ITEC Level 2

Unit 316 – The Art of Photographic Make-Up

Recommended Minimum Guided Learning Hours – 30

Unit Accreditation Number: L/502/3980

Learning Outcome The Learners will: 1.　Be able to Prepare for Photographic Make-Up	
Assessment Criteria	**Taught Content**
1.1　Produce a mood board	1.1.1　To include: • Photographs • Images • Sketches • Clippings / cuttings • Colour samples • Magazines • Books • Written word • ICT
1.2　Outline the purpose of a mood board	1.2.1　To include: • Ways of communicating ideas to others • Concept • Composition • Creation • Group segmentation • Expression • Evaluation
1.3　Outline how to develop a mood board	1.3.1　To include: • Actual • Virtual / Electronic
1.4　Describe ways of effectively presenting a mood board	1.4.1　To include: • Poster • Collage
1.5　State the importance of the preparation procedures for photographic make-up	1.5.1　To include: • Preparing self • Preparing working area • Sanitising / sterilising tools and equipment • Preparing environment
1.6　Explain how natural ageing, lifestyle and environmental factors affect the condition of the skin	1.6.1　To include: • Intrinsic factors (genetic heritage) • Extrinsic factors 1.6.2　To include: • Work • Stress • Relaxation • Health • Diet • Fluid intake • Exposure to environmental elements • Smoking • Alcohol • Drugs

1.7	Describe the structure and function of the skin	1.7.1 To include: **Structure** • Epidermis • Dermis • Subcutaneous layer • Location and function of sebaceous glands • Hair follicle **Functions** • Protection • Absorption • Secretion • Heat regulation
1.8	Describe the position of the major facial bones	1.8.1 To include: • Occipital • Parietal • Frontal • Temporal • Ethmoid • Sphenoid • Zygomatic • Palatine Lacrimal • Nasal • Turbinate • Vomer • Maxillae • Mandible
	Learning Outcome The Learners will: 2. **Be able to Provide Photographic Make-Up**	
	Assessment Criteria	**Taught Content**
2.1	Select and use products, tools and equipment for photographic make-up application taking into account identified factors	2.1.1 To include: Skin colour • Skin type • Skin texture • Hair colour • Eye colour • Face shape • Facial features • Condition of skin • Allergies to products • Effects required • Occasion • Individual age and wishes • Fashion and cultural trends
2.2	State tools, equipment and products used when carrying out a photographic make-up application	2.2.1 To include: **Products** • Foundations – cream, liquid, mousse, gel, block / compact / cake, all-in-one, light reflecting, matt • Concealer – stick / pot, tube / wand / pen • Powders – loose, pressed, coloured powders • Contour cosmetics – cream, gel, stick, powder, shaders, highlighters • Blushers – cream, powder • Eye shadows – cream, powder, water colour (cake), pencil Eye liners – liquid, crayon / pencil, cake / block, kohl • Mascara – block / cake, liquid, cream • Lipsticks – lip sticks, lip gloss, lip pencils / liner, tube, pot **Tools** Sponges • Brushes • Artist palette • Spatulas • Lash comb • Sharpener **Equipment** • Mirror • Light • Head band / clips
2.3	Describe the factors that need to be considered when carrying out a photographic make-up application	2.3.1 To include: • Skin type • Bone structure • Age of skin • Range of products • Lighting • End result required

2.4	Describe the sequence in which make-up products should be applied	2.4.1 To include: • Applying moisturiser • Applying pre-base • Corrective creams • Foundation • Concealer • Powder • Shader • Highlighter • Eye shadow • Eyeliner • Mascara • Blusher • Lip liner • Lipstick • Lip gloss where appropriate
2.5	Apply a photographic make-up application	2.5.1 To include: • Assisting the client on to a couch or seating the client in an upright or slightly reclined position in good / natural light • Removing jewellery / accessories as appropriate • Storing the client's valuables in a safe place • Covering / protecting the client appropriately for the treatment • Securing hair off the face • Checking for contraindications • Cleansing, toning and moisturising according to skin type • Applying photographic make-up • Checking result and add any finishing touches • Removing head band / clips • Showing client result in a mirror • Ensuring that the result meets with client's satisfaction
2.6	Evaluate effectiveness of the photographic make-up application	2.6.1 To include: • Working to a brief • Producing a design and developing images • Lighting and camera effects • Evaluating results against design objective
2.7	State methods of evaluating the effectiveness of the application of the make-up	2.7.1 To include: • Designing objectives • Suitability of overall result • Asking for feed-back from the rest of the team • Checking self-development • Evaluating and comparing development progress and final result with the original client specification • Recording results of evaluation for future reference • Self reflecting on make-up application
2.8	Provide suitable aftercare advice	2.8.1 To include: • Maintaining make-up • Removing make-up • Homecare routine
2.9	Describe the aftercare that should be provided	2.9.1 To include: • Maintaining make-up • Removing make-up • Home care routine
2.10	Follow safe and hygienic working practices	2.10.1 To include: • Wiping equipment over with appropriate sanitiser before and after use • Sanitising hands before, during and after treatment as appropriate • Replacing lids on products • Disposing of waste hygienically and appropriately • Demonstrating correct use of salon sterilising equipment / cabinets • Storing sanitised / sterilised equipment appropriately • Using fresh laundered towels for each client • Using freshly laundered gowns for each client • Ensuring that the floor / trolleys / surfaces are clean and sanitised where appropriate

2.11 Outline safe and hygienic working practices when carrying out photographic make-up application	2.11.1 To include: • Using clean sponges • Decanting all make-up products onto a palette before application • Using clean tissues and cotton wool • Washing and sterilising brushes • Sharpening lip and eye pencils between use • Using disposable mascara brushes and not reloading them • Using sterilised or disposable applicators
2.12 Communicate and behave in a professional manner	2.12.1 To include: • Being polite at all times • Being honest • Showing a positive attitude when asked to help • Offering help without having to be asked • Showing enthusiasm for the job • Demonstrating positive facial expressions • Demonstrating positive body language • Demonstrating good eye contact • Listening • Speaking clearly
2.13 State how to communicate	2.13.1 To include: • Being polite at all times • Being honest • Showing a positive attitude when asked to help • Offering help without having to be asked • Showing enthusiasm for the job • Demonstrating positive facial expressions • Demonstrating positive body language • Demonstrating good eye contact • Listening • Speaking clearly
2.14 State the behavioural expectations	2.14.1 To include: • Allowing the client to speak freely • Listening to the client • Not interrupting the client • Not arguing with the client • Communicating politely • Demonstrating a positive attitude • Demonstrating enthusiasm for the task
Assessment **Unit 316 – The Art of Photographic Make-Up** **Practical Assessment** All learners will be assessed via an internal task assessment of their technical skills and treatment techniques	Unit 316 – The Art of Photographic Make-Up task assessment forms may be downloaded from www.itecworld.co.uk Unit 316 – The Art of Photographic Make-Up assignment must be evidenced using assignment assessment form see www.itecworld.co.uk