



Module 1: What is Beauty and Makeup Artistry?

- Overview of beauty and makeup artistry
- About lips, eyes, lashes, and skin
- Psychology behind the use of makeup
- Modern makeup artistry trends

What you will learn:

- An overview of beauty and makeup artistry
- About lips, eyes, lashes, and skin
- The psychology behind the use of makeup
- Modern makeup artistry trends

1.1 Introduction

 **Makeup artistry is the way that makeup is applied to the face.** It is done in a way that accentuates a person's best features. There are many different reasons why people wear makeup. They include things like looking younger and having clear-looking skin. The study of beauty and makeup is designed to teach the techniques that will help to create certain looks. Makeup can both hide our imperfections and highlight our best features. Furthermore, it is not just about physical enhancement; it is a psychological enhancement as well. Makeup artistry can hide unwanted blemishes, refine features and make a person feel better about themselves, boosting self-esteem and confidence on a daily basis.

Today, makeup artists work in any number of fields. They work in the media to get people ready for the camera; some work in the fashion industry, preparing models for magazines and shows. Others work in salons and prepare people for weddings and other important events. The career has become a popular mainstream choice.

It has become the norm to wear makeup and its popularity gives new makeup artists the potential to grow a successful business.

FACT

❌ The U.S. Beauty Sector is projected to be worth \$90 Billion by 2020.
Source: www.gcimagazine.com

1.2 Psychology of Makeup

In this section, we will look at the various makeup techniques and look into why they are applied.

Why do people wear makeup?

The answer lies in what it does to a person's overall appearance. It is the perception of those around us that makes makeup application such an important part of many of our daily routines. People have found that certain makeup techniques alter one's perception about you and that makes it worth it. There is a reason why makeup is worn and why it is so popular. Researchers think that we are born with some detectors of beauty. They believe that we naturally seek out appealing faces regardless of our upbringing or culture. Studies that look at how people perceive attractiveness, concluded that a symmetrical face is important. They also show how a youthful face is more attractive than an older one. This is most important when choosing a mate, because an older look portrays the idea that a mate is too old to bear children and continue the line. Until men and women hit puberty, their faces are very similar. When a man hits puberty, testosterone starts to angle their faces and make their noses and brows more prominent. When a woman hits puberty, they have prominent cheekbones, longer lashes, plumper lips, smaller noses, and because their brows are not prominent, larger eyes. Makeup helps show an absence of the male hormones by enhancing the feminine features. Mascara, eyeliners, and eye shadows enhance the eyes and make them look larger on the face.

Blush accentuates the cheekbones and makes them look higher and more pronounced. Lipstick enhances the plump lips and make them more defined. Foundations and concealers give smooth skin and can emulate youth. To recap, makeup is used to enhance the look of our features for the purpose of causing a response in others and making us feel good about ourselves. However, like an artist paints a painting, it is important to make sure that the makeup artist paints a beautiful portrait on the face. That is why it is so important to learn techniques. Someone with no knowledge of makeup can pull it off and it may enhance their attributes slightly. However, a makeup artist can totally transform a person by accentuating every attribute. If you have ever seen your favorite actress without her makeup, you will understand this concept. They may look like a totally different person. That is because the makeup changes the perception of the onlooker. Celebrities utilize the best makeup artists in the world to create a perfect persona for the world to see every time they go

outside. Their entire life is a stage and that is why they have to continually play the part. **Here are some of the top techniques that are used and why they are so powerful.**

Red Lipstick

Red lips are a sign of prowess, assertiveness, and authority. There have been studies conducted on the male response and perception of women wearing red lipstick. Men will spend 7.3 seconds more looking at a woman's lips when they are wearing red lipstick.

Look through a magazine and try to find your favorite models and actresses wearing different shades of lipstick. Find one where they are wearing a deep red lipstick and then one where they are wearing a more neutral color. You will notice a huge difference. The red lipstick draws your attention to the lips and makes them look supple and perfect.

Red Lipstick



Bright Eyes

Makeup techniques can give the perception that the eyes are bigger. The idea is to get that big 'Bambi-eyed' look which makes the whites look brighter and opens up your eyes. You can have a daytime look and a night look. During the day, the focus is to hide imperfections while still looking natural. Your night time appearance is one that accentuates the features.

Bright Eyes



Luscious Lashes

Back in Roman times, a set of full and luscious curled lashes was considered a sign of enhancement, desire, and purity. It was thought that the eyelashes of a woman would fall out after they had many sexual encounters. Therefore, women needed to have lush lashes to prove their chastity. Full lashes also help accentuate the eyes and make them look bigger.

Mascara can be used to lengthen, separate, and add volume to the eyelashes. It draws attention to your eyes and when it is paired with eyeliner and eye shadow, it gives you a polished look. When mascara is applied correctly, it can make the eyelash look longer and thicker.

Luscious Lashes



Smooth skin and flush cheeks

Health and beauty go hand in hand. The first things that you notice when you look at someone are their skin, lips, and eyes. Skin that is glowing and cheeks that are rosy portray health and youth. The rosy cheeks give a sense of innocence, beauty, and sensuality. As long as you don't go overboard so that you look as if you are blushing, these rosy cheeks will enhance your look. Not to mention that the blush accentuates the cheekbones and make them look higher. It pulls the focus to the eyes and gives the person a youthful and feminine look.

