in corner

LIPSTICK: _____ swept

BLUSH: _____ / glossy

BODY MAKEUP: _____

HAIR: _____

NOTES: Clean skin

Callie liner (thin)

Shadow swept

Shimmer on cheekbones

Shimmer: Deep red



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Vancouver, Canada

The Blanche Macdonald Centre has been established since 1960. The college has earned an international reputation for its award winning and nominated faculty and graduates. The college's Make-up Director is Todd Macintosh, an Emmy award winner for Outstanding Make-up for Buffy the Vampire Slayer and its Make-up Department Head is Michelle Pedersen, a Gemini Nominee for Outstanding Make up for The New Addams Family. The Blanche Macdonald Centre is a private college that offers training in Professional Make-up Artistry, Esthetics/Spa Therapy, Nail Technician, Fashion Design and Fashion Merchandising.



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