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CIDESCO INTERNATIONAL GUIDE TO
BECOMING A

MAKE-UP ARTIST

Learn how to be a make-up artist with our expert Guide.

Make-up artistry can be a long and fruitful career that many find deeply rewarding. A career that appeals to the creatives, the colour-enthusiasts and the dreamers. Make-up artistry requires hard work, passion and practice and there are always skills to improve on, even for the professionals. For students considering a career in professional make-up, CIDESCO International's global experts offer their advice and strategies for success.



EDUCATION IS KEY

The first step to becoming a make-up artist is getting the right training. There are courses geared towards different interests, whether it is media make-up, prosthetics, body art or fashion make-up. The right course will be just as fulfilling and inspiring as it is educational.

When choosing a course, get feedback from past students and find out what graduates have gone on to do following completion of their training.



EDUCATION IS KEY

A good course should include practical elements such as application of photographic make-up and special effects, as well as theory, including industry knowledge, health and safety and creative mood-board making.

Make-up artists should continually look to upskill and evolve in order to progress in their careers. There are always new techniques, trends and product formulations to master, and there is plenty to be learnt from an inspiring course leader.

“ **Godard Koremans, CIDESCO International Examiner**, the Netherlands says: *‘I think it is important to follow a course that is well-regarded not only in your own country but also abroad. This will enable you to work globally after your studies, which gives you a lot of freedom in your life. Not only does an inspiring course make you a good make-up artist, but it helps promote your creativity and fantasies. I think this is very important as the basis of training to become a good make-up artist. Let yourself be inspired by the fashion industry, music and everything that happens around you in the world.’* ”



GAIN WORK EXPERIENCE

There is nothing like work experience for gaining and practising your new skills.

As well as helping you to discover where your passions lie, work experience is the real-world way to gain true insight into the life of a make-up artist, encompassing business and interpersonal skills that you need to utilise daily. Work experience costs nothing but your time, so try to do as much of this as possible. You will soon notice how quickly you advance.



GAIN WORK EXPERIENCE

To begin with, **contact a make-up artist** in your area and ask to shadow them. More often than not they will appreciate an extra pair of hands, whether during a bridal booking or for a photoshoot. You can also reach out to **salons and make-up counters**, where you will learn a huge amount and may even be paid for your help.

Try to make the most out of each work experience opportunity by **staying in touch** with your contacts there. This way, they are likely to take you on again in future or even recommend you to one of their contacts. Make a good impression to ensure you are upper mind.



OBTAIN TRANSFERABLE SKILLS

There are certain skills in the make-up industry that are highly valuable regardless of the types of looks you'd like to create. These include the smooth application of product, colour matching, colour correcting, blending and setting make-up.

Students soon discover that the above skills become pre-requisites in make-up artistry roles, which will carry them through a long and successful career if developed correctly.



OBTAIN TRANSFERABLE SKILLS

Many courses begin with encouraging students to work in **monochrome**: by using just black and white shadows. The emphasis is on effectively blending the two colours together seamlessly.

Colour theory is also introduced early on, using the colour wheel as a starting point. The colour wheel indicates that green counteracts red, orange counteracts purple and so on, which forms the basis of colour correcting. And understanding warm versus neutral bases and tones is essential.

Textures, particularly in skincare and foundation, are another key skill to begin with.



CHOOSE THE RIGHT TOOLS

Your make-up school may have connections with specific professional brands and products, meaning you will get familiar with the ways their products work. It is however suggested that you try various different tools and brands to expand your knowledge and options.

Visit trade shows to find out about the best tools, to keep up to date with product innovations and to take advantage of the special offers and discounts that brands are willing to give to professionals in the make-up industry.

CHOOSE THE RIGHT TOOLS

Linda Mehrens, Founder and Creative Director of CIDESCO School - Mehrens Academy, Scandinavia says:

“You will never know how different the looks you create can be until you experiment with different products and brands. Try to avoid writing off a particular type of product if you’ve struggled with it: for instance, if you’ve struggled with synthetic brushes in the past, keep trying different types and you may land upon a brand that works for you. This will develop your skills and be an excellent learning experience.”



CHOOSE THE RIGHT TOOLS

You can also reach out to make-up brands to use their products in your work. Many will issue complimentary stock or offer professional make-up artists special prices.

It is useful for cosmetics companies to seed their products out into the world of make-up artists as it means exposure for their brand.

Make-up artists are most likely to recommend products to others in the industry.



