



ARTISTS WITHIN
ONLINE MAKEUP ACADEMY

www.artistswithin.com

ONLINE MAKEUP ACADEMY / COURSE OUTLINE



ARTISTS WITHIN MAKEUP ACADEMY

Introduction

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ARTISTS WITHIN MAKEUP ACADEMY

Introduction

Artists Within Makeup Academy is excited to offer 2 of our programs online:

1. Master Makeup Program

This certified program is designed to take you from the basics of makeup, to a full understanding of application and techniques needed to become a fully certified makeup artist. Perfect for those with no experience, to those already working in the field, wanting to improve their skills. The Master Makeup Program is based on our in academy 'Makeup Artistry Diploma Program', which is 164 hours of in class time when attending the academy.

2. Makeup Artistry 101

We created this program to offer more options to our potential students. This is an introduction to the world of professional makeup artistry for students that want a taste of the industry.

Who are we?

Artists Within Makeup Academy has been the top makeup academy for the last ten years with hundreds of successful graduates. We have had time to grow as an academy and perfect our Makeup Artistry course, which is affiliated with ITEC in London England. Tara Anand, director and owner of the academy has 24 years of experience.

How do online classes work?

One huge advantage with Artists Within Makeup Acad-

emy's on line program is that you do not have to wait for material to be shipped out to you. This is truly an on-line program where you sign up, and receive instant access to your first workbook and lesson plans, instructional video's, assignments, printable application guides, quizzes and other tools.

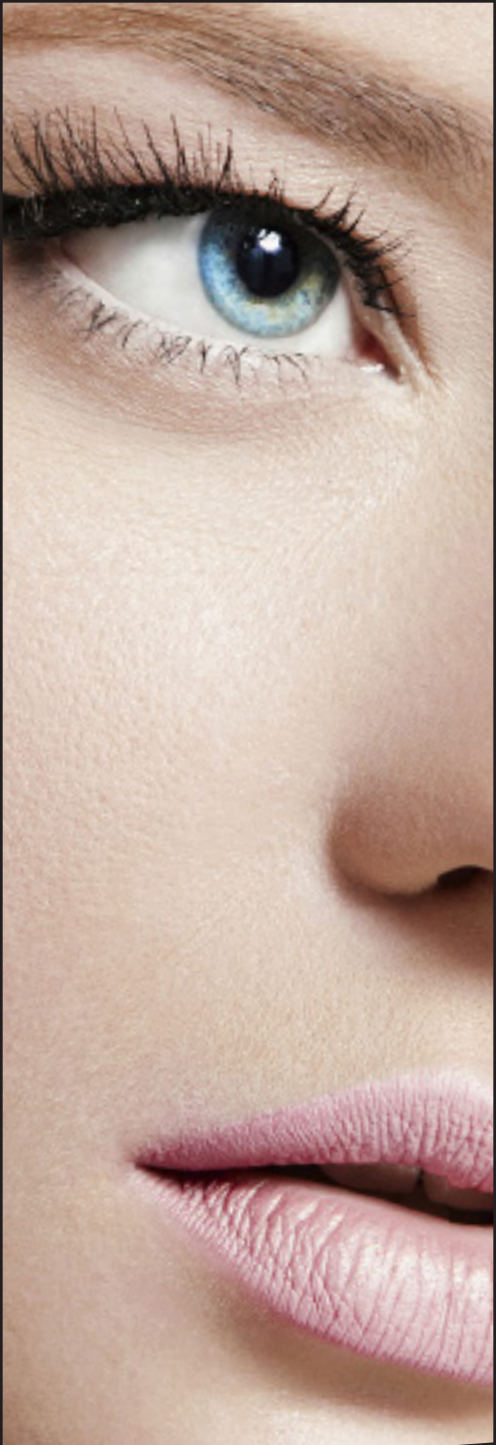
Each module covers the theoretical and practical aspects of Makeup Artistry.

You will be given clear instruction to either read material, watch a video lecture, download and complete a project or complete a practical lesson. You will view video lecture demonstrations of each look. We are here to help and guide you on your journey.

