



Module 17 : Makeup in TV, Film, and Magazines

- About various types of makeup that can be used in television, film, and magazines
- Overview of basic makeup
- How to emphasize features
- Character makeup

What you will learn:

- About various types of makeup that can be used in television, film, and magazines
- Overview of basic makeup
- How to emphasize features
- Character makeup
- Advice for hands, ears and teeth on set
- Elbows, knees, and ankle makeup
- Tips for makeup and HD cameras

17.1 Introduction

 **Using makeup in television, film and magazines is broken down into three different categories: basic, corrective, and character.** Basic makeup involves an application that allows them to look the same through the production process. Corrective makeup enhances the natural

positives in the appearance and masks the imperfections. Character makeup introduces major appearance changes. Many people have the impression that makeup is used to make people look better on television. However, it can be used to improve someone's appearance. The application of makeup is used so that the cameras, lights, etc. do not change their appearance. Some digital cameras that we use today, have a skin enhancing feature that will gradually decrease the need for makeup. The main purpose can be to smooth wrinkles and hide minor impurities.

As a makeup artist in this type of industry, you will be required to be creative and have the ability to create a number of different styles, from making a younger person age by thirty or forty years for the next shoot, to turning a handsome actor into an alien or a beautiful model into a witch, complete with moles and a hooked nose.

You will need to understand what is expected of you in this industry, while it can be more demanding in nature than working from your salon each day making clients look beautiful, it can also be very rewarding.

17.2 Basic Makeup

✖ **Because of high definition television shows and movies, it is more important than ever to be able to apply makeup that is unnoticed.** It is important for people in front of the camera to have makeup on their face and even their body. Skin contains oil and it is usually not noticeable until it is seen up close. The studio lights can increase the shine and that is why natural-looking makeup is needed. The skin is first cleaned with a cleansing cream and the foundation is set. A water-based foundation is best because it doesn't require the use of powder. The shade of the foundation should be the same color as the skin tone. If the idea is to darken or lighten the skin tone for the part, it is so important to not go more than two shades in either direction from the natural tone. You can always mix two foundation colors together to get the desired skin tone. However, you need to make sure that you mix well or you will end up having an uneven tone. Use a slightly moistened rubber foam sponge and apply the foundation to the neck, ears, and face. If there are any tan lines like a strap from a tank top, it should be blended into the skin around it. Be sure that you use your hand as a palette so that you don't contaminate your makeup. Apply the makeup to the back of your hand and then use that to retrieve the makeup. If you need more, use a new disposable item or clean the brush. Once the makeup is under the lighting, it will be important to check it. Sometimes the lighting can create an undesired effect.

Remember, the heat of the lights used on set can cause sweating, which means having the powder and brush in your hands at all times can help you keep the shiny look under control when filming or photography is taking place.

FACT

✖ Elizabeth Taylor forbade any women on her movie sets from wearing her shade of red lipstick
Source: facts.randomhistory.com

17.3 Emphasizing the Features

✖ **There may also be a need to emphasize some features and mask other features.** This is where the corrective makeup techniques will really come in handy. The idea is to make the actress look the best that they can by making their better features show up more. This technique will take some time to master, however, the hardest part is determining what features will need to be changed to enhance the client. The person that you are working for may just let you know how to enhance them. For example, they may ask if you can shorten their nose or make their eyes larger. You will need to make sure that you are using the right contouring and highlighting techniques to create the desired look. You want to downplay the things that the client doesn't like and enhance the things that the client does like.

Emphasizing the eyes

Eyes should be emphasized on film to stand out and make a positive impact. This means paying close attention to the eye. Use a clean brush and brush the eyebrows, pluck any stray hairs and ensure that they have a gentle arch to complement the eyes. Use an eyebrow pencil to reshape the eyebrows.

Men can get away with their eyebrows being bushy on camera, but women will want a neat and clean finish.

Use eye shadow powder rather than a cream. The powder is not only easier to blend, but it has good staying power under the harsh lighting.

Remember, lighting can be exceptionally hot and you will find when using a cream it tends to run.

If working with someone with smaller eyes, then use a slightly darker shade than the eye shadow you have chosen for the rest of the lid and brush it carefully into the lid crease, this can increase the eye size when on camera. If you are working with someone who has heavy lids, then using ivory colored eye shadow under the brow helps to open the eyes on camera. Always take advantage of your eyelash curler and mascara, just ensure you brush the eyelashes to remove mascara clumps.

Working with the lips

Always outline with a pencil, this is also a corrective step which can be used to make the lips more pronounced. Once the lipstick is applied, use a tissue to blot the lipstick to avoid it from shining when on camera. Never ever use lip gloss for anyone who is about to go on camera for a photo shoot or to shoot a scene or a television series or film.

17.4 Character Makeup

✖ **If you get a chance to get into character makeup, give it a try.** It just might be worth it. Imagine taking a few days off of regular, everyday makeovers, and being able to make someone look like a zombie. It is definitely something that you can add to your resume. You will likely have to do something more common like adding or subtracting years. There are a lot of movies that have people transforming from their younger self to their older self and that would be something that you would be hired for. You would need to make sure that you made that forty year old, the most realistic

ninety year old. This type of career can be very interesting. You may get to do things that you have never been able to do before.

