

blanche
macdonald

blanche macdonald centre

PROFESSIONAL
HAIRSTYLING ADVANCED



The Hair Industry

ARTIST. STYLIST. TECHNICIAN. ENTREPRENEUR – HAIR PROFESSIONAL

With billions of dollars being pumped into the Hair Care industry on an annual basis, the growth potential is meteoric. The industry itself offers an incredibly diverse assortment of opportunities and experiences: the companies involved range from huge, multi-national conglomerates to independent, neighbourhood operators, products can have the most advanced chemical components or be distilled down to the purest natural botanicals, and styles and trends can be customized to every consumer type and need, from the functional to the fantastic.

Being a hair care professional challenges you on so many levels: from your technical abilities, creative sense of aesthetics, interpersonal skills, time management, leadership style and entrepreneurial practices. Beyond these essentials, you are an integral part of an industry that is ever changing: challenging you to create and absorb new trends and technology, to be able to constantly adapt to changing consumer interests and to continually innovate and generate excitement.

Given this ever changing dynamic, the demand for highly trained hair care professionals is exponential. Career possibilities are endless. Hair care professionals command fluid skills that can be transferred worldwide, to a multitude of work environments and industries. From hair stylists, colour and perm technicians, platform artists, technical trainers, product consultants, salon owners and entrepreneurs, wig makers, hair specialists for fashion shoots and runway shows, to Department Heads for Hair for TV and film productions, being a Hair care professional allows you the flexibility, challenge and creativity to do what you love!

The College

THE BLANCHE MACDONALD CENTRE PRESENTS PRO HAIR, A NEW AND INNOVATIVE PROGRAM FOR HAIR TRAINING IN CANADA.

Established since 1960, the Blanche Macdonald Centre has earned a worldwide reputation as a first-class educational institution. This is an exceptional college that produces creative artists with outstanding skills and talent in fashion and beauty. With a heavy roster of Makeup graduates who have received Emmy, Gemini and Leo nominations and awards, Fashion graduates whose work have been featured in Flare, Vanity Fair, Marie Claire, Elle magazines etc., international, national and local media acclaim and industry faculties who are lauded for their academic and professional excellence, the Blanche Macdonald Centre is the college of choice for those who wish to develop a professional and successful career in the creative arts.

The Blanche Macdonald Centre has two locations in Vancouver. The original campus is approximately 30,000 square feet and is situated in an award-winning, architecturally spectacular mall at City Square. This Uptown campus houses the departments of Professional Makeup Artistry, Esthetics/Spa Therapy and Nail Technology, and administrative offices.

The second location, the International college, features a new multi-million dollar campus that houses the Fashion Design and Fashion Merchandising faculties, International programs for Makeup Artistry, and the Professional Hairstyling programs. Spanning approximately 18,000 square feet, this new downtown location is in the heart of Vancouver's elite retail row, on Robson Street. Surrounded by such purveyors of luxury goods as Chanel, Louis Vuitton and Tiffany, prestigious hair salons to virtually every powerhouse retail brand, students are provided with infinite opportunities in internships and career placement.

The Program

The Blanche Macdonald Centre carries forward its high educational and professional standards with the Professional Hairstyling Advanced program.

Moving well beyond the traditional paradigm of hair school training, the college provides you with an unparalleled approach to Hair education. With a thorough and complete immersion into all aspects of Hair, this progressive curriculum will allow you the flexibility and fluidity to work in a diversity of work environments and industries, from salon, editorial, runway, television production studios to film sets.

This is the first Hair program in Canada to integrate the essential skills and application relating to Hair for television and feature films.

Whatever your path, the Blanche Macdonald PRO HAIR program will ensure that you will acquire all the necessary skills and confidence that will propel you to success.

Throughout your training, practical skills are honed and sharpened with countless hours spent working on outside clients. This is not a program that can be condensed into a few short months. In order to ensure your successful outcome as a top Hair professional, you need to have the hundreds of hours of practice and practical application. Only by cutting, colouring, and creating on a continual basis can you develop the skills, the discerning aesthetic, the competence and the confidence that you need to compete and excel.

As you become fully proficient in the processes and principles of Hair, the emphasis shifts from your role as a student to a Hair professional. Fundamental career skills in resumé building, networking, job search techniques are reviewed. In addition, you are provided with expert advice in navigating the complex world of unions (i.e. IATSE and ACFC) with its vast array of standards, requirements and industry etiquette.

Furthering your career development, you acquire much needed business skills as a salon manager or entrepreneur. From essential accounting practices, retail and merchandising strategies, inventory control, and the ability to market yourself and your business, ultimately, you will be prepared to succeed in a competitive environment.

