



Australian Government

SHBBMUP010 Design and apply make-up for photography

Release: 1

SHBBMUP010 Design and apply make-up for photography

Modification History

Supersedes and is not equivalent to SHBBMUP003 Design and apply make-up for photography.

Application

This unit describes the performance outcomes, skills and knowledge required to design and apply make-up for photographic shoots in natural and artificial light.

It requires the ability to select products and tools to apply photographic make-up in response to a brief from a client or stylist engaged in a photo shoot.

This unit applies to beauticians, beauty therapists and make-up artists who work in beauty salons, make-up studios and photography shoot settings requiring make-up services. In this environment they work as part of the creative team, make informed creative decisions and have knowledge and skills across a range of specialised make-up products and application techniques.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Make-Up Services

Unit Sector

Beauty

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

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|------------------------------------|---|
| 1. Analyse photography context. | 1.1. Confirm make-up requirements with client, photographer, or stylist.
1.2. Determine photography context by establishing conditions, setting and lighting.
1.3. Determine photography image end-use and format. |
| 2. Establish make-up requirements. | 2.1. Identify contraindications to make-up service and refer to appropriate professional as required.
2.2. Cleanse client face and neck to thoroughly remove make-up.
2.3. Identify skin type, colour, tone and undertone to select foundation.
2.4. Identify facial shape and areas requiring corrective make-up. |
| 3. Design make-up plan. | 3.1. Design and record make-up plan.
3.2. Confirm make-up plan with client, photographer or stylist as required.
3.3. Select make-up products and equipment. |
| 4. Apply make-up for photography. | 4.1. Prepare service area, equipment and self.
4.2. Apply make-up products sequentially according to make-up plan.
4.3. Manage product quantities to avoid waste of consumables.
4.4. Seek client, photographer or stylist feedback to evaluate make-up application and adjust as required.
4.5. Comply with health and hygiene regulations and requirements. |
| 5. Clean tools and equipment. | 5.1. Clean non disposable make-up equipment and tools.
5.2. Restock equipment and products to prepare for next service.
5.3. Dispose of general waste to minimise negative environmental impacts. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
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|------------------------------------|--|
| Reading skills to: | <ul style="list-style-type: none">• interpret and follow manufacturer instructions and safety data sheets for safe use of cleaning and make-up products and equipment. |
| Oral communication skills to: | <ul style="list-style-type: none">• use effective questioning and active listening techniques to consult with client, confirm requirements and monitor service outcomes. |
| Learning skills to: | <ul style="list-style-type: none">• identify fashion make-up trends and practice new techniques. |
| Problem-solving skills to: | <ul style="list-style-type: none">• identify make-up application issues and modify products and techniques to ensure client satisfaction. |
| Planning and organising skills to: | <ul style="list-style-type: none">• organise make-up equipment, product and self to attend photographic shoots at external locations. |
| Self-management skills to: | <ul style="list-style-type: none">• provide services in different work settings where time and pressure constraints apply. |

Unit Mapping Information

Supersedes and is not equivalent to SHBBMUP003 Design and apply make-up for photography.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>

Assessment Requirements for SHBBMUP010 Design and apply make-up for photography

Modification History

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Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- apply safe and appropriate make-up in at least three of the following photography contexts:
 - business
 - wedding
 - fashion
 - film
 - catwalk
- demonstrate make-up applications suitable for each of the following:
 - artificial light
 - natural light
 - studio conditions
- provide make-up services for print outcomes:
 - black and white images
 - colour images
- design and record make-up plans for each client specifying details of:
 - areas requiring correction or camouflage
 - camera angles and shots
 - colour design
 - contraindications
 - dramatic considerations
 - continuity issues
 - face shape
 - skin colour and tone
 - highlighting and shading techniques
 - lighting
 - location:
 - interior
 - exterior
 - studio

- make-up products and equipment
- product application procedures
- single appearance
- testing arrangements.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- state or territory and local health and hygiene regulation and requirements relevant to make-up services
- organisational policies and procedures relevant to make-up services:
 - client record management
 - equipment and product use and maintenance
 - incident reporting
 - personal hygiene and presentation
 - waste disposal
 - work health and safety
- legal and insurance liabilities and responsibilities regarding make-up services
- scope of practice:
 - importance of not stating a diagnosis of contraindications
 - when to refer to other practitioners
- contraindications and their relationship to photographic make-up services:
 - bacterial, fungal, parasitic and viral infections
 - abnormal skin
 - contact lenses
 - recent skin treatments including - injectables, intense pulsed light, laser and surgery
- photographic make-up principles:
 - effects of natural and artificial lighting on make-up appearance
 - colour design
 - colour wheel
 - cosmetic ingredients and their performance under different light sources and digital photography
 - primary, secondary, complementary colours and grey scale
 - tonal value, hue and shade
- operation of production environments and settings and how to effectively and professionally work within these environments
- appearance of common skin types and conditions and their relationship to photographic make-up services
- selection, care and infection control for photographic make-up equipment, products and tools

- effect of changes created by:
 - specific make-up products and colour application techniques
 - lighting and how make-up colours appear on screen
- sustainable operating procedures for the conservation of product, water and power.

Assessment Conditions

Skills must be demonstrated in a photographic make-up environment; this can be:

- an industry workplace or
- a simulated beauty workplace set up for the purpose of skills assessment, that provides beauty services to paying members of the public or freelance services for paid make-up assignments.

Assessment must ensure access to:

- paying clients or models as part of paid assignments, with different make-up requirements, who have the expectation that the services provided reflect those of a commercial business
- relevant workplace documentation:
 - blank client records
 - organisational policies and procedures relevant to make-up services
 - manufacturer instructions and safety data sheets.

Assessment must ensure use of:

- adjustable make-up chair
- brush sanitiser
- cleaning and disinfection products and equipment
- disposable cotton buds, facial wipes, spatulas and tissues
- false eyelashes
- hand held mirror
- hand sanitiser
- headband or hair clips
- magnifying lamp
- make-up equipment:
 - brushes for foundation, eye make-up and powder
 - disposable mascara wands
 - lash curler
 - make-up box
 - palettes or tiles
 - pencil sharpeners
 - powder puffs
 - protective bibs
 - sponges and wedges
 - tweezers

- make-up lighting
- make-up products from a comprehensive professional range:
 - artificial lashes
 - blushers
 - concealers
 - eye shadows
 - eyeliners
 - fixative
 - foundations – water based, oil based, solid or fluid
 - lipsticks and glosses
 - mascaras
 - pencils
 - powders
 - pre make-up products and stabilisers
- skin cleansers, toners, moisturisers.

Assessment activities that allow the learner to:

- complete make-up services within commercially realistic speed, timing and productivity
- demonstrate competency in an environment reflective of real work situations
- manage tasks and contingencies in the context of the job role.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors and:

- have worked in the beauty and make-up industry for at least three years where they have applied the skills and knowledge of this unit of competency.

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