Should you have any questions at any point you can either email your instructor at online@artistswithin.com or call the academy at (403) 208-0034.

Upon completion of your training, you will have the competency to go into many different areas of the makeup industry including, cosmetic retailing, photo shoot work, runway shows, television, commercials or creating your own freelance business to name a few.

Note: If the course is not completed within the year, there will be a charge to activate beyond this at the cost of \$135 per additional month.



Makeup Kits - Pro

We offer 2 makeup kits. The **AW03 Pro Makeup Kit** is highly recommended for both the Master Makeup Program and the Makeup Artistry 101 Program. It includes all the tools of a professional.

AW03 Pro Makeup Kit Contents

Basics

- Cotton wool
- Kleenex
- Alcohol Bottle
- Water Bottle
- Towel
- Anti-Bacterial Brush Cleaner

Skin Care

- Dual Action Eye Makeup Remover
- Cleanser - Superwear Makeup Remover
- Mosturizer

Face

- Foundation Primer
- Liquid Powder Mineral Foundation: 8 shades
- Concealer Pots:
 - Light
 - Medium
 - Dark
- 10 Shade Pro Concealer Palette
- Eye Primer
- HD Translucent Powder

Brows

- 3 Shade Brow Shader Palette
- Soft Brown Brow Pencil
- Black Brown Brow Pencil

Eyes

- Espresso Eye Pencil
- 15 Shade Eyeshadow Palette
- Black Cake Liner (replaces gel liner in video) activate with water to create paste)
- Black HD mascara

Cheeks

- 10 Shade Blush Palette

Lips

- 10 Shade Lip Palette
- Clear Lip Gloss
- Lip Pencil:
 - Nude
 - Deep Red

Brushes

- Big Powder 166
- Blush 152
- Powder Foundation 168-bb
- Big Shader Fluff 223
- Angled Brow Liner
- All Over Eye Blender
- Flat Liner 224
- Mini Smudger
- Eye Liner

- Crease 205
- Spot Concealer
- Lip 316

Tools

- Corner Lash Curler
- Mascara
- Wands
- Q-tips
- Spatulas
- Sponges
- Puff
- Sharpener
- Strip Lashes
- Lash Glue
- Brush Case
- Kit Bag

Kit contents are subject to change.

Price

\$1,284.75
(shipping included)

**** Ships in 24 hours**



Makeup Kits - Basic

The **AW03 Starter Makeup Kit** contains the tools you need to complete your course, but we would suggest adding slowly to your basic kit to grow a kit of professional level.

AW03 Starter Makeup Kit Contents

Basics

- Cotton wool
- Alcohol Bottle
- Water Bottle
- Anti-bacterial Brush Cleaner

Skin Care

- Dual Action Eye Makeup Remover
- Cleanser - Superwear Makeup Remover
- Mosturizer

Face

- Foundation Primer
- Liquid Powder Mineral Foundation:
 - Porcelain
 - Vanilla Cream
 - Tender Beige
 - Almond
- Full Coverage Concealer
 - Light
 - Medium
 - Dark
- HD Translucent Powder

Brows

- 3 Shade Brow Shader Palette
- Soft Brown Brow Pencil

Eyes

- Espresso Eye Pencil
- 5 Shade Eyeshadow Palette
- Black Cake Liner (replaces gel liner in video) activate with water to create paste)
- Black HD mascara

Cheeks

- Highlight and Contour Duo

Lips

- Flawless Lipstick
- Lip Pencil
- Clear Lip Gloss

Brushes

- Blush 152
- Small Powder - Big Shader 279
- Crease 205
- All Over Eye Blender
- Flat Liner 224
- Mini Smudger 237
- Eye Liner 206
- Angled Brow Liner 283
- Spot Concealer 140
- Lip 316

Tools

- Mascara
- Wands
- Q-tips
- Spatulas
- Sponges
- Puff
- Sharpener
- Strip Lashes
- Lash Glue

Kit contents are subject to change.

