



COURSE PREVIEW BROCHURE



# Makeup Artistry

CERTIFICATION COURSE



The Makeup Artistry course is perfect for makeup enthusiasts who want to launch a career in the industry. Start with the fundamentals and advance to professional makeup techniques. From the principles of color theory to practical bridal makeup application, you'll explore every facet of makeup artistry! You'll graduate with all the necessary skills to start your professional makeup career.

## When you take the course you'll gain...

- A world-class education that prepares you to work in cities such as London, New York, Sydney, Vancouver—and even your hometown!
- Access to exclusive makeup product discounts with today's biggest brands including MAC, Urban Decay, Smashbox, and more
- The technical skills to create beautiful bridal and editorial makeup looks
- The confidence to turn your passion into a rewarding career

“Wish I had found QC Makeup Academy sooner.  
Loving all my materials and the wonderful feedback  
from all the tutors.”

Heather Evans  
*Makeup Artistry Student*



*Once you graduate, you'll receive a  
certificate and an industry-recognized  
designation as a Certified International  
Makeup Professional (CIMP). You'll be  
ready to start your business and work in the  
industry right away!*

“I cannot rate QC Academy highly enough. The quality of teaching I received from my tutor, Nathan, was exceptional and I would highly recommend anyone interested in starting a career in makeup to enroll in one of their courses.”

Luisa Gina  
*QC Makeup Academy Graduate*



## Course Curriculum

Celebrity makeup artist Nathan Johnson is your instructor for the Makeup Artistry course. Follow along with digital lesson texts and his instructional videos to see the professional techniques up-close. From the basics of concealing and correcting to full-face makeup looks, he'll walk you through every step! Then, complete fun, hands-on makeup application assignments and receive personalized feedback from your tutor. If becoming a successful business owner is your goal, you can take advantage of optional business training units to ensure your success as a business owner!



## UNIT A: Intro to Professional Makeup Artistry

- A Career in Makeup Artistry
- Building a Professional Makeup Kit
- Brush Types and Brush Cleaning
- Sanitary Practices
- Professional Makeup Application
- Starting Your Own Business (optional)

## UNIT B: Skin Preparation & Basic Makeup Application

- Skin Tones, Types, and Conditions
- Basic Makeup Application
- Client Cards
- Makeup Removal Techniques
- Corrective Makeup
- Makeup for Mature Skin
- Marketing and Promotion (optional)

## UNIT C: Makeup for the Seasons & Working with Different Clients

- Daytime and Evening Makeup Application
- The Smoky Eye
- Seasonal and Specialty Applications
- Male Makeup Application
- Teen Makeup Application
- Working at a Makeup Counter
- Working with Clients, Suppliers and Your Business Associates (optional)

## UNIT D: Bridal Makeup & Makeup Trends

- Bridal Makeup Booking, Consultation, and Trial
- Makeup Icons and Trends
- A Celebrity-Inspired Look
- The Business of Bridal Makeup Artistry

# Upgrade your training

Enroll in the Master Makeup Artistry course and learn makeup for the catwalk, photography, theater, special effects and more! Learn everything in the Makeup Artistry course plus two additional units.

For more information visit the  
Master Makeup Artistry Course Page!



# Course Sample

The Makeup Artistry course takes you through the principles of the makeup application process. Once you've conquered the basics, you'll be ready to handle more challenging looks. Funky cat eyes and sultry date-night looks are just the tip of the iceberg! Here's a sneak peek at a couple of assignments you'll do for your course.

## Unit C: Assignment 2 – *The Smoky Eye*

This assignment teaches you how to create the perfect sexy smoky eye for a fancy night out. You'll need to find a model for this assignment.

