GLOBAL
MAKEUP

PROFESSIONAL DIPLOMA PROGRAM

blanche macdonald centre
Makeup. It's the spray of blood and guts that spill out of a Tarantino film, the splatter of zombie ooze across your screen, the bristled wand that transforms beauty into a gory, glorious beast. It's the startling invention of bold new worlds of fantasy, of nightmarish phantasmagoria moulded in prosthetics and silicone. It's the cinematic allure that created the ethereal glamour of screen icons from Marlene Dietrich to Audrey Hepburn, and celebrates the rare beauty of Zoe Saldana and Lupita Nyong'o. It's the million stories composed in colour, shade and shadow, the riveting transformations that capture our imaginations. It's Mrs. Doubtfire and Beetlejuice. It's the Joker, Mystique and Maleficent.

It's the raw edginess of editorial, the flash and fury of the runway, the disturbing shock and jaw-dropping awe of Alexander McQueen and Gareth Pugh shows, of David LaChappelle + Madonna + Sharon Gault. It's that seminal moment that alters culture forever. It's the lightening bolt of Ziggy Stardust, it's Twiggy's eyeliner, it's Ru Paul's binary-busting beauty. It's Bey's fierce glamour and Gaga's polychromatic pop-art pastiche. It's Mod, Punk, Grunge, Boho. It's the game-changers and radicals, the zeitgeist, the cultural movements and moments that make up our lives.

It's more than brushes, paint and product. It's the power of creativity, the power of expression, the power to transform. It's your mark on the world, the imprint of your creativity, unique as a fingerprint, pressed upon the surface of our culture. It's your glittering, gutsy manifesto, a chroma-packed rainbow of revolutionary love. Your brush is mightier than the sword, slashing through the confines of imagination, tearing open new worlds of expression, as you leap, fearless, into your own tomorrow.

Makeup. It's how you change the world.
EVERY LIFE-CHANGING JOURNEY BEGINS WITH A FIRST STEP

—or, to speak in makeup terms, a great foundation. At Blanche Macdonald that foundation is an unparalleled world-class education taught by our award-winning faculty of industry experts. We will guide you, mentor you and train you as you learn every aspect of this transformative art and cultivate your own makeup voice. You will develop a solid and comprehensive base of skills, knowledge, experience and confidence upon which to build your makeup future.

Walk through our doors and you will gain more than an education. You will gain a family for life. In the embrace of our creative community, you will find kindred spirits and artistic souls awaiting your arrival. We celebrate diversity and difference, and hold creativity as your most prized possession. Come and walk with us. Connect with mentors and forge friendships that will last a lifetime. The students you meet in the classroom today will be your colleagues and collaborators in the industry of tomorrow. They are the peers with whom you will shape the future of makeup. This is the beginning of your professional network.

Our industry-forward program and our focus on professionalism provide unparalleled training for the real world of pro makeup. Our collaborative approach to education, paired with our progressive, cutting-edge curriculum, prepares you for a seamless transition from classroom to industry. Through hands-on practical sessions, classroom collaboration, professional photo shoots, timed exercises, creative challenges and a huge diversity of projects and assignments, you’ll develop your creativity and technique in the pursuit of mastery and the realization of a rewarding career.
While you’re with us, you’ll be mentored by makeup moguls, meet industry stars, participate in pro training sessions and attend exclusive special guest lectures. Learn from masters of the craft who will share their experience and expertise to support you in your trajectory to the stars. Our education extends beyond our walls, too. Our career directors work around the clock to help you find remarkable opportunities in the makeup community. Volunteer for events, fill your calendar with makeup engagements, find an amazing job opportunity, meet industry insiders and watch your network expand. Emerge into the embrace of possibility.

As a Blanche Macdonald graduate, a world of doors will be open to you. Not just because you bear the Blanche Macdonald mark. But because, by the time you graduate, you will have built a solid foundation of skills and techniques, passed down like family heirlooms from the best of the business. Upon that foundation you will have applied the subtle yet critical life skills that will set you apart from the flock. Confidence. Professionalism. Poise. Where you will fit in is up to you. There is no limit to what you can do in this world.

And there’s no limit in where you can go. The skills and knowledge you gain here will be your round-the-world-ticket, and your all-access pass to opportunities that cross a vast spectrum of careers and continents. There’s a reason we call our program Global. Because this is a world-class education that has no bounds, and that knows no boundaries.

Wherever in the world you end up, you’ll be part of an exciting industry founded on creativity and fueled by passion. Imagine moving from makeup trailers to on-set locations, from photoshoots for fashion magazines to runway productions, from prosthetic labs to digital studios, from destination weddings to global competitions. Feel the backstage buzz; the rush of quick changes and immediate decisions; the thrill of thinking on your feet; the elation of collaborating and co-creating with artists, producers, directors and designers. Relish the excitement and creative fervour in the puff of powder, in the exuberance of hue, in the pomp and sparkle of blush and bronze as you cover your living canvases in chroma and paint characters into life.

This is the messy, thrilling, mind-expanding and life-affirming creative process. This is the surge of adrenaline, the dynamic drama, the rapturous rollercoaster of a creative calling. You’ll make mistakes, start over, rethink, deconstruct, sculpt, elevate, inspire and transform. And then, it all comes together beautifully: the realization of your own unique art with the revelation of a rewarding career.

ARE YOU READY TO CHANGE THE WORLD?
Success in the Makeup Industry depends upon the right combination of three qualities: Aptitude, Attitude and Adaptability. These words define the career philosophy of Todd McIntosh, self-taught veteran Makeup Artist and Director of the Blanche Macdonald Makeup Department.

Born in California and growing up in Victoria, BC, Todd began creating monster makeups at the young age of 12, inspired by the TV series Dark Shadows. These first makeups led to his discovery by the President of Victoria’s Langham Court Theatre, giving Todd his inauguration into theatrical makeup application.

After graduating high school Todd moved to Vancouver, BC, where he was hired by the CBC. Here he expanded his repertoire to beauty and glamour makeup, and doors were opened to him that usually remain closed to artists who specialize in only one area. Todd now passionately believes that Makeup Artists should learn all forms of the craft. This belief is reflected in our Global Makeup curriculum — written by Todd himself — which ensures that our students transform into diverse, dynamic and flexible artists by learning every part of the craft.

A pioneer in Vancouver’s rapidly expanding Film industry, Todd continued to lead makeup teams on major productions, becoming a motivator in the Vancouver Film scene and establishing the Makeup Department of I.A.T.S.E. Local 891, of which he was chairman for several years. Re-igniting his passion for education, Todd wrote the curriculum for Blanche Macdonald’s ever-expanding Makeup Division and taught at the school whenever his busy schedule allowed.

Relocating to Hollywood, Todd’s reputation and experience continued to grow — and so did his lengthy list of credits, which include Mr. Saturday Night, City Slickers I and II, Robin Hood: Men in Tights, The Brady Bunch Movie and Brady Bunch II, Hideaway and Dracula: Dead and Loving It. In a defining era of his career, Todd headed the Makeup Department of iconic TV series Buffy the Vampire Slayer for six years, winning a coveted Emmy Award and three Emmy nominations. Todd has continued to create makeup magic for TV productions including Pushing Daisies, Torchwood, Ringer and Welcome to the Family, and films including Memoirs of a Geisha, Anna Nicole and The House with Amy Poehler and Will Farrell.

