

# Core: Introduction to Makeup Academy

### Lesson Objective

By the end of this lesson, learners will understand:

The makeup academy's return on investment and their expectations of the academy

### Lesson Overview of Main Points

- What is the future professionals makeup academy (fpma)?
- Expectations and goals
- Professional development

LESSON DESCRIPTION	
Unit or Subject	fpma Core
Topic	Introduction to Makeup Academy
Time Frame	1 hour
Facility to Use	Core classroom
Handouts	<ul style="list-style-type: none"> <li>• Class syllabus</li> <li>• fpma worksheets</li> <li>• fpma access codes (provided by finance)</li> <li>• Robert Jones makeup brushes</li> <li>• <i>Makeup Masterclass</i> by Robert Jones</li> </ul>
Visual/Audio Aids and Equipment	"Welcome Video" on <a href="http://www.futureprofessionalsmakeupacademy.com">www.futureprofessionalsmakeupacademy.com</a>
Research Materials <i>(for Learning Leaders)</i>	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• Robert Jones makeup techniques</li> <li>• Makeup honors program</li> </ul>
Criteria for Evaluation	Future professionals will be evaluated during the class discussion to check their understanding of the FPMA's return on investment.
Preparation Homeplay	Watch "Beginning to Beautiful" video and take test.
Learning Materials	Future professionals <i>should bring to class</i> : <ul style="list-style-type: none"> <li>• iPad</li> <li>• Notepaper and writing utensils</li> </ul>

OPEN	BODY
Why?	What?
<p><b>Attention Getter</b></p> <p><b>Ask:</b> How many of you future professionals would love to start working before you get your cosmetology license, and start making money?</p> <p><b>Play:</b> Future professionals watch the "Welcome Video."</p> <p><b>Introduction</b></p> <p><b>Present:</b> Robert Jones is an international makeup artist and creative force behind the fpma. This exceptional program not only teaches you basic and advanced techniques in makeup but also gives you an overwhelming advantage on professional development as well as employment opportunities.</p> <p><b>Overview of Main Points</b></p> <p><b>Point A:</b> What is the fpma?  <b>Point B:</b> Expectations and goals  <b>Point C:</b> Professional development</p> <div data-bbox="126 1520 529 1824" style="background-color: #e0e0e0; padding: 5px; border: 1px solid #ccc;"> <p><b>PRODUCT / TOOL FOCUS</b>  In this lesson, present the following Take Home, Paul Mitchell- Professional Products or Category, other products or tools:</p> </div>	<p><b>Point A: What is the fpma?</b></p> <p><b>Present:</b> The future professionals makeup academy is a premier online makeup school taught by Robert Jones with support from the fpma specialist exclusively at Paul Mitchell Schools.</p> <p>At the end of the course (if you are practicing what you learn!), you should be able to apply makeup professionally and work as a makeup artist or charge for makeup artist services if you choose to (without a cosmetology license).</p> <p><b>Show</b> a few photos from Robert Jones' portfolio.</p> <p><b>Point B: Expectations and goals</b></p> <p><b>Discuss:</b> Where the makeup learning zone is located.</p> <p><b>Share:</b> How the makeup learning zone is run and how future professionals can schedule dedicated time to work on their fpma worksheets. Briefly share model requirements.</p> <p><b>Goal:</b> fpma completion by 1100 hours (before Phase Two tryouts)</p> <p><b>Reservation commitment:</b> 1 day weekly, scheduled monthly (3-hour increments). Must be schedule with fpma specialist.</p> <p><b>Class time tallies:</b></p> <ul style="list-style-type: none"> <li>• 1 class time tally for 1 hour watching videos and taking tests (consistently) – only given to future professionals watching videos in the learning zone</li> <li>• 1 clinic floor tally for every 1 full face makeup application</li> </ul> <p><b>Point C: Professional development</b></p> <p><b>Share</b> with future professionals that during their journey through the fpma, they will practice and perfect their craft and begin building an online makeup portfolio, which is due at the time of fpma completion.</p> <p><b>Show:</b> Example portfolios created on www.flickr.com:</p> <ul style="list-style-type: none"> <li>• <b>Portfolio 1:</b> <a href="http://www.flickr.com/photos/125152641@N04/sets/72157651106937477">www.flickr.com/photos/125152641@N04/sets/72157651106937477</a></li> <li>• <b>Portfolio 2:</b> <a href="http://www.flickr.com/gp/132688910@N02/7m5FA6">www.flickr.com/gp/132688910@N02/7m5FA6</a></li> </ul> <p><b>Discuss:</b> Online portfolios are beneficial for sharing the most up-to-date (real time) makeup applications with guests and future employers. The online portfolio link can be easily put on business cards and résumés for viewing.</p>