Price

\$795.00
(shipping included)

**** Ships in 24 hours**



Master Makeup Program

Course Outline

Module #1 – The Basics

- Introduction to the industry – Logging on to the video, director and owner Tara Anand will take a look at the industry with you, what opportunities are available to you upon completion of your training and what will be expected of you as a professional artist helping you to make the most out of your opportunities.
- Hygiene and sterilization – We will look at the preparation to ensure your products, tools and environment are safe for you and those around you.
- Tool selection and care – Logging on to the video, Tara Anand will take you through each brush and tool, their use and application technique.
- Professionalism and conduct requirements – Etiquette is highly important and something that all artists need to be cognizant of at all times. We will talk about consultations, records and appropriate conduct.
- Skin Care – We uncover the basics of skin types and function, skin prep and balance of skin care and product.
- Product knowledge – We discover the properties of a variety of different products and their distinctive application techniques.
- Basic application and blending techniques – Tara Anand will demonstrate and walk you through a basic makeup application from start to finish answering questions before you can think of them.
- Brow shapes/shaping – We will show you how to determine brow shape and size depending on facial shape and structure and the different shaping techniques.
- Facial structure and shape – We teach you how to determine face shape and structure and why this is necessary.
- Contour and highlighting using different mediums – Tara Anand takes you through the different highlight and contour mediums and facial structure enhancement teaching you how to utilize each with clear demonstrations.
- Color theory – We cover corrective color techniques, color schemes, color terms and quality. This is the basis of all blending and creative color artistry techniques.

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- Eye Techniques – Logging on to the video, Tara Anand covers the basic smokey eye technique and teaches you how to punch it up into a dramatic editorial version. You will also look at false lash application using strip and single lashes and finish the basic eye techniques off with the classic liquid liner focusing on balance and fluid form. With your eye techniques under your belt you will be able to apply basic everyday looks or turn it up a notch for those high fashion editorial creations.

Module #2 – New Techniques

- Corrective techniques – We will look at the basic eye and lip shapes and learn different techniques and color placement to enhance and correct these shapes
- Basic makeup for male models – Logging on to the video, Tara Anand will demonstrate how to create that no makeup look for men that photo shoots and film requires
- Ethnic makeup – Logging on to the video, Tara Anand will demonstrate how to work with different ethnic skin tones and features.
- Mature day and evening looks – Logging on to the video, Tara Anand will demonstrate how to create a basic day look for a mature woman,

what key points to think about as one matures.

- Bridal makeup, consultations and considerations – Logging on to the video, Tara Anand demonstrates a bridal look and chats about bookings, the consultation and various color/application combinations and techniques.
- Cosmetic retailing – Logging on to the video, academy director Tara Anand will demonstrate and talk you through client care on a retail level including makeup application, expectations, working on and closing a sale, client charts and client relationships.

Module #3 - Fashion

- Makeup for color and black & white photography, set etiquette and pre-production – Logging on to the video Tara Anand takes you through the exciting world of editorial makeup for photo shoots. Tara will demo both an editorial look for a color shoot and then demo how makeup is altered in a black and white scenario. We will cover working on set, terms you must be aware of, the trends and looks an editorial requires and also professionalism on set.
- Editorial and High Fashion techniques – Being up on the latest trends and techniques is of the

Master Makeup Program

utmost importance when working as a makeup artist. We will walk you through the latest trends and techniques and chat about how to stay on top of this in an ever-changing industry.

- T.V., commercial and video – Logging on to the video, Tara Anand will walk you through not only a television/video makeup application but will chat to you about continuity schedules, script breakdown and digital technology.
- Working on set - Logging on to the video you will view a live shoot, with director Tara Anand walking you through the details and aspect that are necessary for a makeup artist to be aware of.
- Runway makeup – Logging on to the video, Tara Anand will take you through a creative runway application. Tara will also talk you through what is expected on a runway shoot and how to cope with the hectic fast pace backstage of a show. You will work on some exciting projects to get you prepped.
- Creativity and inspiration – How to think outside the box is what this lesson is about. You will work on some inspiring creative projects designed to help you get your creative juices flowing. We include face-charts, storyboards, makeup design and application techniques.