### Steps:

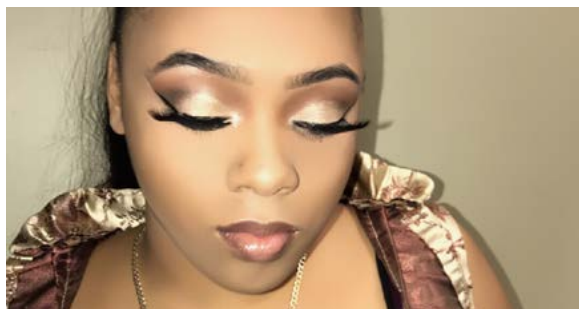
1. **Take a before shot of your model's eyes.** Ensure the picture is in focus and use natural lighting for the best results.
2. **Apply the smoky eye look.** Start by filling in the brows. Then apply the smoky eye starting with the primer, the neutral transition shade in the crease, a darker contour color to deepen the crease, and then end with eyeliner and mascara.
3. **Take two photos after photos of your model's eyes.** One with her eyes open and another with her eyes closed to capture the look. Submit these photos with the before photo to your tutor.

### Why we love it:

The smoky eye is a modern classic. While variations of the look come in and out of style, this sultry look is a staple in any makeup artist's portfolio. Having your smoky eye evaluated by a professional makeup artist means you'll graduate with a strong portfolio and the confidence to handle everything that comes your way!

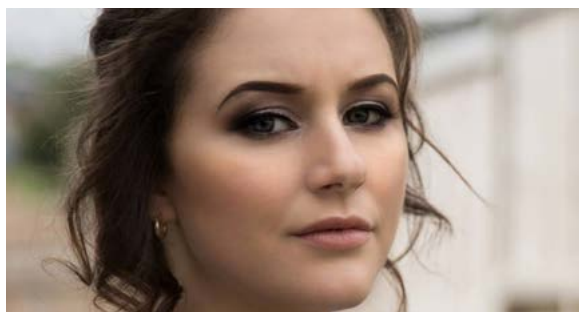
# Picture perfect!

Check out some of our students' smoky eye looks:



**Rayven Smith**

*"I did makeup for a fashion show client"*



**Katie Harris**

*"Some of my recent work at Katie Emma Hair, Makeup and Photography"*



**Christiaan Schodel**

*"I just wanted to showcase some of my work that I am proud of."*

See more of the stunning makeup looks that our students have created on our student showcase!





## Unit D: Assignment 3 – *Bridal Makeup: A Virtual Consultation*

In this assignment, you'll get to do the practical application of the bridal consultation. Ask your model to wear a white, loosely fitting shirt or T-shirt. You'll want to make sure the makeup look complements her features and looks good against the white!

You'll also want to arrange her hair, or have her arrange her hair in a suitable bridal style. The hairstyle does not have to be complicated, just a neat style that will not detract from the makeup.

### Steps:

1. **Take a before shot of your model's face.** Ensure the picture is in focus and use natural lighting for the best results.
2. **Create a client card for a natural bridal look.** Recommend and note down products that will suit your model's skin tone (warm or cool) and sensitivities. Color the image in. Make sure to suggest and note waterproof formulas where appropriate.
3. **Apply the makeup you've chosen to your model's face.** Use the products mentioned in the client card. If you end up using additional products, add them to the card afterwards.
4. **Take an after photo of your model's face.** Frame the photo so it clearly shows your model's entire face.

5. Ask your model to complete the Model Feedback Form. Your model will evaluate her experience during the application process. Submit this form with your before and after photos.