OUR TOP 10 TOOLS AND PRODUCTS ARE:

1. **Moisturiser and primer** ensuring make-up is applied on the optimum base
2. **Spoolies** which can be used in many different ways including brushing through and separating eyelashes, combing through brows and removing unwanted specs of mascara
3. **Sharpeners** to ensure pencils are kept clean and precise
4. **Sponges** in a variety of shapes and finishes, enabling you to create both full and natural finishes
5. **False eyelashes** create an unparalleled look, particularly on camera



6. **Scalpels and scoops** to transfer the right amount of product from the container into a mixing dish
7. **A multi-purpose balm** is a must-have for many make-up artists – use to create a gentle glow on the cheek bones, to keep lips hydrated and to set eyebrows
8. **Cotton buds and micellar water** because even the most experienced make-up artists make mistakes or want to tidy up the look
9. **Hand and brush sanitisers** to keep hands and brushes clean, fresh and free of germs
10. **Setting spray** to hold the look in place through hot temperatures, or even to add a touch of moisture to the face



THE IMPORTANCE OF HYGIENE

No matter where your career in make-up artistry takes you, a clear understanding of health, safety and hygiene is absolutely essential. Correct sanitation between clients is crucial to ensure a professional, reliable service that encourages repeat business.

Make-up artists will learn that **clean brushes** for each new client is a must. First **scoop** out products rather than use straight from their containers. Pencils are **sharpened** before each use. Professional make-up artists never blow on a brush or on a false eyelash to dry its glue.

These are **essential lessons** that are never to be overlooked, regardless of how far along an artist is in their career.



THE IMPORTANCE OF HYGIENE

Leena Khandekar, founder of CIDESCO School Lee's Beauty And Spa Institute, adds:

“Hygiene is like a front-end interface of the art of make-up. You as a service provider should be on top, offering the best service, but cleanliness should be treated with equal importance. All students have an excellent knowledge of hygiene, safety and sanitation, We re-iterate how important it is to adhere to these standards throughout your career. ”





CONSIDER YOUR CAREER PATH

There is no one way to work as a make-up artist.

Many make-up artists work **alone** as they enjoy the freedom to pick and choose the work they take on, plus the flexibility that this offers in their lives. Other artists prefer the support of a **team** and therefore love the close-knit teamwork that a salon role offers. For those who thrive in a fast-paced environment with plenty of client contact, working at a **make-up counter** can be an enthralling way to work with make-up.





CONSIDER YOUR CAREER PATH

One of the best things about being a make-up artist is the **variety** of different ways you can work to make the most of what you love. If you're a natural born leader, you could start your own business with a team of artists. If you've got great communication skills, you might even want to **teach**.

There is also a high demand for skilled make-up artists in the world of **theatre, TV and film**. This can be a unique and exciting sector, as you will be working artistically to create special effects like cuts, bruises and the effect of age.



MARKET YOURSELF

You could be the best make-up artist in the world but if no one knows about you, you will struggle to find work. Allow yourself sufficient time and budget in your planning to maximise on marketing and let the world know about your services.

This is an important factor of being a make-up artist, especially at the beginning of your career. You want to create a ‘**buzz**’ around your work. Set up a **webpage** displaying all the looks you have created, the make-up artists you have assisted and the photoshoots you have worked on. You should also put together a **portfolio** and make this available to download on your website. Remember to stay very active on **social media**, keeping your following up to date with work you are doing as well as updates on trends or new launches to show that you are in touch with the industry. Future clients or employers will look to your social channels, so a vibrant and up to date profile will help your skills to stand out.



MARKET YOURSELF

It won't be long until a make-up artist begins building up a collection of contacts. These may be photographers, fashion designers, journalists and other artists. Be sure to **bear networking in mind** whilst you are undertaking your training: course leaders typically have plenty of contacts, and a personal recommendation will go a very long way.

Having something about you that **stands out in the marketplace** will prove useful. If you have a specialist area, for instance special effects make-up or bridal make-up, try to make that as clear as possible with all of your marketing communications.

MAKE-UP COURSES

The **CIDESCO Diploma in Media Make-Up** is a complete training course that requires no previous make-up experience to enrol in.

A fantastic first step to professional make-up careers, students will complete at least 310 hours at a CIDESCO registered school which sees them put together a portfolio, enter into a theory and practical examination.

<https://cidesco.com/cidesco-diploma-in-media-make-up/>



MAKE-UP COURSES

For students who have completed the Diploma in Media Make-Up, an excellent second step is completing the **CIDESCO Diploma in Make-up Artistry** which is only available after completion of the Media Make-up Diploma. This is a complete education in professional theatre, media and fashion make-up, designed to give candidates the most comprehensive training in make-up artistry.

The Diploma requires 380 hours of practical and theory learning at a CIDESCO registered school followed by at least 100 hours practical experience in differing disciplines which can be covered during the course, prior to the examinations.

<https://cidesco.com/cidesco-diploma-in-media-make-up-2/>





For further information about CIDESCO, to find CIDESCO schools and qualifications on offer, kindly contact:

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