Module #4 – Fashion and Business

- Bookings and quoting are an important part of your business. We teach you how to negotiate the best rate based on knowledge and client expectations.
- Marketing yourself and business management – You are your own business and in turn need to market yourself accordingly. We will cover how to create and nurture those necessary connections, how to design a five-year plan and what avenues are available to you once you have complete the program. We will discuss the following topics necessary to your success with templates available when relevant:
 - Price service cards
 - Face charts
 - Invoice forms
 - Quote forms
 - Business cards
 - Promo/comp cards
 - Five year plan
 - Portfolio development
 - Inspiration books
 - Business email
 - Business website

Final Exams



Makeup Artistry 101 Program

Course Outline

In this course, with the aid Tara's demo videos, and the follow-up assignments, you will learn:

Module #1

- What products are necessary as a professional makeup artist? What your basic kit should look like? What additions will you need to add eventually.
- Sanitary protocol - How to sterilize products effectively and efficiently. Makeup kit hygiene and cosmetic shelf life.
- Your brushes and tools - Learn what each brush is made of and why, the use for each tool, how to properly work with each brush to achieve the best results and proper cleaning & handling of your tools.
- Professionalism and Communication - Whether working with an art director for a shoot or for a client or retail line, there are questions and information to find out before you start. In this section we talk about the correct way to: precede with client consultations, file in client consultation forms, ask the correct questions, communicate in a professional manner, use the correct body language and make your client comfortable.
- Skin types - In this section Tara demos with how to complete the cleansing pattern and the correct techniques for removal of makeup. This section also covers: Recognizing various skin types, preparing the skin for a makeup application, different removal products and their uses, foundation types vs skin types and skin tone and undertones to look for when choosing the perfect foundation color.
- Product Knowledge - It is important to not only understand different products but also: knowing a product's properties, texture and uses, when working in the industry knowing what product will produce the best results, basic products and what to use when creating a look whether basic or dramatic and understanding your options.
- Brow shaping - Understanding the importance of the brow and framing the face. Shaping the perfect brow and the different techniques available. Balancing the brow with the face shape. Different products to create the perfect brow



Makeup Artistry 101 Program

Module #2

- Putting it all together - Tara demos how to put all we have learned so far together to create a flawless basic application that is our basis for everything going forward! She demos the process step by step, from the first step of priming and foundation application to the final steps, finishing off with the perfect lip liner and color. You will also learn how to use your brushes correctly and which to use where. The video application also includes the correct handling and interaction with your model or client. You finish off the basic application lesson with a hands on assignment that you will send in for marking, showing us that you have understood and followed the techniques correctly. We also follow up with a check list for you to follow, ensuring you follow each step to create the perfect application every time
- Enhancing and correcting - Understanding the basic face shapes, highlighting and contouring to create the 'ideal' face shape, advanced highlighting and contour techniques to enhance or recede features, eye and lip correcting techniques, basic color theory, using color theory to correct imperfections and flaws and enhancing eye color using correct color theory techniques.
- Eye Techniques including smokey eyes - Tara demos two amazing techniques to create the perfect smoke eye every time using two very different products. Tara talks about the strengths and weaknesses of using the two different products leaving you capable for working with this technique in any scenario or situation.
- Day or Dramatic evening looks - How to create a small smokey eye suitable for day or office wear is demoed and well as how to create a dramatic evening eye. As with all the video demos, we finish off with practice assignments that you send in to us to make sure you are perfecting the different techniques as you should. There are some fun assignments in this section that allow you to create some amazing day and evening looks with the techniques you have just learnt!
- False lashes and Liquid liner - One is just not the same without the other! In this section, Tara demos in the video how to measure and apply both a strip lash and single lashes to perfection. Tara takes you step by step from figuring out what type of lash is best for your client or scenario Tara not only shows you how to apply each application with intricate detail but also shows how to prep the lashes prior to application. Finishing off the look, many techniques can be used depending on the desired outcome. Tara shows

Makeup Artistry 101 Program

you liquid liner application and how to flawlessly complete the perfect cat eye. Again, as with all our video demos, you carry on with your assignment to perfect the technique you just watched and upload for marking.