To date, Todd’s combined technical wizardry and artistic flair have earned him thirteen Emmy nominations and two Emmy Award wins. He remains active as an educator through the Hollywood Film local and in a variety of Los Angeles training facilities. Throughout his storied career he has continuously pushed the boundaries of imagination, redefining makeup artistry as Department Head, Educator and Motivator.

“The art of makeup is very complex. A makeup artist must be a technician, a politician, an artist and a psychiatrist: part chemist, part administrator, and all heart. It is really a career that requires skills from all areas of life.”

As Director of the Blanche Macdonald Makeup Department, he oversees our Programs and is continuously involved in writing and upgrading the curriculum. When in Vancouver, Todd teaches specialty classes at Blanche Macdonald, performs live demos as part of our Signature Series, and mentors our students for competitions and events. It is this fierce commitment to furthering the field of makeup that defines Todd as a makeup legend. His generosity of spirit and self, coupled with his genuine passion for the craft, make him a true educator — as demonstrated in his interaction with our students, and his meaningful relationships with those he mentors. After all, at its heart, makeup is about one thing: people.

“Your product is people. They are the canvas on which you paint, they are the medium in which you work, and your finished work of art.”
Blanche Macdonald dominates the podium at IMATS Vancouver 2016! Mentored by Emmy Award-winning Makeup Artist and Blanche Macdonald Makeup Program Director Todd McIntosh (left), Blanche Macdonald Global Makeup students (left to right) Eva Svobodová won 2nd place, Devon Burbank won 1st place, and Erin Geer won 3rd place in the Character/Prosthetics category. Makeup student Cinthia Torres (not pictured) placed 2nd in the Beauty/Fantasy category.

Photography: Allie Samborn
AWARDS, ACCOLADES AND ACKNOWLEDGEMENTS

“Blanche Macdonald is the Harvard of Makeup”
- Eve Pearl, five time Emmy Award winning makeup artist

British Columbia has become an entertainment mecca for the film and TV industry, generating over $2 billion dollars in production. Dubbed Hollywood North, Vancouver has played host to iconic superhero and villainous pairs, dashing romantic leads and sizzling sci-fi fighters that have featured some of the world’s most celebrated talent. Garnering numerous awards and nominations, our Blanche Macdonald Makeup graduates are stealing the spotlight with leading roles of their very own. Beyond the glamour of the big screen, you will also find endless accolades for our Makeup graduates out there establishing their international reputations and garnering recognition for achievements in the fashion industry as well as record breaking stars on social media.

BLANCHE MACDONALD MAKEUP ARTISTS DOMINATE EMMY AWARD NOMINATIONS AND WINS

We are elated to see the success of the Makeup team behind the teenage creature feature, R.L. Stine’s Monsterville: The Cabinet of Souls: a team that starred Blanche Macdonald alumni Debbie Lelievre (Head Makeup Artist), Holland Miller and Felix Fox (Key Makeup Artists), Julia Bors-Dollinger (First Assistant Makeup Artist) and Sarah Pickersgill (Makeup Artist) each recognized with an Emmy win.

We’re also celebrating Calgary-based grad Gunther Schetterer who worked his magic and was nominated for an Emmy in the category of Outstanding Non-Prosthetic Makeup as Key Makeup Artist on the superb second season of Fargo.

JENNA SERVATIUS WINS DAYTIME EMMY FOR OUTSTANDING MAKEUP ON PBS SERIES ODD SQUAD

Toronto-based artist Jenna Servatius recently won a Daytime Emmy for her role as Key Makeup Artist in the category of Outstanding Makeup on the PBS series Odd Squad. “Being a graduate of Blanche Macdonald I feel has really set me up for success. The in depth training I received certainly has set me apart from other artists in my area. Hiring many assistants over the past few years, I have seen firsthand the vast difference in the confidence, skill level and overall knowledge of an artist who has graduated from Blanche compared to other schools’ graduates.”

JON HENNESSY MENTORS AND LEADS A NEW GENERATION OF CREATIVES

Jon Hennessey, Blanche Macdonald graduate-turned-instructor-turned-Makeup powerhouse, has a pretty stellar résumé. Not only has he worked on hundreds of fashion shows in New York, Milan and Paris, and countless editorial and advertising shoots, but he has also toured the World as a superstar Artist for MAC, The Makeup Show and Inglot. If’s no wonder that he’s put together one of Vancouver’s strongest creative houses with his NOBASURA Artist Management. His roster is stacked with Blanche Macdonald talents, including Paula Lanzador, Stephanie Berry, Erin Klassen, Kelseyanna Fitzpatrick, Meredith Lacosse and Jenna Kuchera, who was personally selected by Makeup legend Pat McGrath to join her elite International makeup team.

BLANCHE MACDONALD INSTRUCTOR WIN LII MIXES FASHION AND FILM FOR FULL-TIME FLARE

Whereas most artists pick one creative world to inhabit, Win Liu has found passion and success in them all. As an artist on the roster of top tier Canadian agency Liz Bell, Win’s work has been featured in publications such as Montecristo, NUVO, Chatelaine, Opus, Lucy and Intent Journal. No stranger to high pressure fashion shoots, Win has been backstage at New York Fashion Week and Paris Fashion Week and has worked with global fashion clients such as Nordstrom, D’Oreal, Nike, Garnier, Kit and Ace, Artist, Indochino and Gentle Fawn. As an IATSE #891 member, she’s been invited to contribute to such blockbuster shows as Timeless, Descendants 2, Altered Carbon, Beyond, Arrow, Flash, Man In The High Castle— to name a few. This Blanche Macdonald graduate-turned-instructor brings real-life film and fashion experience right into the heart of our classrooms.

Kimie Choi, Instagram Makeup star, Master Illusionist and Face Painter dazzles with her late night creations. Profiling over multiple pages in such top-tier international fashion publications as Allure, Cosmopolitan, Flare, Teen Vogue and Fashion Magazine, Kimie Choi’s jaw-dropping looks have also been covered and coveted in daily media sites including the front page of Buzzfeed, Huffington Post, and The Daily Mail UK. Cracks, stitches and mind-bending sushi, Kimie’s makeup creations not only trick the eye, but bamboozle the mind. Creating reality out of fantasy, Kimie’s outlandish creations and trompe l’oeil masterpieces are sensational to be sure, but they also depict an innate connection with art and more importantly, her own artist’s soul.

From Paris with Love, Make up Forever Icon Dany Sanz

Globaly-revered MAKE UP FOR EVER founder and creator, Dany Sanz travelled from Paris to make an exclusive appearance and do a live demo celebrating our Makeup store CurliQue Beauty, becoming the only MAKE UP FOR EVER Pro Store in Western Canada. Dany and her MAKE UP FOR EVER team hosted and personally judged a live body painting competition for Blanche Macdonald Makeup students, awarding Miro Hwang 1st place, Mitchal Verley 2nd place, Eva Svobodova 3rd place and Lala McQueen 4th place.