*A sample client card for your bridal makeup consultation:*

<b>CLIENT NAME:</b> Wilmary	<b>EYES</b>
<b>MAKEUP LOOK:</b> Bridal	Brow pencil/powder color(s): Anastasia Beverly Hills Brow Wiz Dark Brown
<b>PHONE:</b>	Highlight color(s)/texture: The Balm Mary Lou Manizer
<b>EMAIL:</b> P	Lid crease color(s)/texture: Sin/Hustle/Buck UD Naked Palette
<b>SKIN</b>	Eyeliner color(s)/texture: Sephora Classic Line Black
Cleanser(s) used:	Mascara color: Too Faced Better Than Sex
Agua Maravilla Toner	False eyelashes type/color: Friends D-Wispy Black
Moisturizer(s) used:	<b>CHEEKS</b>
Embryolisse Lait Creme Concentré	Blush color(s)/texture
Becca Ever-Matte Poreless Priming Perfector	L'Oreal True Match W5-6
<b>FACE</b>	<b>LIPS</b>
Foundation color/brand/texture:	Liner color:
Makeup Forever Golden Beige & White	MAC Nice N' Spicy
Concealer color/brand/texture:	Lip color(s)/texture:
Eve Pearl Medium/Tan	
Powder color/brand/texture:	Gloss color/texture:
Makeup Forever HD	Tarte Lip Surgence (Visionary)
Bronzer color/brand/texture:	<b>SPECIAL NEEDS/NOTES:</b>
Too Faced Chocolate Soleil	Makeup Forever Mist & Fix



Why we love it:

Bridal makeup is special occasion makeup. You are no longer just doing makeup that will flatter your client's features! You must ensure that their look complements their theme, dress, bouquet, and jewelry! Use this assignment to gain necessary experience in conducting a thorough consultation.

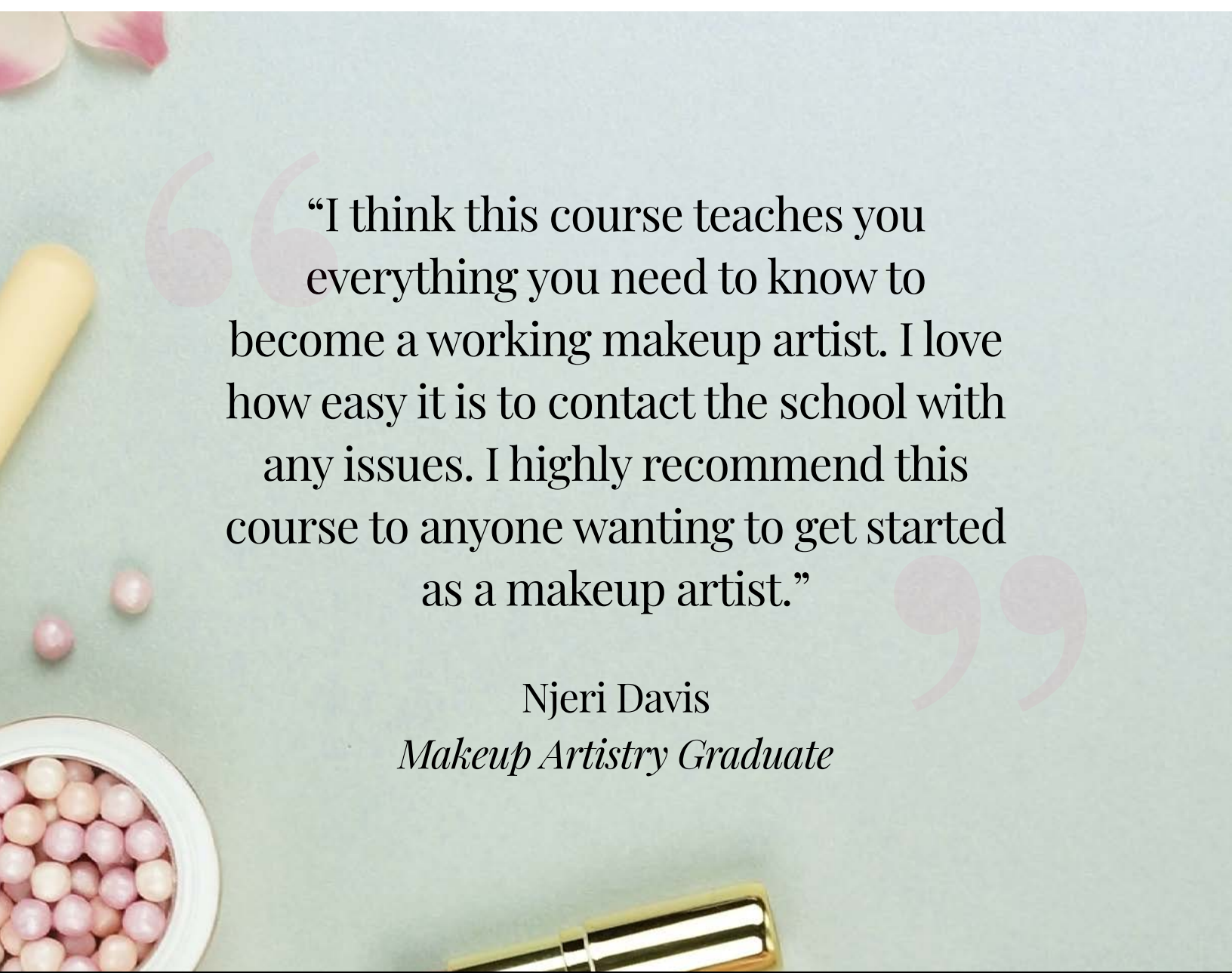
# Take a Look:

Your Makeup Artistry course has over 430 minutes of video demonstrating fundamental techniques and advanced makeup practices. Here's a sneak peek of one of our video lessons on transitioning a look from daytime to evening.



# Working through the Course

Your course guides are your best friend in the course! They'll lay out which lesson texts to read, videos to watch, and assignments to complete in chronological order. They contain easy-to-follow instructions for uploading assignments to the Online Student Center and downloading your tutor's personalized audio feedback.



“I think this course teaches you everything you need to know to become a working makeup artist. I love how easy it is to contact the school with any issues. I highly recommend this course to anyone wanting to get started as a makeup artist.”

Njeri Davis  
*Makeup Artistry Graduate*





# Course Instructor

Celebrity makeup artist Nathan Johnson is QC Makeup Academy's Executive Instructor and tutor. Hailing from a small-town in rural Massachusetts and now in the heart of the Big Apple, Nathan has taken the NYC makeup scene by storm! His impressive resume outlines his time on Seasons 4 & 5 of Project Runway as well as the over 300 famous celebrities he's worked with including Paula Abdul, Alicia Keys, and Kevin Bacon. His work has been featured in virtually every fashion and beauty magazine as well as on the runway for New York Fashion Week. With 20 years of industry experience, he's truly done it all.

On top of providing expert feedback to QC's students as a tutor, Nathan is active on social media. He responds to every review on QC Makeup Academy's Facebook Page ! If you've seen him around the web and love him as your instructor, you can even request him to be your tutor!

“My biggest joy, my biggest passion comes from pushing, educating, and helping the next generation of makeup artists.”

Nathan Johnson

# Your Free Makeup Kit

To help you succeed in your course, you'll receive a FREE makeup starter kit with your materials. You'll use this kit to complete your practical makeup assignments in your course.



## Your Professional Kit Includes:

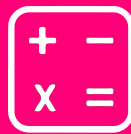
- 88-SHADE NEUTRAL EYE SHADOW PALETTE
- 28-SHADE POWDER BLUSH PALETTE
- 32-SHADE LIP PALETTE
- 16-PIECE BRUSH SET
- 20-SHADE CORRECT & CONCEAL PALETTE



# Tuition

The Makeup Artistry course tuition includes:

- Digital course guides, lesson texts, assignments, and instructional videos
- Access the Online Student Center
- Business Training to help you launch a successful makeup career
- Access to the Career Center where you'll find a professional profile builder and business templates
- Access to a lively Student Forum where you can ask questions and collaborate with your peers
- Your certificate upon graduation



Explore your payment options on  
the tuition calculator here:

“The payment plans that are available are amazing! I have been wanting to study makeup for so long but always found it too expensive, and I couldn’t find a payment plan that I could work with. But this is absolutely amazing!”

Keisha Anderson  
*QC Makeup Academy Student*



READY TO  
ENROLL?

Take the first step towards a rewarding  
and exciting career in makeup!

CONTACT US!



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