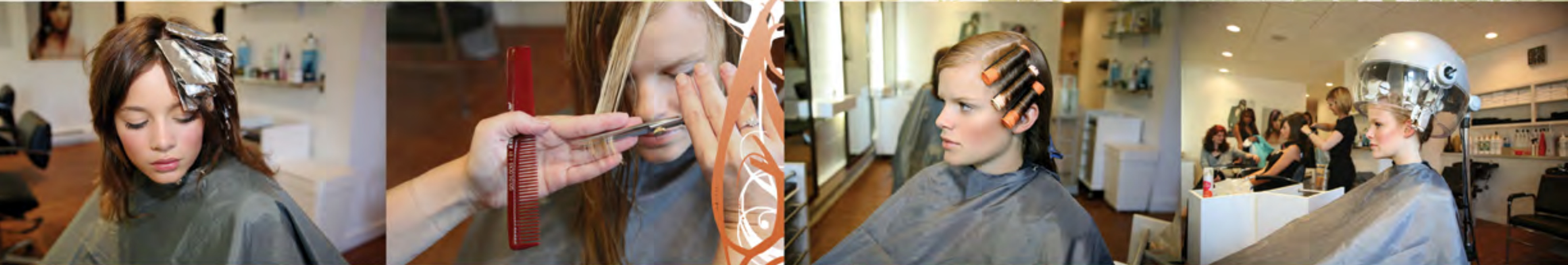
Leading the Hair industry in its role as an educator, the Blanche Macdonald Centre is the first college to introduce Art & Technology into a Hair curriculum. Within a state of the art MAC computer lab, students are given instruction in using Photoshop, compiling and composing their photos in a digital format and creating an e-portfolio. This is the only Hair program that will give you what you need to compete in today's wired world.



Professional Hairstyling Advanced

This is a full-time 1500 hour program covering 1 year. Students are required to attend classes full time.

COURSE HIGHLIGHTS INCLUDE:



Shampooing and shampoo massage techniques

- Hair and scalp conditioning
- Basic and advanced blow drying
- Haircutting and advanced haircutting
- Cutting procedures for texturing the hair
- Layering, graduated shapes, one length cuts
- Long hair design
- Cutting tools, scissors, razors,...
- Styling tools, blowdryers, curling and flat irons...
- Perming and perm wraps
- Perm products and procedures
- Chemical texturizing
- Chemical relaxation and straightening
- Thermal straightening techniques
- Colour formulas and colour charts

- Colour correction
- Colour application
- Highlighting
- Foils
- Creating texture with foils, special f/x placement, zoning
- Freehand colour
- Advanced colour theory
- Finishing techniques
- Styling procedures and techniques
- Roller setting, fingerwaves, pincurls
- Hair extensions and additions
- Men's haircutting
- Razors, clippers
- Hair Ventilating and Hair Laying

- Script breakdown for Hair plots
- Continuity for TV and Film
- Set etiquette for TV and Film
- Hair pieces
- Wigs - blocking, cleaning and maintenance
- False facial hair pieces – beards and moustaches
- Natural and synthetic hair
- Hair competitions
- Platform artists
- Photoshoots and fashion editorials
- Fashion shows
- Fashion trends and styles
- Entrepreneurial skills
- Effective communication skills

- Client consultation
- Developing and retaining your clientele
- Client product recommendations
- Inventory control
- Retail sales and merchandising
- Promotions and marketing
- Developing a digital portfolio
- Scanning printed images
- Image editing and production using Photoshop
- Power point slide show and presentation of e-portfolio
- DVD portfolio
- Student website creation

Note: the Blanche Macdonald Centre reserves the right

to change course offerings, curriculum and content, facilities, faculty, tuition fees, schedules, materials and supplies without notice.

Program Outline

LEVEL I – BASICS

Students begin with a complete immersion in the practical and hands-on aspects of cutting hair. Emphasis will be placed on mastering the structure of four basic hair cutting techniques and combinations of the four, giving a total of fifteen different haircuts and hairstyles. Beginning with in class demonstrations and mannequin work, you will then acquire confidence and expertise and advance to working with live models. Comprehensive introduction to fundamentals include shampooing, draping, wet setting and thermal styling. Other related theoretical subject matter includes trichology, bacteriology and sanitation.

LEVEL II – COLOUR

Shifting from cut to colour. Emphasis is now placed on the practical application and theoretical knowledge of all aspects of hair colouring: Colour consultation, colour theory, colour classification, special problem colouring, colour correction, safety precautions and enhancing a haircut with the use of color. Additionally, you will gain further practical experience and begin to develop your creative talents by learning how to create texture with foils, special effects placement and zoning, and the use of freehand colour.

LEVEL III – CHEMICAL TECHNICIAN

Advancing into the third level, you are now ready to delve into the principles and processes of chemical composition, chemical hair texturing and chemical hair relaxing commonly known as perming. Examine new chemical formulations of the several different texturizing products offered on the market today. While product knowledge is expanded upon, thermal straightening techniques and the variety of perming and wrapping techniques are also explored. As a Chemical Technician, it is essential that you understand the chemical hair structure of your client, how to work with ethnic hair, safety measures involved with using chemical products and allergic reactions.