Kelseyanna Fitzpatrick, Master of Atypical Beauty, joins Kat Von D’s Beauty Artistry Collective

Just when you think doing makeup for a living couldn’t get any better, you’re one of four artists hand-selected by Kat Von D, the beauty world’s boldest and most badass chick, to join her new Beauty Artistry Collective. Gracious, kind, and fiercely talented, Kelseyanna creates a piece of art from every look she tackles. The art of surprise is Kelseyanna’s trademark, which in this crowd, says a lot about her ability to bring to life the unexpected and share, if only for a moment, the rare yet extraordinary way she takes in the world around her.

Blanche Macdonald Grads Honoured with Leo Award Love

The Leo Awards honor all of the films and TV shows that contribute to and stimulate the vitality of our beautiful Television Industry. For the team behind the Afghan war film The Gentleman of the World! Amber was particularly busy, receiving a second Leo nomination for Best Makeup in a Short Drama. The Leo Awards honor all of the films and TV shows that contribute to and stimulate the vitality of our beautiful Television Industry. For the team behind the Afghan war film The Gentleman of the World! Amber was particularly busy, receiving a second Leo nomination for Best Makeup in a Short Drama.

French Vogue’s One to Watch, Janeen Witherspoon

International Makeup superstar and Blanche Macdonald Makeup graduate Janeen Witherspoon has worked her way to becoming one of the most sought-after makeup artists of her generation. The London-based artist has landed amongst the pages and covers of top magazines like iD, POP, Dazed and Confused, LOVE, Art&Other, Another man, i-D, the gentlewoman, Re-Editio, Paris, China, Japan, and British Vogue. When French Vogue wrote a feature on the world’s hottest new talent, they devoted an entire page to Janeen and her work. She’s also created editorials and campaigns for Celine, Nina Ricci, Bora Aksu, Calvin Klein, Van Cleef & Arpels and Anthropologie. Her work can also be seen on some of the most famous faces such as Amy Winehouse, Sienna Miller, Keira Knightly, Eva Mendes, Blondie and Helena Bonham Carter.

Canadian Screen Awards - Makeup Nominees for 2016

The Canadian Screen Awards are Canada’s Oscars and Emmys combined. They applied the achievements of the entirety of Canada’s TV, film and digital media industries. For the team behind the Afghan war film Hyena Road, which included Blanche Macdonald Makeup graduate Doug Morrow, their nomination for the category Achievement in Makeup could only be described as humbling.

Blanche Macdonald Competitors Shine at the Biggest Student Makeup Competition in the World!

For makeup fans and artists alike, the International Make-Up Artist Trade Show (IMATS) that takes place in major makeup hotspots around the globe, is the most exciting weekend of the year. The IMATS Battle of the Brushes is the contest for newly graduated Makeup Artists to test their mettle and harness their inspiration to impress a judging panel of industry leaders. Out of thousands of applicants from all around the world, only a handful of entrants are selected to debut their work.

Vancouver 2016: Competing in the in the Character/Prosthetics category, Blanche Macdonald graduates Devon Burbank, won 1st place, Eva Svobodova took 2nd place and Erin Geer placed 3rd. In the Beauty/Fantasy category, Cinthia Torres received 2nd place. New York 2017: Competing in the Character/Prosthetics category, Erin Geer, won 2nd place. In the Beauty/Fantasy category, Aurezo Sanari won 3rd place.

YouTube Sensation Laura Sanchez Wins the Coveted NYX Face Award

NYX Cosmetics has become a global success story with its high quality, professional products at astounding affordable price points. To highlight up-and-coming Artists, NYX hosts the annual NYX FACE (Fine Artistry of Cosmetic Elites) Awards. With the winner receiving over $50,000 worth of prizes, competition can be fierce and judging can be tough. The 2016 winner of the NYX FACE Awards was none other than Blanche Macdonald Makeup graduate Laura Sanchez who took home the title of Beauty Vlogger of the Year. Originally from Colombia, Laura now works from her home base of Los Angeles where she broadcasts to her over 1,000,000 YouTube subscribers and makes frequent appearances on popular Latin TV Morning shows.

Brush of Inspiration, Lyle Reimer’s Couture Character Creations

Mixed media and freelance artist Lyle Reimer keeps his global audience charmed with visual beauty installations. The Blanche Macdonald Makeup graduate and Vancouver-based artist’s selfies aren’t your typical shots. As a self-proclaimed mixed media artist, Lyle constructs quirky, witty and undeniably couture creations hilariously coupled with outlandish stories behind the looks. Comprised of colour, cardboard and usually some upcycled materials, they are unmistakable rays of sunshine on any feed he grace. Of course, like anything wonderfully weird, his looks have set him apart in the world of Make up Artistry. Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists. The former MAC Artist and Educator has quickly worked his way through some of the most major projects in the beauty world from features in True Magazine, PAPER Magazine, Flare, The Huffington Post, Fashionista and GQ, to a book with Madonna's Queen Bee's stylist Bea Akerlund and, further afield, a creative partnership in Japan with dancers Aya Sato and Bambi as well as collaborations with Pepsi and Paris' Modern Art Gallery, The Pompidou.

Star Trek, the Movie: Vancouver, and Beyond!

Arguably the biggest production to hit Vancouver in 2016 was summer sci-fi blockbuster Star Trek Beyond, where Blanche Macdonald Makeup graduate and Vancouver-based artist's selfies aren’t your typical shots. As a self-proclaimed mixed media artist, Lyle constructs quirky, witty and undeniably couture creations hilariously coupled with outlandish stories behind the looks. Comprised of colour, cardboard and usually some upcycled materials, they are unmistakable rays of sunshine on any feed he grace. Of course, like anything wonderfully weird, his looks have set him apart in the world of Make up Artistry. Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists Felix Fox, Holland Miller, Shelagh McIvor, Toby Lindala, and Patricia Murray, were Makeup Effects Artists. The former MAC Artist and Educator has quickly worked his way through some of the most major projects in the beauty world from features in True Magazine, PAPER Magazine, Flare, The Huffington Post, Fashionista and GQ, to a book with Madonna's Queen Bee's stylist Bea Akerlund and, further afield, a creative partnership in Japan with dancers Aya Sato and Bambi as well as collaborations with Pepsi and Paris' Modern Art Gallery, The Pompidou.

Deadpool: The Ultimate Antihero

Deadpool was another blockbuster hit that featured hometown boy Ryan Reynolds. Working their movie magic, creating antiheroes and villains, was an elite team of makeup artists. Included in the Makeup and Special Effects teams were Blanche Macdonald instructors Beth Boksal and Holland Miller, along with graduates Megan Harkness, Céline Godeau.
PROGRAM OVERVIEW

The Global Makeup Program at the Blanche Macdonald Centre fully prepares you for the Makeup Industry and your role as a Professional Makeup Artist. Classes are scheduled three days a week over one year, for a total of twenty hours per week. Class schedules run M-T-W or W-Th-F.

