



Module 3 : Role of a Beauty Makeup Artist

- What a beauty makeup artist does
- What this career path entails
- What working conditions for makeup artists are like
- Which industry careers are available to you

What you will learn:

- What a beauty makeup artist does
- What this career path entails
- What working conditions for makeup artists are like
- Which industry careers are available to you

3.1 Introduction

 **A beauty makeup artist performs a variety of functions.** Many of them work in the fashion or media industry, creating looks for models, presenters, and performers. They may work on the makeup for actors or other performers in movies, television, theater, photo shoots, and concerts. Other makeup artists work in salons or freelance, doing makeup for events such as weddings. A makeup artist will listen to the needs of their clients and then work to create a look that enhances their natural beauty, works well with their best features, and creates the look they want.

They will usually speak with the client to ensure that they understand what look they are going for and then create it for them. However, once an artist has been working with a client for a while, they may know what to do for them without any direction. It may be important to understand how other factors such as the lighting affect the look of the makeup. It can be an exciting, rewarding, and

challenging career. It may be difficult in the beginning to make your mark in the industry and really work towards achieving a lucrative and action-packed career. The following modules will help you make the most out of it and push you to your desired goals faster.

A solid education with a continued focus on accumulating both working knowledge and clinical knowledge is key to your success in this industry.

3.2 What does it involve?

✖ **As a beauty makeup artist, you will experience an array of responsibilities from giving advice, making product recommendations, to giving general makeup tips.** most effective brands, both the high-end ranges and the usual department store brands. It will be essential for you to know the various application techniques and how to use different types of makeup. That means that you need to know how to use products and techniques that you may not use personally. The more you know, the better off you will be.

Color and Skin Tone

One of the other main areas that you will need to master is the understanding of color and skin tone. The basic color theory is important because you will need to match complementary colors with the client's skin tones.

Not everyone will look good in all colors and you will need to know how to effectively determine which colors work and which ones to stay away from. That means that you will need to know enough to be able to apply the makeup for the client's individual skin maturities, skin types, and face shapes.

It is important that you are constantly updating your knowledge of the industry, staying updated with the latest makeup trends and know what new products have just entered and are about to enter the market. You can only achieve this if you have a passion for makeup and want to constantly learn and update your knowledge base to provide your clients with the best possible service and support at all times.

3.3 Average Salary

✖ **Because a makeup artist performs in such a wide spectrum of places, it is difficult to narrow down a salary range.** A freelance beauty makeup artist can get paid per project or per the hour. It is hard to say how much you can make because it is all about how many jobs you book, what you charge, and how far you push yourself.

If you work in a salaried position in a busy city center, you can expect to make approximately \$64,000 per year or \$30 per hour.

However, if you get yourself into television and film, you can make upwards of \$88,000 per year. Makeup artists that work on celebrities, fashion shows, and for large cosmetic brands can make about \$3,000 per day; a similar amount of money to a Financial Manager with years and years of education and multiple degrees. It can be a very lucrative career choice. When working on a freelance basis, you have the ability to negotiate. Pay is often determined by experience, ability, and

industry. A film company is likely to pay slightly less than a large fashion show; whereas a salon will provide a regular and stable income.

3.4 Sample Career Path

 **Here is an idea of the career path that you may take in this industry.** It will be important to realize where you want to be and set goals for yourself and your business. Get serious about your career and work hard to create a plan that gets you where you want to be in as little as five to ten years depending on your career aspirations.

First and Second Year

Get yourself a mentor. Work as an assistant makeup artist and utilize your mentor's knowledge to learn more skills and perfect your trade. You will have access to their product lines, techniques, and clients. Therefore, you can start to learn what to do, how to book appointments, and take some side jobs to start making it happen for yourself. There are a number of positions within the industry offering internships. This is an opportunity to gain practical knowledge while studying, which can help you with your theory. Be prepared to start at the bottom and work your way through the ranks; you can't expect to walk into a salon and be hired as one of their top makeup artists before you prove yourself.

