



Australian Government

SHBBMUP013 Design and apply creative make-up

Release: 1

SHBBMUP013 Design and apply creative make-up

Modification History

Supersedes and is not equivalent to SHBBMUP006 Design and apply creative make-up.

Application

This unit describes the performance outcomes, skills and knowledge required to respond to a client brief to design and apply make-up for specialised looks that use creative design and application of make-up.

It requires the ability to refine a brief with a client and then research, design, trial and apply a creative make-up.

This unit applies to make-up artists who work in make-up studios and as freelancers. In this environment they may work as part of a team or autonomously, but they make independent creative decisions. They have knowledge and skills of make-up products and specialised make-up 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.

1. Establish creative make-up requirements.
 - 1.1. Consult with client to develop design brief.
 - 1.2. Confirm make-up requirements and occasion with client.
 - 1.3. Identify lighting and photography to be used for occasion, as required.
 - 1.4. Identify contraindications and refer client to appropriate professional as required.
2. Design make-up plan.
 - 2.1. Investigate make-up themes and creative looks and source reference material for use in designing creative make-up.
 - 2.2. Identify make-up products, equipment and techniques that are needed for desired colour schemes and creative looks.
 - 2.3. Generate creative ideas and design make-up plan.
 - 2.4. Explain make-up plan to client and revise as required.
 - 2.5. Confirm make-up plan and service timing with client.
 - 2.6. Arrange make-up trial as required.
3. Prepare for make-up service.
 - 3.1. Prepare service area and equipment.
 - 3.2. Present self, according to organisational policy.
 - 3.3. Comply with health and hygiene regulations and requirements.
 - 3.4. Cleanse client skin to thoroughly remove make-up.
 - 3.5. Select make-up products and equipment according to make-up plan.
 - 3.6. Manage product quantities to avoid waste of consumables.
 - 3.7. Identify client skin type, condition, colour, tone and undertone to select foundation.
 - 3.8. Identify facial shape, and identify areas requiring make-up.
4. Apply creative make-up design and post service advice.
 - 4.1. Apply make-up according to modified make-up plan.
 - 4.2. Confirm make-up application meets the requirements of client and make-up design.
 - 4.3. Advise on make-up products and techniques to maintain make-up throughout occasion.
 - 4.4. Recommend make-up removal products and methods.
5. Clean service area.
 - 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
Reading skills to:	interpret and follow manufacturer instructions and safety data sheets for safe use of cleaning and make-up products and equipment.
Oral communication skills to:	use effective questioning and active listening techniques to consult with client, confirm requirements and monitor service outcomes.
Numeracy skills to:	calculate service price and time and product quantities.
Problem-solving skills to:	identify make-up application issues and modify products and techniques to ensure client satisfaction and make-up outcomes.

Unit Mapping Information

Supersedes and is not equivalent to SHBBMUP006 Design and apply creative make-up.

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 SHBBMUP013 Design and apply creative make-up

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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:

- develop a portfolio of visual images that provide creative ideas for each of the following make-up designs:
 - fashion or catwalk
 - period
 - fantasy
 - entertainment
- follow client briefs to design five creative make-up plans and then apply finalised make-up using three of the following themes:
 - avant-garde
 - fashion
 - period or decade
 - fantasy
 - entertainment
- design and record make-up plans for each client above specifying details of:
 - make-up theme or occasion
 - areas requiring corrective make-up
 - contraindications
 - desired client image
 - colour analysis and design
 - contraindications to make-up services
 - facial shape
 - highlighting and shading
 - products and application techniques
 - skin types and conditions.

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 regulations and requirements relevant to make-up services
- organisational policies and procedures relevant to make-up services:
 - client record management
 - equipment use and maintenance
 - incident reporting
 - linen use and laundry procedures
 - personal hygiene and presentation
 - presentation of treatment area
 - waste disposal
 - work health and safety
- legal and insurance liabilities and responsibilities regarding make-up services
- scope of practice:
 - when to refer clients to other practitioners
 - importance of not stating a diagnosis of a contraindication
- contemporary creative make-up products, equipment and application techniques
- sources of visual images to inform creative design:
 - print media from period
 - internet
 - social media
 - documentary films and videos
 - paintings and illustrations from period
 - photographs
- the role of make-up in completing image and looks for:
 - fashion
 - theatre
 - film
 - photography
 - evolution of make-up colours from the 20s to current time
 - application techniques:
 - eyes
 - lips
 - cheeks
- colour wheel theory:
 - colours:
 - primary
 - secondary
 - tertiary
 - complementary
 - warm

- cold
 - neutral
- colour value and tone:
 - hues
 - shades
- skin tones:
 - fair
 - medium
 - olive
 - dark
- skin undertones:
 - warm
 - cool
 - neutral
- products used for creative make-up:
 - water based
 - oil based
 - high pigment
 - neutralisers
- light and its effects on make-up:
 - tones:
 - cool
 - warm
- skin types:
 - dry, alipid and lipid dry
 - oily and lipid
 - diffused red
- facial shapes and their relationship to the make-up design:
 - round
 - oval
 - square
 - triangle
 - heart
 - diamond
- body shapes and their relationship to make-up design:
 - triangle
 - inverted triangle
 - rectangular
 - pear
 - hour-glass

- effects created with make-up products:
 - avant-garde
 - catwalk
 - decade
 - fantasy
 - entertainment
- contraindications to make-up services:
 - bacterial, fungal, parasitic and viral infections
 - abnormal skin
 - recent hair removal
 - burns
 - symptoms of allergies to products:
 - red eyes
 - itchy eyes and skin
 - skin irritation
 - skin redness
- sustainable operating procedures for the conservation of product, water and power
- aftercare advice and products to maintain and remove make-up applications.

Assessment Conditions

Skills must be demonstrated in a beauty or make-up services 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 members of the public or freelance services for make-up assignments.

Assessment must ensure access to:

- paying clients or models as part of assignments, with different make-up requirements, who have the expectation that the services provided reflect those of a commercial business
- access to hand washing facilities:
 - basin
 - hot and cold running water
 - liquid soap
 - single use towels or hand dryer
- 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
- individual, strip, and glamour eyelash enhancements from professional range
- 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 shields and stencils
- skin cleansers, toners, moisturisers
- water and oil based make-up products from two comprehensive professional ranges.

Assessment activities that allow the individual 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 or 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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