Each level of the program includes both theoretical and practical study with a stronger emphasis on the practical. Written and practical exams are held at the end of each section. You will receive a transcript at the completion of each section. All levels of the program must be completed in order to obtain a Diploma.

To help you create a working portfolio, numerous professional photo shoots are scheduled throughout the program. You are also encouraged to bring your own digital camera to keep a record of your practical work. You will be required to bring a digital camera to the Introduction to Art & Technology.

Please note that you must bring your own models when required for practical exercises and exams.

LEVEL 1 MAKEUP FUNDAMENTALS
LEVEL 2 COSMETIC RETAILING
LEVEL 3 HAIR FOR BRIDAL AND FASHION
LEVEL 4 INTRODUCTION TO ART & TECHNOLOGY
LEVEL 5 MAKEUP FOR FASHION
LEVEL 6 RESUMÉ PREPARATION & JOB SEARCH SKILLS
LEVEL 7 AIRBRUSHING
LEVEL 8 MAKEUP FOR STAGE, TV & FILM
LEVEL 9 HAIR FOR STAGE, TV & FILM
LEVEL 10 DIGITAL MAKEUP DESIGN
LEVEL 11 MAKEUP FOR SPECIAL EFFECTS
LEVEL 12 MAKEUP FOR PROSTHETICS
LEVEL 13 FINAL PROJECTS
LEVEL 14 ART & TECHNOLOGY PORTFOLIO PRESENTATIONS

Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.

COURSE OUTLINES

LEVEL 1: MAKEUP FUNDAMENTALS

All makeup artists begin with a good foundation. In this introductory module you will develop a solid base of skills and knowledge, to build upon throughout the program. Analyzing bone structure, face shapes and skin type, you will learn about skin structure and skin care, developing techniques to correctly prepare, care for and correct the skin. Moving to brows and lips, you will analyze eye and lip shapes, learning to correct eyebrow shaping and select appropriate eyebrow makeup and lip colours. Exploring the principles of perspective, composition and light, you will learn about hue, shade, tonality and the colour wheel. We will analyze how colour interacts with texture and light, and explore how all of these elements affect your work.

Under the close mentorship of your instructors, you will perform your first makeup applications on different faces in class. You will learn by doing, gaining techniques for blending, contouring, shading and highlighting through practical applications in classic, natural, glamour, bridal, mature and dramatic styles. Discover how to select the right foundation, correction, concealer and powder for each unique client and their specific ethnic group, age, skin tone and skin type. Learn how to choose and employ a range of professional tools and product formulations, and step onto the floor in our very own CurliQue Beauty Boutique to develop hands-on product knowledge from industry pros. This base will be a powerful springboard for your passions, ready to launch you into your makeup adventure.

MODULE HIGHLIGHTS:

- Commercial and professional equipment, tools, materials and products
- Bone structure and face shape analysis
- Skin structure, skin care and makeup subject preparation
- Facial shape correction using contouring, shading and highlighting
- Makeup product selection based on analysis of skin tones and undertones
- Colour theory, tonality and the colour wheel
- Basic makeup application sequence
- Function, selection and application of foundation, correction, concealer and powder for different ethnic groups, ages, skin tones and skin types
- Colour application for day and evening looks
- Eyebrow shape correction and eyebrow makeup selection
- Eye and lip shape analysis and correction
- Lip colour selection
- Application of various products and textures to meet clients’ individual needs
- Interactive play and product knowledge development at CurliQue Beauty Boutique
- Basic rules of light and makeup
- Cleaning tools, brushes and equipment for multiple use to industry standard
- Practical application of daytime and evening makeup in a range of styles, including: classic, natural, glamour, dramatic, mature and bridal/wedding
Makeup and Model: Jaylene Tyme. Blanche Macdonald graduate
Photography: Natasha Eng.
LEVEL 2: COSMETIC RETAILING

Many professional Makeup Artists begin their careers in retail. An ability to connect with individual clients and work with different skin types, facial structures and a diverse client base will open doors across the retail industry. In this module you will learn the language of the retail realm, understand merchandising standards and trend cycles, and explore cosmetic store and counter culture. As you develop critical techniques for selling and marketing, we’ll teach you the skills to identify consumer behaviour and build a loyal clientele. Through hands-on exercises and interactive play, you will develop and improve your customer service skills and master the art of the cosmetic customer experience.

Putting theory into practice, we’ll bring you from the classroom into a real life setting at CurliQue, our Pro Beauty Boutique. You will experience behind-the-scenes retail first hand, and see the cosmetic customer service experience in action. Our CurliQue Talent Team will guide you through their winning “Art of the Sale” technique and coach you on product selling and customer experience. You’ll have the exclusive opportunity to play with a vast range of products, from luxury brands like MAKE UP FOR EVER, Kevyn Aucoin and Oribe and coveted cult brands like Morphe Brushes, Embryolisse and ILIA to Pro Film, Theatrical and Special Effects brands including Cinema Secrets, Eve Pearl, Kryolan and Premiere Products. Real experience, in real time.

At its heart, retail is all about relationships. Trained directly by industry insiders, you will discover how to create a rewarding and personalized experience for each unique client. You will learn how to develop beneficial and lasting relationships and build solid professional networks.

MODULE HIGHLIGHTS:

- Cosmetic industry structure and retail classifications
- Merchandising techniques
- Industry terms and language
- Cosmetic marketing concepts and the marketing cycle
- Customer types, consumer behaviour and customer needs analysis
- Selling skills through client consultations
- Developing excellent customer service skills through interactive exercises
- Seasonal fashion trends for cosmetics and fragrances
- Cosmetic product knowledge, including direct experience with a wide range of brands at CurliQue
- The CurliQue “Art of the Sale”, insider tips, sales coaching and mentoring by CurliQue Talent Team Members

Right Photography: Kendahl Jung
CurliQue Beauty is much more than a boutique. It is an extension of our creative classroom, where education, retail and entertainment converge. It is your space to play, discover, ask questions and gain real world experience as you are mentored and coached by our caring staff. It is your playground to experiment with our curated collection of products and develop your brand knowledge. And it is your venue to make connections with fellow students and industry professionals.

Our amazing team of CurliQue Pro Artists are fiercely committed to creating a safe and welcoming environment for learning and knowledge sharing. Each one of our team members is a Blanche Macdonald graduate, so they have a vested interest in supporting and mentoring students. Our team will coach you in their signature “Art of the Sale” – a retail philosophy that unites service excellence, professionalism, personalized care and intimate product knowledge. They will guide you through the world of cosmetic retailing, helping you understand the expectations of the retail workspace, practicing interview skills and giving you real world feedback.

At our regular CurliQue events, featuring live demos, seminars and vendor product trainings, you’ll learn the stories behind the brands. You’ll meet creators and experts who will speak of their journey and give you rare, exclusive intel on their products. You’ll hear from high profile industry speakers who will share their words of wisdom, advice, expertise, and the real deal of what’s happening in editorial, fashion and TV & Film. We’ll host evening support sessions and workshops specializing in everything from avant garde makeup to drag demos and skincare.

