



## Fashion and Makeup 11

### Course Outline

#### Course Overview

This course will provide students with an in-depth look into the beauty industry with a focus on areas of fashion, make-up, and fashion photography. Students will learn the basic techniques of beauty and special effects make-up. They will be introduced to the trends and history of the beauty industry dating back to early human civilization. Students will learn and utilize basic photography skills to capture their looks and to develop an artistic eye. Students will look critically at the beauty industry and its profound effects on today's society. The idea of make-up artistry and fashion design as careers will also be explored to allow students to see these as a viable career routes.

#### Course Content and Suggested Timelines

##### Unit One: Back to Basics

Fashion and Makeup is based in creativity, but to achieve the looks that one envisions, it starts with the basics. This unit walks you through the basics and foundations of all the elements of this course: Fashion, Makeup, Hair, and Photography. By the end of the unit, you will combine all of these skills and create your first look!

##### **1.1: Your Personal Style** (Suggested time: 1-2 days)

This lesson discusses the importance of understanding one's own personal style. It provides examples of people with well-developed style. Students will learn about the fluidity of personal style and its importance in the world of fashion and makeup.

##### **1.2: Fashion Basics** (Suggested time: 1-2 days)

This lesson allows students to learn fashion industry jargon. It takes a look at the colour wheel (complementary colours), different fits and cuts of clothing, and the structure of fashion seasons.

##### **1.3a: Makeup Basics** (Suggested time: 1-2 days)

Every makeup artist started at the somewhere. This lesson covers all basic types of make-up (foundation, concealer, blush, bronzer, mascara, eyeliner, eye shadow) and their purpose. It gives a step by step guide (with video guided help) of how to apply each makeup product.

##### **1.3b: Hair Basics** (Suggested time: 1-2 days)

Not every makeup artist has the luxury of having a hair stylist to help on looks! This section allows students to learn the basics of hair styling. It focusses on straightening, curling, and a few braided looks.

##### **1.3c: Photography Basics** (Suggested time: 2-3 days)

To make sure your makeup and hair looks do not go forgotten, this sections gives students photography basics to allow them to document their work. It covers ISO, aperture, and shutter speed.

## **Unit Two: Through the Ages**

Fashion and Makeup has changed throughout history and various civilizations. This unit will take you from ancient history all the way to the future of fashion. You will learn the major trends of the 20th century in North America and how they impacted the world. Assignments will allow you to find inspiration from the past to create new looks.

### **2.1 Ancient Civilizations** (Suggested time 1 week)

To become excellent makeup artists, one must know the history of the beauty community. This section covers the history of make-up & fashion in various civilizations. It focuses on Egypt, China, and Tribal makeup.

### **2.2 And 2.3 20th Century** (Suggested time 1-2 weeks)

This section takes a more in-depth look at the trends of the 20th century. It discusses North American trends within each decade of the 20<sup>th</sup> century, highlighting the most impactful looks and popular trends.

### **2.4 Fashion Forward** (Suggested time 1 week)

Fashion is always about looking forward. This lesson takes a look at today's trends and those of the past to guess what are the possibilities for the future of fashion. It is an introduction to the world of high fashion and how it functions.

## **Unit Three: Special Effects**

Special effects is a very special part of the makeup world. It allows a person to fully transform into another being and illustrates the true power of makeup. You will learn the techniques behind making an aliens, zombies, drag, and injuries. If you are uncomfortable with any of these units, please consult your teacher to discuss options.

### **3.1 Zombies** (Suggested time 1 week)

As an introduction to special effects, this lesson starts with the history of different types of zombies in film. It dives into techniques to create zombie looks which includes aging, sunken eyes, and bloody wounds.

### **3.2 Aliens** (Suggested time 1 week)

This lesson teaches students the techniques for creating aliens - specifically blending colours and stenciling. This lesson lends itself to a lot of creativity and interpretation.

### **3.3 Drag** (Suggested time 1 week)

The drag community utilizes makeup and fashion to allow people to embody a persona. Students will learn about the history of drag make-up and fashion and the importance of drag and cross-dressing movement. Specific techniques such as covering eyebrows, contouring, and exaggeration of eyelids will be learned.