17.5 Advice About Other Parts of the Body

Hands, ears, and teeth tips and advice

Unlike working in a salon where you are required to apply makeup to your clients' faces, on set you will need to work with a number of body parts, ensuring that they look good on screen.

Hands

Very often your client will need to do a close-up of their hands. You can use foundation for the close-up as long as you match the color to the rest of the body. You will want to ensure their nails are properly manicured and then check the finished product on camera. Makeup flaws are noticed on tape, so checking on a monitor will help you identify what needs work and what you need to fix before they take the shot.

Ears

Ears are probably the most problematic body part on camera, whether taking a photograph or filming. The back lights always tend to shine through the ear, making them look lighter or redder than the normal skin tone. You will want to cover the ears with base makeup of at least two or three shades darker than the face. This should be covered with translucent powder to achieve the best results once the cameras start rolling.

Teeth

You can hide bad teeth by dentine fluoride. There are numerous products you can buy on the market which will help you improve the dental appearance for photographs or film. It is essential you have some of this in your kit to ensure your client looks amazing on camera.

Elbows, knees, and ankles

Working in the film or magazine industry as a makeup artist, you have to focus on working on all body parts and not just faces. This means that from time to time you are going to have to concentrate on the elbows, the knees and the ankles. These body parts tend to look darker than the rest of the body on film, which means taking a cotton bud or sponge and painting over the area with a lighter shade. You can even paint stretch marks using liquid makeup that is two to four shades lighter than the natural color and carefully going over them to hide them. Foundation can also be used to hide scars and tattoos that mustn't be seen in the film or in the magazine.

17.6 Tips for Working with HD Cameras

✖ **Technology is evolving and HD or Ultra HD cameras and televisions are becoming a normal find in most households.** This means that when people are watching the show on their HD television, they will see absolutely everything in fine detail, which means you have to be precise with the makeup, ensuring you get it right first time.

The first thing to note is that if you apply too much makeup, it is going to be exceptionally obvious in HD.

You need to prepare the skin, which means cleansing, toning and moisturizing before you start to ensure you have a smooth canvas to work with. Airbrushing has become a favored technique for makeup artists who are faced with HD cameras on a regular basis. This comes with a host of advantages using micronized pigment cosmetics, which are not as detectable on camera. With airbrushing you have a compressor which expels air. It provides a lightweight finish and a flawless skin appearance. The major benefit is that it is fast and effective, it is also long lasting which reduces the number of touch-ups you have to do throughout the day. You can use airbrushing for highlighting, contouring and even adding blush.

17.7 Job Satisfaction

✖ **As a makeup artist, you can choose where and how you want to work.** You can choose to work or open your own salon dealing with regular clients and helping them prepare for a cocktail event or wedding, or you can choose the exciting industry of film, television and magazines. When choosing film, television and magazines you will be provided a host of benefits that you can take advantage of and it's an exciting field. The benefits of doing makeup in this industry is that it is diverse and it is constantly changing. One day you may be working on a set of a romantic film where you have to highlight features and conceal blemishes, then the next month you may be working on an action film where you will need to hide teeth, create bruises and so much more. From here you may go to work on a photo shoot, helping models enhance their beautiful features on camera. It is fun and it's unique, no day is ever the same, it's always something different. It is important to note that this can be a highly demanding industry and you may work long hours for months getting everyone ready based, and then you will have a few months off before you start the next project. You get to really put your makeup skills to the test.

17.8 How It Works

As a makeup artist you will only be allowed to work on certain parts of the actors' body.

This is usually from the top of the head to the top of the breast bone and then from the fingers to the wrists and then from the toes to the ankles. If you have been hired as a body artist, then you will be able to work on their knees, elbows, stomach and back, anywhere on the body that requires makeup to appear on film.

With more flesh being shown on film these days than ever before, there is a high demand for body makeup artists, though you will not be required every day and will only come in on the days they are filming the flesh parts of the scenes.

It is imperative that you sit down with the director and/or producer and identify the look they want to achieve.

You can then research the look to ensure you provide them with the makeup finish that they are looking for. **In this industry there are three tiers in makeup.**

Senior makeup artist

The senior makeup artists will oversee a number of makeup artists. They will be responsible for ensuring that the makeup is completed correctly and that continuity is carried out at all times. Continuity is when filming has stopped and then started again sometime later. Everything must look identical so that when the film is edited together, no one can tell that some parts of the scene were shot hours, days or even weeks apart.

Makeup artists

The makeup artist is responsible for carrying out the work, whether it's enhancing facial features or creating a character based on the specifications handed down from the senior makeup artist.

Makeup assistant

The makeup assistant is on hand to assist the makeup artists and ensure that they have everything they need to complete the perfect makeup finish in this high-pressured working environment.

Module Summary

You should now know the different types of makeup that are used in television, film, and magazines. This module gave you some general advice on how to emphasize features, what you need to know when doing character makeup and tips for doing makeup when using HD cameras. You also received some advice regarding hands, ears and teeth, along with knees, elbows, and ankle makeup. This module contained an overview of makeup in the film, TV and magazine industry. You were also given some insight into working in makeup for the film, TV and magazine industry, from job satisfaction to how it all works.

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