The training you receive at CurliQue is infinitely transferable to the real world, and all workshops, training sessions and speaking events that you attend here can be put directly on your CV.

CurliQue’s shelves are stocked with a mix of luxury products, industry favourites and cult brands, each lovingly handpicked for their excellence, reputation, and the power of their backstory. We listen to our students and engage in social media, regularly bringing in buzz brands to reflect current trends and changing industry needs. CurliQue is also the only MAKE UP FOR EVER Pro Store in Western Canada. As a student you’ll enjoy a family discount, and have the exclusive opportunity to get to know the story, scent, look and feel of hundreds of products. This intimate first-hand knowledge will enable you to have real dialogue and engage with industry professionals as well as potential employers.

But at the end of the day, it’s not about products — it’s about people. It’s about you, and your journey. Our CurliQue Team will mentor you throughout your program, and even after you have graduated. Their mantra is “Be the light, and always reveal your best self.” It is their mission to give you unparalleled preparation for the retail world, so that when a job or volunteer opportunity comes along, you can put your best self forward — today, tomorrow and every day after.
LEVEL 3: HAIR FOR BRIDAL AND FASHION

In this module you will learn hairstyling skills that will enable you to create a total look from head to toe. Guided by an industry expert, you will become proficient in a range of styling techniques including backcombing and finishing, simple braiding, fingerwave setting, pincurling and rolling. Wielding the blow dryer, flat iron and curling iron, you’ll learn how to create updos including the French Twist, French roll, Spanish bun, side chignon and high bun. We will step back in time to create vintage looks from beehives to victory rolls to the pompadour, and return to present day fashions through the faux hawk, bow bun and contemporary knots and twists.

You will choose and apply hair products to create and enhance a finished style. By the end of this level, you’ll have the tools to offer a complete professional package for weddings and the fashion industry.

MODULE HIGHLIGHTS:

• Basic hairstyling techniques including backcombing and finishing, simple braiding, fingerwave setting, pincurling and rolling
• Use of hairstyling tools including blow dryer, flat iron and curling iron
• Simple updos including the French twist, French roll, back bun, Spanish bun, knot tying, side chignon and high bun
• Vintage looks (beehive, victory rolls, pompadour) and fashion looks (faux hawk, bow bun, knots and twists)
• Selection and application of hair products to create and enhance a finished style
• Exposure to CurliQue products and live demos for both hair and makeup at CurliQue
• Guest speakers and vendor demonstrations at CurliQue

Photography: Laura Baldwinson. Behind the scenes photo by Kendahl Jung.
LEVEL 4: INTRODUCTION TO ART & TECHNOLOGY

In this fast-paced digital age of documentation, you’re often creating for the camera as much as for the client. In this level we’ll teach you how to capture your work and project your makeup talent in the digital realm.

With a professional photographer as your guide, you will learn every stage of an industry-level photoshoot, from set up and lighting to execution. Discover how to maximize the features and settings of your digital camera to produce high quality results, and select backdrops and lighting that compliment your work. Applying what you have learned, you will go through the process of a professional photoshoot, taking industry standard shots of your work which will be critiqued by a professional photographer. We will identify the key features of a great portfolio, and help you choose your personal design elements to create your own winning portfolio.

By the end of this course, you will have experience working with a professional photographer on a photoshoot. With a deepened understanding of how makeup interacts with light and photography, you’ll be able to create eye-commanding digital visuals.

MODULE HIGHLIGHTS:

- Basic features of a digital camera
- Professional photoshoot set up and process
- How to work with a photographer on set
- Basics of portrait photography and lighting
- Photoshoot etiquette - when the makeup artist should step in
- The relationship between photographer and makeup artist
- The relationship between photography and makeup

Above Right: Makeup: Win Liu, Blanche MacDonald Graduate. Photography: Laura Baldwinson.
LEVEL 5: MAKEUP FOR FASHION

In the dynamic world of makeup for fashion, artists create trends and change the face of the fashion world—literally. In this level we will explore historical, contemporary and futuristic perspectives and their effects on the makeup industry. We will analyze the trend cycle, discovering how makeup is influenced and how trends can be predicted. You will learn to identify makeup eras and decades of the 20th century and examine current makeup fashions and trends. Set your creativity flying as you explore the contrasts between black and white, street and alternative, real and camouflage applications.

Taking matters into your own brushes, you will create a face chart for a runway or fashion show based on the clothing, the type of show and venue, and then realize the looks through practical applications. Working with a creative team—hairstylist, fashion stylist, photographer and model—you will collaborate on an artistic vision. You will learn about the process of designing a makeup look to work with a wardrobe stylist, photographer or designer’s “big picture.” You will discover how to effectively execute a variety of different looks for a model test or actor’s headshot. As you continue to develop as an artist, you will become comfortable working in a variety of different lighting and environmental conditions.

With bolstered confidence and an expanded palette of skills, you will continue to advance your application speed. As you develop an eye for detail and self-critique, you will further define your own makeup voice. Understanding the proper etiquette for working with a production team, client, artists’ agency, art director, and creative team, you will be prepared for the collaborative makeup industry you will be joining.

MODULE HIGHLIGHTS:
- Makeup fashions of specific decades of the 20th century
- Current makeup fashions and trends
- Trend cycles and how to “predict” future trends
- The role of a Makeup Artist in the context of a runway show or print environment
- How to design a makeup look to work with a wardrobe stylist, photographer or designer’s creative vision
- Makeup face charts for a runway or fashion show
- How to execute a makeup from another artist’s face chart
- The collaborative process and etiquette for working with Photographers, Models, Wardrobe Stylists, Production Teams, Art Directors and other Professionals
- How to execute a variety of different looks for a model test or actor’s headshot
- The impact of lighting on a makeup application
- Working in a variety of different lighting and environmental conditions
- How to minimize the need for post-production work on a makeup application
- Developing a functioning Portfolio
- The function of an Artist’s Agency and the process of Artist Representation
- Rate structures in the world of print and runway
- Makeup and wardrobe styling for photo shoots
- Exposure to CurliQue products and live demos at CurliQue

LEVEL 6: RESUMÉ PREPARATION & JOB SEARCH SKILLS

Self-esteem is the single most valuable item in your professional tool kit. In this hands-on career-coaching intensive, you will develop the critical tools and confidence to network, build relationships, and identify and communicate with prospective employers. We will start by taking an inventory of your skills — artistic, technical, individual and interpersonal — and show you how to combine these ingredients into a recipe for professional success. You will learn how to speak publicly, write a standout cover letter, produce an industry CV and conduct a winning interview.

By the end of the course, you will have a personal marketing strategy that will set you on a steady course to your makeup future — and you will have the skills and confidence to get there. In short, we’ll send your employability ranking through the roof.