Smooth Skin



Flush Cheeks



Foundation and Concealer

You can cover up your imperfections with a good concealer and foundation.

However, they can do more than just that. They give your skin a youthful look and make your face look clear and blemish-free, which translates into an appearance of health as well. Nobody likes unsightly spots, red and blotchy skin, and other facial imperfections. The use of a foundation and a concealer give you the opportunity to create a clean slate. They hide the imperfections, fill in fine lines and some wrinkles, and present clean and glowing skin. The concealer is an essential part of the process because it covers up the areas that you find imperfect. It is great for filling in those lines around your lips and eyes. It covers up the blemishes. Overall, concealer is the wonder product that gives you the look of smooth and youthful skin. However, it can't act alone. The foundation needs to be applied next to create the smooth canvas and even tone. The foundation is great for an even toned skin. It works well when it is matched with your skin color. The idea is to get it as close to your skin color as possible. This may be different during different times of the year. For example, skin is usually darker in the summer because of the exposure to the sun. Over the year, it fades and is lighter. Keep this in mind when you are applying foundation. You want to be able to blend it in nicely into the neck.

Keep in mind that the overall purpose of wearing concealer and foundation is to look natural. You don't want to cake so much on that it is visible. You don't want to get a shade that is so much darker or lighter than your natural color that it is noticeable either.

Foundation



Concealer



1.3 Makeup Artistry

 **When you think of makeup artistry, you are likely to be thinking about elaborate designs.**

That is definitely a form of art; however, makeup artistry can look natural and be considered art as well.

"Beauty is often perceived as one of the most pleasant aspects of life."

(Afable, Abigail M., Quiambao, Micaela Marie, Robinos, Kimberly, & Villapana, Raffy Jay C., n.d.). There are many people that take their appearance seriously and spend a lot of time maintaining it. The idea is to change other's overall perception of them. Self-perceived attractiveness is important and because of that many people have incorporated cosmetics into their lives to enhance their beauty.

Cosmetics have become a mark of womanhood and maturity.

Women of all ages partake in the use of cosmetics to enhance their appearance. An older woman tends to wear makeup to capture her youth and a younger woman wears it to give her a confidence boost. Much of our health and mood comes from our perception of ourselves. Therefore, when we are wearing makeup, it gives us the confidence that we need to feel great. Older women tend to wear makeup to hide the fine lines and wrinkles that are starting to appear. With the right application, these women can knock years off their appearance, making them look considerably younger. At the same time, younger women are trying to look older, more sophisticated and elegant. Makeup helps them achieve this goal, making them feel better about themselves. It is likely that modern advertisements of celebrities with their perfect complexions create the feelings of inadequacy that lead many people to not be able to leave the house without doing their makeup first. However, the history behind makeup far exceeds modern fashion and television. Makeup has been around since ancient times. Some studies have looked at the use of makeup as a way to cover up an imperfection; however, this may be something that only applies to some of the women who wear makeup. The idea that the use of makeup can improve overall health and well-being supersedes these desires to just look better. There is nothing that says that these perfect celebrities don't influence and drive the market forward. But to believe this is the sole push negates the decades of use prior to our modern-day celebrities. In addition to all of this, makeup has many benefits, from boosting confidence to protecting the skin.

Most makeup products these days have sun protection built in; this can protect the skin against the harmful sun's rays, reducing the risk of skin cancer in the future.

Makeup also helps to enhance the facial features. If the client has beautiful full lips or large eyes, these can be a focal point on the face if makeup is used correctly. Furthermore, makeup is fun! It can be experimented with and there is a wide variety to choose from to make a lasting impression.

1.4 Modern Makeup Artistry Trends

 **More people are allowing their makeup to reflect their personalities, being a little daring when it comes to choosing colors and styles.** There are a number of modern makeup trends that are making headlines, creating spectacular finishes that are appealing in addition to the traditional red lips and smooth skin appearance.

- Winged mascara has become exceptionally popular both on and off the catwalk. This accentuates the eyes, making them look bigger and making them more noticeable. This look is being enjoyed day and night by women throughout the world each and every day.
- Darker lipsticks are increasing in popularity in the makeup industry. Dark berry colors, rich reds and oranges are all the colors that are being used to ensure the lips are noticed.
- Chocolate eye shadows have always been a top choice and are being used more these days due to their versatility. Chocolate eye shadow is proving popular with all skin tones and eye colors.
- Pop art eye makeup is a growing trend in the makeup artistry industry. This dramatic statement using bright blues, reds and greens makes a statement both on and off the catwalk.
- Smoky eyes are a leading choice in the industry right now, making eyes pop and be noticed.
- Sun kissed skin products are being used, providing a healthier complexion and making women feel better about themselves.
- The natural look is very popular with bare makeup that can barely be seen. Natural lips and eyes combined with a concealer and foundation to hide imperfections provides that relaxed and casual finish.
- Modern makeup artistry trends include bold and bright colors; it's daring and makes a statement.

Trend Examples

Winged Eyeliner



Darker Lipstick



Chocolate Eye Shadow



Pop Art Eye Makeup



Smokey Eyes



Natural Look



Module Summary

This module gave you an idea of what makeup artistry is. It covered the reasons why certain makeup is applied and also discussed the overall perception of makeup. This module provided you with an overview and an insight into the psychology behind makeup artistry helping you to understand why different products are used and what they can be used for to achieve the best results. You also learned about the modern trends in makeup artistry from around the world.

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