

COURSE PREVIEW BROCHURE



# Portfolio Development

CERTIFICATION WORKSHOP



The Portfolio Development Workshop is perfect for the experienced makeup artist who wants to show off their artistic range in a professional portfolio and secure high-paying makeup jobs. You'll learn how to execute a styled shoot, take professional photos, and market your services to clients and industry contacts. Receive personal feedback from your tutor, a professional makeup artist!

# 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 Urban Decay, Kevyn Aucoin, Smashbox, and more
- The technical skills to plan and direct a styled shoot with other photographers, models, hairstylists, fashion stylists, and set stylists.
- The confidence to expand your professional makeup business



*Once you graduate, you'll receive your Portfolio Development certificate and be able to land more lucrative makeup artistry jobs in TV, film, and print!*

“QC Makeup Academy is AMAZING. Not only are the materials easy to follow and learn from, but the tutors are incredible. And the support you get from not just the school itself but also fellow students and graduates is second to none.”

Nikki Sadler

*Portfolio Development Student*







# Course Curriculum

When you enroll in the Portfolio Development workshop, you'll have access to your online materials. Learn how to produce a portfolio that truly represents your talent and expertise. You'll study every step of the styled shoot process, from deciding on a theme to securing the talent and directing the shoot! Then, conduct your styled shoot and receive personalized feedback on your photos from your tutor.

## UNIT A: Introduction to Portfolio Development

- The Importance of Portfolios for Professional Makeup Artists
- Researching the Industry Standard
- Planning Your Photoshoot

## UNIT B: Styled Shoot & Marketing Your Services

- Portfolio Presentation
- Basic Photo Editing
- Using Your Portfolio as a Marketing Tool
- Conducting Your Shoot
- Distributing & Submitting Your Pictures for Publishing
- Marketing Your Services





“Amazing course. It really pushes you to practice and get out there. Being an online course makes it so much easier to build your own schedule. Building a portfolio is key, and QC gives you the best resources and information.”

Kay Renee

*QC Makeup Academy Student*





# Course Sample

Once you learn how to prepare all the elements of a styled shoot, you'll be able to direct one with confidence. You'll learn about harnessing your contributors' talents along with your own to create a polished portfolio that will help you succeed in the makeup industry. Here's a sneak peek of two assignments you'll do for your course.

## Unit A: Assignment 2

### *Researching the Industry Standard*

In this assignment you'll familiarize yourself with the work of other artists in your local area. Knowing the local industry standard will help you produce portfolio content that's comparable, if not better, than your competitors.



## Steps:

1. **Conduct a Google search of local makeup artists.** Take a thorough look at their websites and online portfolios. Pay attention to the style, quality, and scope of their portfolios. This will help you get an idea of what your own portfolio should or should not look like and what your clients might be expecting.
2. **Choose two makeup artists whose portfolios you reviewed.**
3. **Answer the following questions about each artist:**
  - a. Are the pictures well-framed, properly cropped, and professional looking? Does the portfolio display the artist's area(s) of expertise and still show a range of skill?
  - b. Does the artist have a unique style? How would you describe it?
  - c. If this was your portfolio, what would you do differently?





### Why we love it:

Evaluating your competitors is incredibly important when you're carving out a place for yourself in your local industry. You'll be able to identify any service gaps in your local industry and address them to set yourself apart from other artists. This assignment provides you with practice viewing portfolios with a critical eye. You can then apply this skill when combing through your own work and directing your shoot later in the course!



# Picture perfect!

Check out some of our students' polished portfolios:



**Lydsie Bechard**

*I believe that people feel more confident with makeup, and I love to share my work with the world!"*



**Olivia Register**

*"Rose of Death is a sugar skull inspired look"*



**Amanda Tomm**

*"I designed this entire costume from head to toe! The makeup was super fun and creative"*

See more stunning looks from our students!





## Unit B: Assignment 1

### *Conduct Your Shoot*

In this assignment you'll direct your photo shoot. This assignment will provide your tutor with insight into how well your styled shoot goes. It also allows you to document the process so you can learn from any mistakes and make improvements for next time.