MODULE HIGHLIGHTS:

- Overview of the Makeup Industry
- The job search process and the hidden job market
- Dos and Don'ts of a portfolio
- How to take an inventory of individual employment skills, transferable skills and occupational skills
- Tips and techniques for interviews, and practice answering interview questions
- How to perform informational interviews
- Resumé, business card preparation and presentation
LEVEL 7: AIRBRUSHING

Airbrush artists combine pressurized air and liquid makeup to create works of living art. In this level, the body becomes a canvas for the realization of your own creativity and imagination. We will review the safety and mechanical considerations of airbrushing, and you will learn how to efficiently clean, assemble and load an airbrush. Working on paper as a primary canvas, you will move to face and body as you experiment with patterns and textures. We will cover the concepts of masks, shields, templates and friskets and how to create character charts for airbrushing. You will use the airbrush to cover tattoos and skin discolorations. As your techniques are refined, you will perform airbrush application on hair, and create and apply airbrush tattoos.

By the end of the course, you will have the practical airbrushing skills to apply beauty, glamour, fashion, fantasy and body makeup, and be able to tell visual stories through this expressive medium. As your techniques are refined, you will perform airbrush applications on hair, and create and apply airbrush tattoos.

MODULE HIGHLIGHTS:

- The history and mechanics of airbrushing
- Different types of airbrushing equipment
- How to break down, clean and reassemble an airbrush
- How to apply makeup with an airbrush
- Products available for beauty makeup and body makeup
- Concepts of masks, shields, templates and friskets
- Practical skills to apply a complete beauty, glamour, fashion, fantasy and body makeup
- Covering tattoos and discolorations with the airbrush
- Create and apply airbrush tattoos
- Airbrush application on hair
- Designing a character chart for airbrush application
- Time management skills

Representing MAKE UP FOR EVER at an exclusive presentation at Blanche Macdonald Centre, this makeup was created by Nicholas Logan. Photography: Kendahl Jung.
LEVEL 8: MAKEUP FOR STAGE, TV & FILM

Makeup's transformative power takes on new meaning in this level. You will change young faces into old, creating wrinkles, veins, liver spots, and broken capillaries. Honing your technical abilities and attention to detail, you will learn techniques to camouflage skin imperfections, add additional pigmentation and produce surface irregularities. You will discover how to use highlights and shadows to depict hair growth. You will manifest a character's breakdown by producing the effects of tears, dirt, perspiration, road rash and drawn cuts. We will analyze and compare commercial and professional products to enhance your understanding of product formulations. As your confidence and skills grow, so will your appreciation for speed, accuracy and lighting.

Your models aren't the only ones who will be transforming. In this level you will continue your own transformation into a makeup professional, learning about the requirements of the TV and Film industry. We will review skills proficiencies, makeup kits and their maintenance, and the application process for union membership. You will learn how to read a call sheet and work within professional time and budget restraints. You will create script breakdowns for character makeup and prepare and execute a continuity chart. As this course comes to a close, you will have a deepened understanding of the roles and responsibilities on the production set and know how to project a professional image of confidence and competence. You will be able to design, develop, prepare and apply the appropriate makeup to bring a character from script to screen and stage.

MODULE HIGHLIGHTS:
- Commercial and professional product comparison and analysis
- Current standards of Makeup Unions including minimum standard of expertise, makeup kits and minimum care requirements
- Lighting for stage, TV and Film and its effect on makeup
- The Makeup Artist's role on the production set
- Expectations of the Makeup Artist's personal presentation and professionalism
- How to follow and read a call sheet
- How to read a script as a Makeup Artist and create a script breakdown for each character
- Developing and applying the appropriate makeup for a scripted character
- How to prepare and execute a continuity chart
- Budget and time limitations for makeup application on a set
- Procedures for basic, corrective and concealing makeup for various styles of TV characters and personalities, including newscaster and character makeups
- Different makeup applications for video, TV, film and stage
- Structural makeup application using cremes, highlights and shadows for TV and Film and Theatrical aging to depict wrinkles, veins, liver spots, broken capillaries and aging of the face and hands
- Makeup application to depict a character's breakdown by creating effects including dirt, tears, perspiration, beard shadow, road rash and drawn cuts
- Career opportunities in the TV and film industry for Makeup Artists
- Exposure to CurliQue products and live demos at CurliQue

LEVEL 9: HAIR FOR STAGE, TV & FILM

Make your character's transformation complete by mastering hairstyling techniques for Stage, TV and Film. In this level you will breakdown, design, execute and complete various hairstyling techniques for TV and video personalities and scripted characters. You will learn how to wrap hair for precision bald cap and wig cap wrap applications, and groom and trim beards, moustaches and sideburns. Learning the responsibilities and proper etiquette of a stylist on set, you'll understand the importance of maintaining continuity and working within industry standards. Then, you will let your creativity run wild as you design and realize your own unique, avant garde hair creation.

By the end of the course, you will understand the Makeup Artist's role on the production set, and be equipped with the skills and knowledge to offer your services as a total production artist.

MODULE HIGHLIGHTS:
- Wrapping hair for wig cap and bald cap applications
- Grooming and trimming beards, moustaches and sideburns
- Various hairstyling techniques for video and TV personalities and scripted characters
- The importance of maintaining continuity of work
- Designing and executing avant garde hair looks
- The Makeup Artist's role on the production set
- Exposure to CurliQue products and live demos at CurliQue

LEVEL 10: DIGITAL MAKEUP DESIGN

In this level you will continue to develop your digital skills, expanding your technological repertoire and learning Photoshop techniques for Makeup correction. We will take a step by step journey through the process of character creation, from research and development to practical application. You will learn how to perform various techniques for character design and explore the professional ethics of digital makeup. We will discuss how to effectively collaborate on character design with Directors, Producers, Actors and other film departments including Costume and Hair. You will then apply all you have learned by creating your very own finished character design, to add to your growing professional portfolio.

By the end of the course, you will be able to design, create and develop digital makeup. You will understand how digital makeup fits within the bigger picture of makeup artistry, and how your newly acquired digital skills can enhance your marketability and employment as a well-rounded and cutting-edge makeup artist.

MODULE HIGHLIGHTS:
- Advanced image handling using Photoshop
- Techniques and practical application of character design
- The process and progression of a Character Design in its various stages.
- How to collaborate on character design with Directors, Producers, Actors and other film departments
- How to research and pull images for use in Character Design
- How digital character design enhances an artist's marketability and employment
- Design limitations related to makeup ability
- Professional ethics related to Character design and makeup ability
- Producing a portfolio-ready Character Design
LEVEL 11: MAKEUP FOR SPECIAL EFFECTS

In this level, fantasy becomes reality as you take your art of storytelling to the next stage. You will produce realistic manifestations of trauma by creating scars, bullet holes, lacerations, bruises, scabs, cuts, blisters and burns. Experimenting with latex, silicones and gels, you will discover how to create texture, colour and contour. You will learn how to create and apply your own bald cap and lay beards with crepe hair. Then, building on the momentum of previous levels, you will be challenged to tap even further into your creative resources to conceive and create a complete special effect makeup. You will apply a foam appliance and blend edges and colour for film to transform your vision into a living, breathing being.