Third through Fifth Year

Start to branch off on your own and build your own clientele, reputation, and business. You will have the experience, a portfolio, and know how to deal with clients. You can still work with your mentor, but the focus needs to turn to developing your own name in the industry. Building up a reputation in the industry takes time and patience. You should set yourself targets on how many clients you want to see each week, ensuring that they return to you when looking for makeup services again in the future. This will help you to build a solid customer base of clients who know that they can rely on you and trust your services. When you do open your own salon, they will follow.

Sixth through Eighth Year

Your client list has likely expanded and now it is time to start mentoring your own assistants. It can be hard to keep up with all of the work that you have. You have the experience to train and instill your brand into your assistants. This is the point in your career that you are well known, at least in your area, and that you are ready to take on more responsibilities, including training and developing your own staff. Ensure you feel confident in taking this next step. This is a step you have been working to and should have it all mapped out on where you want to take your business, how you see yourself growing the business and your targets that you must achieve moving forward.

Nine Plus Years

Work to get yourself in with a cosmetics brand or begin implementing new services. Open up a salon and offer various services besides just makeup. Become a consultant and help people find their perfect look. Incorporate all of your training and know-how into your business. You are a master of your skill now and you should be able to continue to grow your brand and increase your business. It

is at this point you can start working with companies in a host of industries providing your service. You can provide everything from wedding makeup to stage makeup, and makeup for television and films.

3.5 Working Conditions

✖ **The conditions that you work in are forever changing in this business.** You may set up a booth in a salon, go to a hotel room of your client, go to their home, be on the set, or in a million different places. You may be working out of a makeup bag, the trunk of your car, or in a salon. You may have to fly to a remote location or stay local. The idea is that you go where your client needs you to go. Make sure that you network wherever you go. The idea of building better relationships and meeting new people should always remind you of how you will work to build your brand. Never limit yourself by not being prepared to perform your services outside your salon or home.

You want to make sure that you have a travel case or bag for your supplies. Be sure to bring all of the things that you need to maintain your materials as well. You never know when you may have to stay overnight because the shoot went on too long. Pack for a longer trip every time. You may feel like you are living out of your suitcase or vehicle at times. There are just too many factors to consider when working in this industry. You will likely not be working regular business hours. Therefore, be prepared to get your errands done in between jobs or on your lunch break, if you have a lunch break. You will want to fill your day with appointments and not leave much time for anything else. These opportunities will arise and you just have to play it by ear. That means to always be prepared. Leave your dry cleaning in the car, so if a client cancels, you can drop it off. Keep a cooler with lunch in it so you can eat on the way to your next appointment. Bring a book to read or a magazine for when your client is late or you get done a few minutes early.

3.6 Entertainment Industry Careers

✖ **One of the main fields that makeup artists find themselves in is the entertainment industry.** This can include movies, theater, reality shows, television sitcoms, and concerts. They apply makeup to the actors or performers before an event. They can work individually or as part of a team. In this capacity, you may work with the stylist to make sure that the colors that you use work with the wardrobe. You may have to switch looks quickly to get them ready for a new scene or song. You may need to read the script and sketch out a few designs to appease the director. They have a vision for their stars and it is your job to fulfill it. Maybe the scene takes place in a different time period and you will have to research how they wore their makeup back then. You really have to know the character, time period, wardrobe, and create a look that is perfect for that particular job. This can be a bit more challenging than a simple makeover or a daily application for a reality star. However, there will be a need for that as well. If they have a big event, you may need to style them differently. They are leaving you in charge of finalizing the look. And you will have to work hard to capture their vision. Be ready for some irregular hours in this industry.

You will work long hours for several months straight if you are making a movie. You may have several months without work as well. You may need to relocate for a certain period of time if they are shooting in a different location as well. These are the things that you should be aware of. If you land a job in a television studio, you can expect to work long hours. It is normal for those working in

this capacity to work over forty hours a week. They can apply light makeup to news broadcasters or special effects makeup.