Multiple Intelligence: \_\_\_V/L \_\_\_M/L \_\_\_S \_\_\_B/K \_\_\_M \_\_\_INTR \_\_\_INTA

## BODY

### *How?*

**Point A:** What is the fpma?

Future professionals use their iPads to "register now!" at [www.futureprofessionalsmakeupacademy.com](http://www.futureprofessionalsmakeupacademy.com)

Future professionals navigate to "Who's Robert." Give future professionals 5 minutes to read about "Robert Jones."

Future professionals share findings with class.

**Point B:** Expectations and goals

**Ask** future professionals how they can start earning class time and clinic floor tallies in makeup.

**Point C:** Professional development

Participate in discussion about how future professionals can benefit from using an online makeup portfolio versus a traditional printed portfolio.

**Ask** future professionals what they noticed or liked about the online portfolios that were shared in class.

**If time allows:** Walk future professionals through creating their online portfolio on [www.flickr.com](http://www.flickr.com)

## CLOSE

### *What if?*

#### Reflect

Think about personal goals with makeup and how the fpma can help support your goals.

Think of your circle of influence and who could support your growth in makeup artistry.

#### Rehearse

Share your personal goals and who will be able to support your growth in getting certified.

#### Review

Who is Robert Jones?

What is your reservation commitment weekly goal?  
With whom do you schedule it?

How can you earn class time or clinic floor tallies in makeup?

How many hours into your education should you have completed the makeup academy?

#### Commit

Watch the "Beginning to Beautiful" video and take test.

Email or show a screenshot of your test to fpma specialist for credit.

## LEARNING LEADER NOTES:

**Website address** for videos and testing: [www.futureprofessionalsmakeupacademy.com](http://www.futureprofessionalsmakeupacademy.com)

**Email address** for emailing screenshots of tests and photos of models: [fpma@yourschool.paulmitchell.edu](mailto:fpma@yourschool.paulmitchell.edu)

### **Suggested iPad apps to download:**

- **Google Chrome:** Works best with fpma website for watching videos and taking tests
- **Flickr:** Recommended free website for building online makeup portfolio
- **Notability (\$2.99):** Allows you to save, upload, and edit documents. Great for honors!
- **Image Editor:** A free app that allows you to blur the background of photos
- **Frame Magic:** Allows you to put before and after photos of your work side by side

### **Model guidelines:**

Model cannot be back on track. Models can be family and friends but must be communicated to fpma specialist so he/she is recorded in the reservation book.

### **Screenshots of passed tests:**

Must be emailed to receive credit on worksheets if not shown to fpma specialist in person. Completed models must have before and after photos uploaded to online makeup portfolio on [www.flickr.com](http://www.flickr.com).

### **Instagram:**

Please follow @fpmakeupacademy and tag your work using the following hashtags:

#fpmakeupacademy

#FPMA (your school's name)

# (any other school hashtag)

### Lesson Objective

By the end of this lesson, learners will understand:

Navigating the makeup academy

### Lesson Overview of Main Points

- Worksheet guidelines
- Models
- Suggestions for completion

LESSON DESCRIPTION	
Unit or Subject	fpma Protégé
Topic	Steps to Success
Time Frame	1 hour
Facility to Use	Protégé classroom
Handouts	Game plan handout
Visual/Audio Aids and Equipment	Example filled out fpma worksheet
Research Materials <i>(for Learning Leaders)</i>	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• Robert Jones makeup techniques</li> <li>• Makeup honors program</li> </ul>
Criteria for Evaluation	Future professionals will be evaluated during class discussion to check for understanding of reservation commitment goals and fpma worksheet requirements.
Preparation Homeplay	Begin watching apprentice videos and take tests.
Learning Materials	<p><i>Future professionals should bring to class:</i></p> <ul style="list-style-type: none"> <li>• iPad</li> <li>• Notepaper and writing utensils</li> </ul>

# OPEN

## Why?

### Attention Getter

**Ask:** Who's extremely excited and eager to get your hands into makeup and start painting faces?

**Show:** Celebrate certified future professionals' makeup artistry (at least 3 photos)

### Introduction

**Present:** Painting and beautifying faces is the essence of the makeup academy, but before you can perform makeup applications it's crucial to learn the Robert Jones makeup techniques.