As you develop your skills, you will refine your industry savvy, preparing and executing continuity charts and learning about the budget and time limitations for special makeup effects applications. You will learn to identify, analyze and compare professional products and their uses. By the close of the course, you will understand current industry standards and practises, and be equipped with the techniques to create realistic and fully realized characters.

MODULE HIGHLIGHTS:

- Application of textural aging using liquid latex for TV and Film
- Professional product comparison, analysis and uses
- Current standards of IATSE Local 891 for makeup kits and minimum care requirements
- Latex application to depict scars, warts and build ups
- Silicone and Bondo application to depict bullet holes, scars, cuts, and lacerations
- Interpreting and recreating wounds from photos
- Recreating blisters and boils through application of gels
- Applying a structural makeup using carrying techniques to depict old and new bruises
- Makeup effects to depict black eyes, blister damage and scabs
- Characteristics of first, second, and third degree burns
- Depicting second and third degree burns with gel effects
- Researching visual examples of trauma
- Different types of bald caps and their application
- Applying and laying beards, moustaches and sideburns using crepe hair
- How to trim and style beards, moustaches and sideburns, and apply and clean a ventilated moustache
- Developing and applying special makeup for a scripted character
- Budget and time limitations for special makeup effects applications
- How to apply a foam latex piece, blend edges, and colour with the latest products and techniques used in the film industry
- Proper and safe removal of character makeup from your model
LEVEL 12: MAKEUP FOR PROSTHETICS

Life cast, paint, sculpt, amaze. In this level you will develop the technical tools to design and construct your own fantastical makeup creatures. As your creations evolve and become more complex, so will your creative processes and technical abilities.

To realize your characters, you will design detailed character charts and sculpt your own mould. You will create a life cast of the face, pour gelatin into your mould, and prep and paint the appliance. We will explore the safety and health factors when using prosthetics, and you will learn how to correctly prepare a model for prosthetic application. You will then apply your prosthetic to your live model, bringing your character from conception to fully-realized flesh and blood. Your creation will be captured for posterity in a professional photo shoot — a powerful addition to your growing portfolio. You will learn how to work with 3D Bondo Transfers, the ‘go to’ prosthetic appliance for the TV and Film Industry. Your instructor will demonstrate how to make a silicone mold, and you will learn how to fill, freeze, dehydrate and tint the 3D transfer and apply it to your model’s face. We will also discuss how to make your own sculpting tools.

MODULE HIGHLIGHTS:

- Materials and tools required for life casting and prosthetic application
- Learn how to sculpt, build your own mould and make prosthetic gelatin
- Anatomy of the human face for character design
- Safety and health factors when working with prosthetics
- Creating a comprehensive life cast of the human head
- Preparing the model for prosthetic application
- Preparing detailed character charts
- How to create, apply and paint gelatin appliances
- Safely removing the appliance
- Preparing and executing a final character for a photo shoot
- Understanding the advantages and disadvantages of using silicone, foam, gelatin or 3D Bondo Transfers
- Learn how to create and apply 3D Bondo Transfers
LEVEL 13: FINAL PROJECTS

Hone your creative aptitude and refine your technical abilities as you integrate all of the skills, techniques and knowledge you have developed throughout the program. This is your opportunity to create a makeup masterpiece from conception to realization. Drawing from a palette of inspiration, you will develop a character board that incorporates artistic images with design sensibilities. You will then use your extensive repertoire of makeup skills to bring that character from pen and paper to flesh and blood in dazzling 3D glory.

At the completion of this level, you will have experienced the power of applied imagination as you bring your makeup vision to life. You will be a true Makeup Artist, equipped with the skills and techniques to take on the industry by storm.

MODULE HIGHLIGHTS:

- Use of reference material, visuals and makeup breakdown for the independent final project
- Developing, documenting and executing a makeup concept from a specific industry discipline for a photo shoot
- Support and assistance from our Pro Team at CurliQue Beauty Boutique, including product assortment for the project available at CurliQue

Above: Photo by Kendahl Jung.
Makeup: Paige Roy, Blanche Macdonald graduate.

Left: Makeup: Tanyxa Tesselaar, Blanche Macdonald graduate.
LEVEL 14:
ART & TECHNOLOGY PORTFOLIO PRESENTATIONS

At the interface of technique and technology, successful makeup careers are realized. In this level we will give you the digital and visual marketing tools to tell — and sell — your makeup story to the world. You will learn to optimize your images on Photoshop using tools for manipulating, formatting, retouching and synthesizing your work with other digital content. You will produce a multimedia presentation with finished images and music, and create a personalized business card. We will walk you through the planning process in designing a successful digital portfolio.

By the end of the course, you will be ready to compile your own professional portfolio and promote a polished and powerful personal brand. Armed with all of the techniques and knowledge you have acquired throughout the program, you’ll have the confidence and skills to market yourself as a professional Makeup Artist.

MODULE HIGHLIGHTS:

- The planning process to design a successful digital portfolio
- Acquiring digital content and images from various sources
- How to scan printed images
- How to optimize images for different media (print and web)
- Image handling using Photoshop
- Photo retouching techniques
- Producing a personalized business card
- Producing a dynamic multimedia presentation using finished images and music

Bottom Right: Makeup by Master Makeup Artist Ayami Nishimura at a special presentation at Blanche Macdonald. Photography: Kendahl Jung.
INDUSTRY & CAREERS

CAREER DEPARTMENT
The Makeup Universe offers infinite pathways to satisfying and enriching careers. Whether your passion lies in fashion or bridal makeup, TV and Film, social media, retail, entrepreneurship, education, or all of the above, you will have worlds of opportunity awaiting you once you graduate. Our full time Career Services Team will guide you on your path and help you manifest your passion into a fulfilling creative career.

We know that taking that first leap from school to industry can be daunting. That’s why we are here for you on every step of your journey. Our Career Directors work around the clock to connect you with amazing volunteer, retail, internship and employment opportunities. They have established powerful links to all areas of the makeup industry, and it is their mission to assist you in finding your perfect career fit. They will be at your side to cheer you on, encourage you, advise you and help you put your best self forward.

As a Blanche Macdonald Graduate you’ll benefit from our unparalleled industry experience, our connections, and our commitment to your success. We will help you navigate the makeup landscape, build your network and craft your own success story. That guidance is good for life — beginning on your very first day and continuing throughout the evolution of your career.

CAREER OPPORTUNITIES

FILM & TELEVISION: FEASTS OF FANTASY
Blanche Macdonald is at the beating heart of the billion dollar Film and TV industry. Also known as Hollywood North, Vancouver boasts the third largest production centre in North America, giving our staff and students direct access to this dynamic and growing field. Our Makeup Program Director Todd McIntosh is an Emmy-Award Winning visionary, and our expert Faculty of Emmy, Leo and Canadian Screen Award winners have a monumental list of major Film and TV productions under their collective belt.

Whether it’s for the silver screen or the plasma screen, a big IATSE or ACFE union production or an indie film, there’s never a dull moment on set. Make up famous faces and bring characters to life as a Makeup Artist for Film and Television, moving from day makeup to character aging, from historical makeup to fantasy. Create makeup magic as a Special Effects Makeup Artist, using cutting edge techniques and products to spin tales of fantasy and drama. Or focus on the art of Prosthetics, casting specialized moulds and building appliances to design unique 3D creatures as a Prosthetics Lab Technician.