Module #3

- Different Ethnicities - there are some beautiful skin tones in this world! Tara demos in the next two videos how different ethnicities differ in undertones and features and how to work with this to create beautiful results. Advanced contour and color theory techniques. Understanding color changes and techniques.
- Mature makeup - Understand the 'rules' of mature makeup. The do's and don'ts. Follow Tara through here video demo as she shows you how to create a beautiful flawless creation that will enhance features and bring an amazing glow to your mature client or model.
- Bridal application - Start this lesson off by watching a beautiful bride unfold before your eyes as Tara demos the perfect techniques to make any bride blush! Learn the do's and don'ts. Touch on working with photography and what you need to think about from lighting to products.
- Bridal combinations - Learn about different bridal

combinations from classic to trendy so your techniques will appeal to everyone. Create your own combination chart so you are never at a loss. Create your two favorite combinations, one classic and one trendy.

- Bridal service cards and promotion - As a make-up artist it is up to you to market yourself. Learn how to price your services. Promo cards are a key tool to have, learn how to create something that showcases you and what you do. Learn about the business side of wedding makeup. It is a huge business and something that you need to capitalize on correctly to make the most of your talents. We take the fear out of the whole process and teach you step by step what and how you need to prepare for all scenarios.
- Cosmetic retailing - Tara demos how to work with a client, how to listen to her needs, how to teach your clientt as you work through the application process and most importantly how to close a sale. Learn how to work with key trend pieces and looks. Think about the needs and who your client is while working with a new look. Work properly with face charts

Module #4

- Recreating magazine images- A huge part of be-

Makeup Artistry 101 Program

ing a strong makeup artist is to be able to follow the vision of an art director, a client or simply learning how to expand your own horizons. In this section you will learn how to recreate images from a magazine or how to inspire yourself to push some of your own boundaries. Learn how to create classic looks or trend items and feels.

no good unless you know what you want to do with your training. Know where you want to go with your career and create a plan. We will take you through a 5 year plan where you clearly spell out the where, how and why.

- Invoicing and Quoting. You are your business and with it goes managing the business side or getting paid! How do you quote, what should an invoice look like and include, who do you send it to and what to charge. We will cover all bases and making everything completely clear to you.
- Marketing and business - As we talk about in the previous section, you are your business. You can be an amazing makeup artist but if people don't know about you, how are you going to make money? We take all the guess work and stress out of this side of things and cover all bases.
- Career options and choices: What exactly is available to you? Where & how to look for work.
- Building your business: What do you need to have prepared when marketing and networking yourself? How to network? Once you are established, how do you manage your business and help it to thrive and grow?
- Have a plan - Knowing how to market yourself is





Final Exams/Tuition Fees

- At the end of each module you will be sent an exam that covers all you have just learnt. Upon completion you will send it back to the academy allowing you to move on to the next module.
- At the end of all four modules you will be sent a final exam that will cover all aspect of makeup artistry that you have covered during the span of your training. Upon completion of this you will be ready to go out into the exciting world of Fashion Makeup.

We are excited in your interest and are excited to be a part of your journey.

Your next step is to register through our automated system, which will walk you through the process.

Upon registration, you can log in and access your program, whether it is the Master Makeup Program or the Makeup Artistry 101 program.

Makeup Artistry 101 Tuition (1 Payment Option)
Full Payment \$699.00

Master Makeup Program Tuition (4 Payment Options)

1. Full Payment:

1 Payment of \$1485.00

Total: \$1485.00 (Discounted Price)

2. Monthly Payments for 4 Months

Each of 4 modules issued after each payment.

4 Payments of \$446.25

Total: \$1,785.00 (Discounted Price)

3. Monthly Payment for 12 Months

A new module is released after every three payments, with your first module being released immediately.

1 Payment of \$496.60 + 11 Payments of \$135.40

Total: \$1,986.00

** Payment can be made on line though our secure payment system.

Upon registration of the Master Makeup Program, you will receive a bonus gift of:

- An original face chart to photocopy for endless face charts to use during your career.
- A red gel to assist you in your black and white photography scenarios.