LEVEL IV- WIGS & HAIR EXTENSIONS

Imagine transforming short hair to long hair in a few short hours. You will...

Learn the complete theory and practical application of hair extensions. Learn how to cornrow hair for single braids and full head braids. From this point you will apply artificial hair to each single braid as well as learning to attach wefts of hair to a single-track row, a double track row and full head placement while using several different systems of individual strand applications (eg. Fusions, Paris hair and Euro clamp systems).

LEVEL V – FACIAL ANATOMY & MAKEUP

Foundational studies in cells anatomy and physiology are reviewed. You will follow a comprehensive study of the cell tissues and organs, with a complete understanding of the systems of the human body and how it works - Skeletal, Muscular, Circulatory, Nervous, Endocrine, Excretory, Respiratory, & Digestive systems.

You will also be learning the fundamentals of make-up application for Daytime, Evening, Bridal and Fashion Make-up as well as lighting for photography in black & white and colour.

LEVEL VI – HAIR FOR VISUAL MEDIA: FASHION, TELEVISION AND FILM

Working in Visual Media, Professional Hairstylists can expand their career opportunities with freelance projects and assignments in Fashion, Television and Film. Learn how to conduct yourself within an artistic team, work as a Platform artist, visualize and execute a creative concept on a fashion editorial photo-shoot or juggle the pressured time constraints of a backstage runway show.

Or if you are on a Television or Film set, learn how to do character study, script breakdown for hair, or work with wigs and extensions. This level also teaches you how to navigate the complex world of Film unions (i.e. IATSE and ACFC) with its vast array of standards, requirements and industry etiquette.





LEVEL VII – PROFESSIONAL DEVELOPMENT (FASHION PHOTO SHOOT)

During this level, students will have the opportunity to take what they have learned thus far in the program and create three signature looks designed to fit their live models complete with a blueprint formulation and structure of the cut and color for each model. You will then cut and color on your models, take before and after pictures which will be applied to your professional portfolio at the completion of Level 10.

LEVEL VIII – DESIGN FORUM

Students will be learning about the latest hairstyling trends and techniques for runway and professional photo shoots. Coordinating the hairstyle with a make-up artist, fashion stylist and photographer's artistic vision as well as set etiquette. You will also be creating styles for avant-garde, editorial, bridal, elegant long hair evening and fantasy looks for a professional photo shoot in order to build your professional portfolio.

LEVEL IX – BUSINESS DEVELOPMENT

Making a fluid transition from the classroom to the workplace is essential. Develop the skills and confidence that you need, in your emerging role as a Hair professional. Fundamental career skills in resumé building, interview skills, networking and job search techniques are reviewed. Furthering your career development, you acquire much needed business skills as a salon manager or entrepreneur. From accessing government resources, essential accounting practices, retail and merchandising strategies, inventory control, salon operations and policies and more, ultimately, you will be prepared to succeed in a competitive environment.

LEVEL X – ART & TECHNOLOGY

It is so essential in today's wired world that you are able to market your services and business via the web. The Blanche Macdonald Centre is the first college in Canada to integrate Art & Technology into an advanced and progressive Hair curriculum.

Within a state of the art Apple Macintosh computer lab, students design, plan and create a personal Digital Portfolio. Learning the fundamentals of Adobe Photoshop and Microsoft Power Point, students download and scan digital images, develop various image editing skills and then advance into digital production. At the completion of this level, students will have created their own e-portfolios on a CD, DVD and have built their own professional website showcasing their photo gallery.

GRADUATION

Our Expectations of You– At the college, you will become immersed in a collaborative and motivating environment. To make the most of your educational experience, we can provide you with all the necessary knowledge, means, and connections, but the key ingredients to your success lie with you. If you can demonstrate a constant discipline to your studies, a respectful, open attitude and approach to your peers and instructors, and an absolute commitment to be your best, you will succeed. Learn to reach our expectations and to exceed your own.

The Blanche Macdonald Diploma – After successfully completing the academic criteria and fulfilling your financial obligations and requisite hours of attendance, you will receive a Blanche Macdonald Diploma. This Diploma is recognized as a first class standard of excellence in education and training.

Admission requirements

Applicants must be in good health, have good manual dexterity and colour vision. You should not be allergic to hair colouring and styling products. It is essential that you are able to stand for prolonged periods. Additionally, you should have strong interpersonal skills and be comfortable in engaging in conversation with clients.

Please contact an Admissions Director at the Blanche Macdonald Centre for registration details. Tel (604) 685-0347 or by email at info@blanchemacdonald.com.



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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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