FASHION: GLOSS & GLAMOUR
The flash of the camera. The rush of the runway. The striking lines and cultivated glamour of the editorial. This is the thrilling and dynamic world of Fashion Makeup. Our faculty and grads have graced the stages of global fashion events and the pages of top magazines, working with some of the world’s most influential and iconic designers, artists, photographers and brands. Create captivating looks to complement couture collections on the catwalk, and cast your makeup magic across glossy magazine spreads, as a Fashion Makeup Artist.

BRIDAL: RADIANCE & RAPTURE
Opulence, grace, glamour, elegance: here comes the Bridal Makeup. The precious and personalized service of wedding makeup is on any nuptial cake. Our instructors and grads have become pillars of the local wedding industry, winning awards and building successful, lucrative businesses. Make jaws drop and breaths stop as brides float down the aisle with a radiance and rapture only a skilled Bridal Makeup Artist can create.

RETAIL LEADERSHIP: ENLIGHTEN THE MAKEUP MASSES
Many successful Makeup Artists begin their professional journey in the opportunity-laden world of Retail. Connect with customers, curate product and demonstrate your technique as a Retail Beauty Specialist. Retail Manager or Freelance Demo Artist. Start off your career at a major retailer or cosmetic counter, and advance to Account Executive, Manager, District Manager, Area Supervisor, and even Regional and National Director. Or focus in on one brand, sharing that story and vision as a Trainer or Pro Educator. You’ll train fellow Makeup Artists locally or on an international platform, educating about a specific brand’s products, performing demos and giving presentations on seasonal trends and looks.

SOCIAL MEDIA: SHOUT OUT, SHAKE UP AND SHARE
Use your voice to speak up about the makeup matters you care about most. Promote your passion, build a brand and influence the makeup world on your preferred platform as a Social Media Professional. Inspire and inform with makeup tutorials, product reviews and beauty news as a Beauty Blogger or Vlogger, or join an established company or brand as a Social Media Influencer, combining your makeup expertise with a keen sense of trends and an ability to engage an audience.

MORE MAKEUP CAREERS

Make your makeup your life and flexibility your lifestyle as a Freelance Makeup Artist. Travel the world, work exciting events, and try out different careers, all according to your own schedule and interests.

Go on tour with a band or performer, or curate bespoke looks for the stars, as a Celebrity Makeup Artist. Develop your own makeup line and mix essences, compounds and colour as a Brand Creator.

Tell makeup stories as a Beauty Writer, captivating readers with reviews and editorial in print or online. Open your own business: start a mobile makeup biz, pop up a shop, or use your creativity to fill a unique niche in the market as an Entrepreneur.

Watch your work take centre stage as a Makeup Artist for Theatre and Stage. Share your passion for makeup and train the next generation of professionals as a Makeup Instructor.

Master the delicate and agile art of the Airbrush and paint your ideas to life as an Airbrush Artist. Use your eye for colour, design and form to provide winning advice to shoppers, private clients and even celebrities as a Beauty Consultant.

Use the body as a canvas as a Body Painter, creating living works of art for events, performances, ads, editorial and competitions. Curate products as a Makeup Purchasing Coordinator, using your skills for inventory control, buying, purchasing and negotiating to ensure the best mix for your specific market.

Help to conceal skin problems while revealing true beauty. Combine cosmetics with compassion as a Medical Makeup Artist, making your client’s complexion — and confidence — shine.
ADMISSIONS INFORMATION

Making the decision to pursue a new career can be confusing and challenging. To ease the process and to assist you in researching your educational options, your first step is to connect with an Admissions Director. Please give yourself the time to speak with a college Director to thoroughly discuss and review your career options, and to allow us to help you with the admissions process and financial aid options.

ADMISSION REQUIREMENTS

- Applicants to the college must be a high-school graduate or 19 years of age or older at the start of the student’s program of study.
- Good written and verbal English skills.
- A sincere interest in Makeup.
- Some previous education / experience in art is an asset.

ADMISSION PROCEDURES

STUDENTS WHO ARE CANADIAN CITIZENS OR HAVE LANDED IMMIGRANT STATUS:

- Personal interviews are arranged with Admissions Directors to assess the applicant’s aptitude and suitability in this field, your degree of commitment to your studies, financial capability and preparedness, and your experience or knowledge of the industry. Interviews can be conducted in person, by phone or Skype.
- Please complete the online Student Application/Personal Information Form.
- Please indicate on your Application whether you require a Canada Student Loan. Please note that students applying for Student Loan funding must apply well in advance of their start date.
- Once you have been accepted into the program, it is essential that you register as early as possible. To ensure small class sizes and a high student-teacher ratio, it is necessary for the college to limit enrollment. If you wish to have a preferred program starting date, or if you are applying for Student Loan funding, advance registration is strongly advised. The Blanche Macdonald Centre has limited registration.

INTERNATIONAL STUDENTS

- If English is your primary language, then you are not required to submit proof of your English proficiency.
- If English is not your primary language but you have successfully completed a minimum of two years of full-time English study, then you are not required to submit proof of your English proficiency.
- If you do not meet the above criteria, then you are required to submit proof of English proficiency. To ensure that you are able to handle your studies in English, the College accepts T.O.E.F.L. and T.O.E.I.C. results. If students prefer, the College also has an internal English Proficiency test available on site.
- Once you have met all the admission and financial requirements and you are accepted into the College, a letter of acceptance will be issued. It is the sole responsibility of the student to arrange for any necessary student visas or extensions.
- For International students who are interested in our International Work / Study Programs, there are Co-op Programs available. The Co-op Program for Global Makeup is two years long. You would attend one year Full time for the Program and one year work experience. You would return to the College at the end of the two years for a final assessment.

The college reserves the right to refuse admission to any applicant who does not meet each of these admission requirements. At the Blanche Macdonald Centre, it is important to us that you are committed to your studies, well suited to this industry, and able to handle the academic, financial and personal demands of the program. We are here to help address any of your concerns and to help you and your family as best as we can with the admissions process.

Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.
Blanche Macdonald Centre, Vancouver BC Canada | Established since 1960 | Schools • Store • Salon

Please contact an Admissions Director for registration details.

info@blanchemacdonald.com
www.blanchemacdonald.com

instagram: @blancheworld | twitter: @blancheworld | facebook: facebook.com/blanchemacdonaldcentre |
pinterest: pinterest.com/blancheworld | email: info@blanchemacdonald.com

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T. 604.685.0347

Robson Street—Downtown Campus
460 Robson Street,
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Atelier—Midtown Campus
+ CurliQue Beauty Boutique
+ Q&A Hair Salon
201 – 410 Robson Street,
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The Blanche Macdonald Centre holds a designation certificate issued by the Private Training Institutions Branch (PTIB) of British Columbia, holds an Education Quality Assurance (EQA) designation and is a designated learning institution with Citizenship & Immigration Canada (CIC).

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