#### Steps:

1. Conduct the shoot in the same order as provided in the task list.
2. Take a picture of your set and another of your team at work. You'll upload these pictures to the Online Student Centre alongside your answers.
3. Answer the following questions to give your tutor a glimpse of how your shoot went:
  - a. Which aspects of your shoot went very well? What did you find the easiest?

- b. Which aspects of your shoot were the most challenging? What did you find the hardest?
- c. How did you find working as a team with other creative professionals? Which parts of the networking experience did you enjoy most? Was there any part of working as a team that you didn't enjoy?
- d. Describe one aspect of directing the shoot that you feel you did very well.
- e. Describe one aspect of directing the shoot that you feel you could improve upon for next time.

Why we love it:

This assignment is what the entire course leads up to! You're the designer and visionary behind the styled shoot. Documenting your process and evaluating it afterwards will allow you to see where extra work, time, and resources should be allocated for next time. You'll also be able to contextualize the edited photos you submit to your tutor in the next assignment!

# Take a Look:

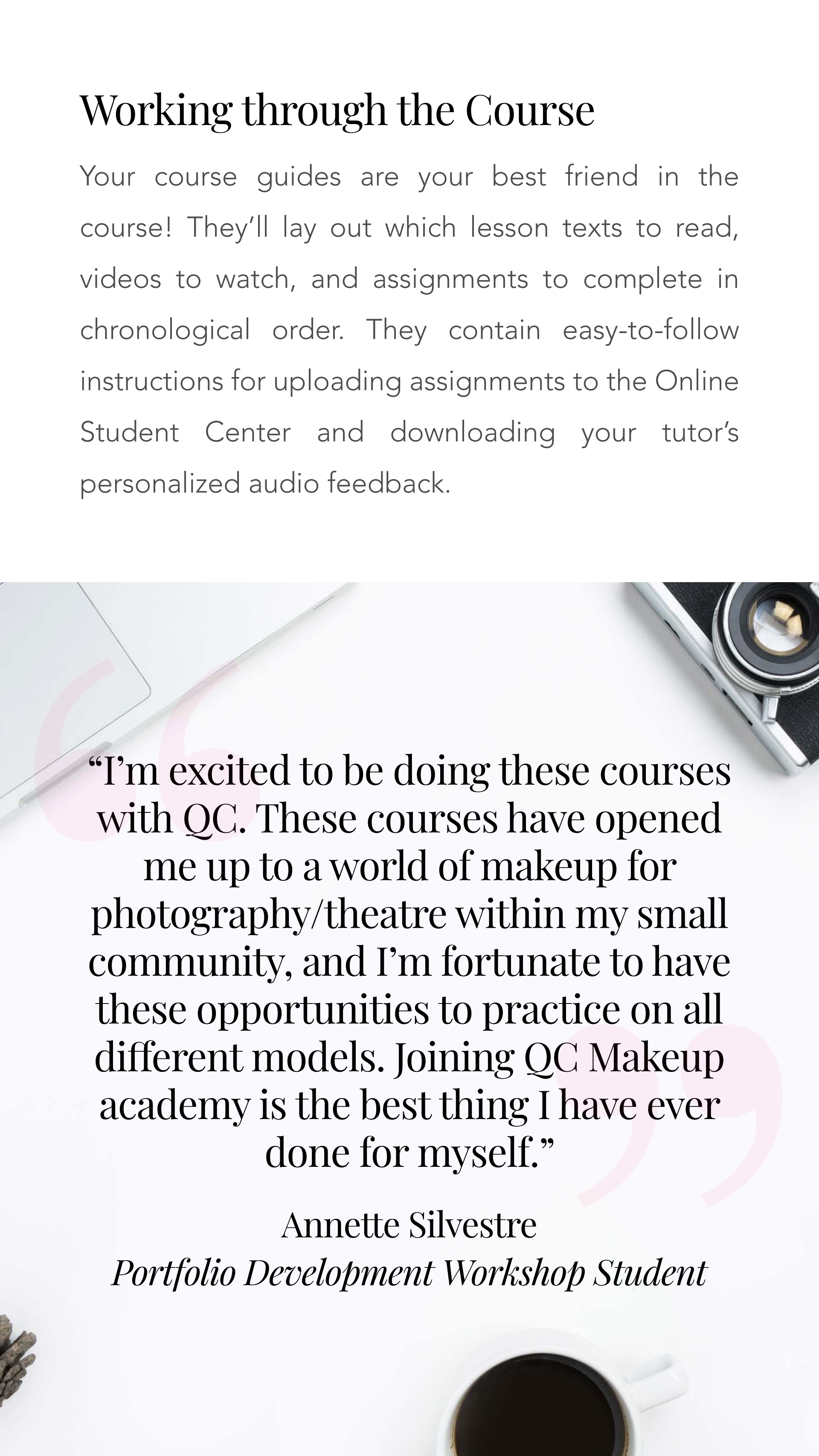
Watch QC's Executive Makeup Artist Nathan Johnson as he tells you exactly what you'll learn in the Portfolio Development Workshop. Find out what it takes to build a polished portfolio!