### **3.4 Injuries** (Suggested time 1 week)

Injuries are an excellent way to show the power of makeup. It creates a guttural reaction in others and can easily look extremely realistic. This section teaches students how to create realistic cuts, bruises, and wrinkles.

## **Unit Four: What is Beauty?**

As humans, we are all on our own journey to discover the definition of beauty. This unit will allow you to look critically at the media that surrounds us and reflect on your personal journey of self-discovery.

### **4.1 Beauty & Media** (Suggested time 1 week)

As consumers, students need to learn to look critically at the media around them. This section discusses how beauty and body image is currently presented in the media and how it influences youth and their self-esteem.

### **4.2 Positive Body Campaign** (Suggested time 1 week)

Although there is a lot of troubling media, there is also an effort to create positive and meaningful discussion around body image. This lesson demonstrates strong examples of positive body campaigns and encourages students to be critical once again.

### **4.3 Philosophy of Beauty** (Suggested time 1 week)

This lesson walks students through a self-reflection to write their own personal philosophy of beauty. It explores the use (and overuse) of makeup, the influence of clothing and the fashion industry on the definition of beauty, and differing views of beauty according to time and place.

### **5.1: Final Project** (Suggested time 2-3 weeks)

At the end of the course, you will combine everything you have learned! You will create, plan, and execute a multi-look photoshoot on a theme of your choice. This assignment will not only assess your makeup and fashion skills, but teach you about organization and leadership.

## **Course Materials**

Basic makeup items are required for this course. These include, but are not limited to: eyeshadow, eyeliner, mascara, lipstick and blush. Most special effects can be created using ingredients commonly found in the household.

## **Assessment Information**

### **40% Make-Up & Hair Looks**

Students will be asked to create multiple different make-up and hair looks throughout the course. All of these looks will be weighed equally and will be marked based on execution, creativity, professionalism, and photography.

### **20% Written Work**

Students will be asked to complete a range of written assignments throughout the course including short written responses, a personal beauty philosophy, a critical analysis, a positive body image campaign. Students will be assessed on depth of thought, concrete examples, and use of industry language.

## **10% Portfolio of Work and Inspiration**

Students are expected to engage in all course activities and projects. Students will be asked to start and maintain a Tumblr page throughout the course to demonstrate their personal work and inspiration for various looks.

## **30% Final Project**

Each student will be expected to run their own photo-shoot. This project will allow for personal growth and development of leadership. Students will choose their own theme, organize their ideas, and run the project. Students will have full creative control of the make-up, hair, and photography. Students will be assessed on creativity, execution of project and demonstration of skills/learning.

## **When students are not meeting the learning outcomes/ falling behind**

When students fall behind the expected pace or plan, they will be contacted via email or phone and if there is no improvement or response, parents will also be contacted. If deemed necessary, contact with the student's home school may also occur to help determine a solution.

Students are expected to let the course teacher know when they are struggling with course content. In response, the course teacher will provide appropriate help or strategies to support learning. The course teacher will also provide feedback on course work to support learning and help students improve. Parents will be made aware if their child is actively working but struggling to meet the learning outcomes of the course.

Students falling behind in a manner where it does not appear that they will complete the course within a year will be sent reminder emails. Without a response or renewed efforts in the course, the student may be assigned an F or withdrawn. Should they begin actively working in the course, the student may be given an alternate completion date.

## **Expectations**

- Adhere to the EBUS Academic Integrity Policy
- Contact your teacher when help is needed
- Review feedback from assignments and tests, where applicable
- Work to complete the course in a timely manner
- Communicate respectfully
- Review weekly progress reports

## **Reporting to Parents:**

There are 4 term report cards that can be downloaded from the student dashboard. A notice will go out when these report cards are available.

Every week that EBUS is in Session the teacher will send out a progress report showing student's progress.

**Contacting Your Teacher:**

Your teacher will be available Monday to Friday during regular school hours. If you are having trouble with any concepts, please contact your teacher right away!

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