It is completely normal for the makeup artist to stay throughout the filming process to touch up the makeup or change it for various scenes.

They may also stay until the end to properly remove the makeup so that the clients are not wearing mascara overnight and drying out their eyelashes to the point that they fall out. The good news with working in the entertainment industry is depending on which sector you are working in, the pay can be good. Even if you own your own salon, you may want to offer your services to the entertainment industry, helping them when they are short of makeup artists, to build and grow your business moving forward.

FACT

✖ When adjusted for inflation, the movie Planet of the Apes holds the world record for the highest makeup budget (then \$371,604), which represented about 17% of the total budget (\$2.2 million).
Source: imdb.com

3.7 Fashion Industry Careers

✖ **Makeup artists also work in the fashion industry preparing models for runway shows, photo shoots, and advertisements.** They may even be employed in this industry to maintain the image of a model with regular applications of a certain makeup brand. For example, if a model is a spokesperson, the makeup artist may be asked to do their makeup every day so that if they are seen, the image is still upheld. Teamwork and independent work are available in this industry section. The idea is to sell the makeup, clothing, and accessories. Therefore, it will be important for you to make sure that you show an eye for every detail. It will be important to understand what the lighting does to the makeup and apply it accordingly. This is super important. If you work for a magazine, you may use computer programs or airbrushing to touch up photographs, which is something you will rarely see in other sectors of this industry. To work in the fashion industry you need to be very confident about your makeup knowledge and skills. You will work with the clothing designer before the show to come up with makeup ideas that complement their wardrobes. You may work on photo shoots and the makeup ideas you choose need to really stand out and make a statement in front of the camera.

3.8 Service Industry Careers

✖ **Many makeup artists work in a cosmetic service industry full time.** They go to cosmetic events and sell the makeup to clients in department stores. They answer questions about the products, give makeovers, and demonstrate various techniques. Other service industries include spas and salons. In these service jobs, a makeup artist would give facials, makeovers, consultations, and build a client list. They make recommendations to their clients and apply their makeup for special events, like a wedding. The same skills will need to be learned for a career in this capacity. It is likely where most makeup artists start while they build their clientele, experience, and portfolio. You will need a degree or certificate to work in a salon or spa. These makeup artists are also called

aestheticians if they are licensed. These are the things that you should strive for. You want to become certified and licensed, so that you can work anywhere in the industry.

3.9 Freelance Work

 **If you decide to work on your own and not for a company, you can be a freelance makeup artist.**

It will be very important to make sure that you are networking and marketing your skills.

A website is great for freelance work. You would want to make sure that you display your portfolio and have business cards.

It will be essential for you to build a strong portfolio if you are going to work as a freelance makeup artist.

You will need to concentrate on marketing your services. Attend fashion and cosmetic events to gain contacts in the industry and get your name out there. You will need to gain the trust of your clients and continue to work with them. It may take a few years until you can successfully rely on freelancing alone. Then you can start to build your business further to the point where you employ other people.

A great way to break into the industry as a freelancer is to promote services for people preparing for weddings, award ceremonies, beauty pageants, and parties.

These special occasions are when a lot of people are actively looking for the services that you provide. You can start there and then grow your business through referrals and networking. In this capacity, it is very likely that you will be traveling to people's homes and doing the work there. You will be required to have a traveling kit and be able to meet clients at their event, or at a hotel, or in their home. Do your best to make sure that they are happy; they will ask you to help them with events in the future or refer their friends to you.

The benefit of working freelance is that you can chop and change from one job to the next within a few days or hours.

One day you will be doing makeup for a local wedding and the next you will be whisked half way across the world to do the makeup on a film shoot for a few months. This provides you with versatility and an opportunity to put all the skills and knowledge you have learned over the years to the ultimate test.

Module Summary

In this module, you gained an idea of what a beauty makeup artist does in several different industries. It gave you an idea of which industry you may want to get involved in. You learned about the benefits of each industry, got some indication on average salaries across the board and a timeline on how to open your own salon, if this is the step you want to take moving forward.

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