# 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.

A top-down view of a desk with a laptop, a pen, a camera, and a cup of coffee. The desk is white. A laptop is on the left, a pen is in the center, a camera is on the right, and a cup of coffee is at the bottom. There are large, faint, pinkish-red quotation marks in the background.

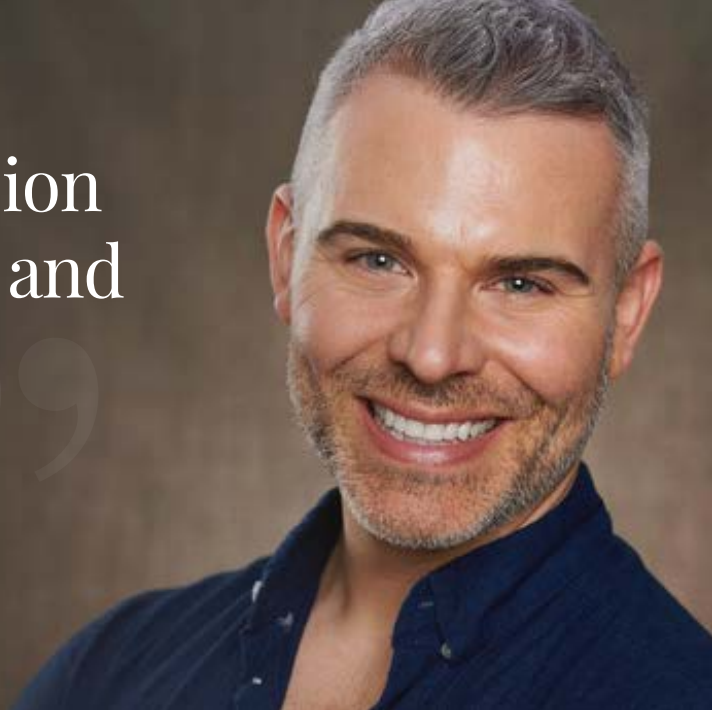
“I’m excited to be doing these courses with QC. These courses have opened me up to a world of makeup for photography/theatre within my small community, and I’m fortunate to have these opportunities to practice on all different models. Joining QC Makeup academy is the best thing I have ever done for myself.”

Annette Silvestre

*Portfolio Development Workshop Student*

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

Nathan Johnson



## Course Instructor

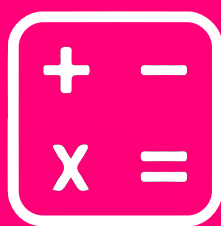
Celebrity makeup artist Nathan Johnson is QC Makeup Academy's Executive Instructor and tutor. His skincare journey is what spurred his love of beauty and put him on the road to becoming a professional makeup artist. Having struggled with problematic skin up until his mid-20s, his outlook on life transformed after discovering the positive change that proper skincare had to his self-esteem. After that, he dedicated himself to helping others feel beautiful in their own skin, turning his passion for beauty into a full-time career!

Nathan's 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. With over 20 years of experience, his work has been featured in virtually every fashion and beauty magazine as well as on the runway for New York Fashion Week!

# Tuition

## The Portfolio Development Tuition Includes:

- Digital course guides, online lesson texts, and hands-on assignments
- Access to customized business templates
- Access to the Virtual Classroom 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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STUDENT SHOWCASE

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