By watching and completing all apprentice, masters, and pro videos, you will be able to practice and perform Robert Jones' makeup techniques efficiently on models.

### Overview of Main Points

**Point A:** Worksheet guidelines

**Point B:** Models

**Point C:** Suggestions for completion

### PRODUCT / TOOL FOCUS

In this lesson, present the following Take Home, Paul Mitchell Professional Products or Category, other products or tools:

# BODY

## What?

**Point A:** Worksheet guidelines

**Ask:** How many of you had the opportunity to review the fpma worksheets?

As many of you have already discovered, there are 9 fpma worksheets that need to be completed with a total of 66 boxes that need to be finished and signed off by your fpma specialist. There are 51 boxes that require you to "complete a model," which is the hands-on technical portion of the makeup application you learned in the videos.

**Share:** To begin working on models, you must be done with all apprentice and master level videos; this enables you to learn Robert Jones' techniques. It also allows both the future professional and the supporting fpma specialist to be on the same page with makeup terminology and Robert Jones' techniques.

**Point B:** Models

**Share** personal testimony on how many models it took you (fpma specialist) to complete the makeup academy.

**Discuss** any discoveries and tips for success.

Models can be anyone: family, friends, and future professionals (as long as the future professional is not back on track).

**Game plans:** Prior to beginning any makeup application, it is imperative that the future professional sets up SMA according to state board regulations, performs a consultation with model (or guest), and game plans with learning leader to maximize the amount of boxes to be signed off. Lastly, completed makeup applications must be reviewed by fpma specialist prior to model (or guest) leaving.

**Point C:** Suggestions for completion

- Complete all apprentice and master videos before working on models
- Rely on your own knowledge.
- If uncertain or if clarification is needed... ask fpma specialist to explain.
- When in doubt, ask!
- Always game plan with fpma specialist before all makeup applications, even with paying guests.
- Maintain a forward-focused mindset.
- Discoveries are good!

Never give up! Many times you are performing makeup applications for the first time on models and there are discoveries to be made. Each discovery is a learning opportunity for growth!

Multiple Intelligence: \_\_\_V/L \_\_\_M/L \_\_\_S \_\_\_B/K \_\_\_M \_\_\_INTR \_\_\_INTA

## BODY

### *How?*

**Point A:** Worksheet guidelines

**Ask:** What are some ways you can keep yourself on track in watching videos and passing the tests?

Future professionals share some ideas with the class.

**Share:** Personal testimony on watching videos and taking tests. Share tips and advice that help your success.

**Point B:** Models

**Ask:** Which Paul Mitchell system should you be modeling to ensure guest satisfaction of your makeup application?

**Answer:** 4-Step Program

This is a great opportunity for you to practice and perform the 4-step program in front of peers, family, and friends. Just like with any service performed in the clinic classroom, it's important to model the systems to ensure guest satisfaction.

Keep in mind that we may be modifying what the guest actually wants in order to complete your fpma worksheet, but practice is key. It enables you to be guest ready when you do have a paying guest.

**Point C:** Suggestions for completion

**Activity:** On a sheet of paper, or on your iPad... write down family and friends' names that you think are willing to come into the school to be a model for the makeup academy.

## CLOSE

### *What if?*

#### **Reflect**

Think about your own personal game plan for completing the makeup academy.

**Activity:** Future professionals fill out the game plan handout and keep it as their commitments.

#### **Rehearse**

Future professionals share with partner, group, or class at least one thing from their personal game plan.

#### **Review**

Which Paul Mitchell system is being performed when consulting with model or guest?

How many fpma worksheets are there?

How many "complete a model" boxes must be performed?

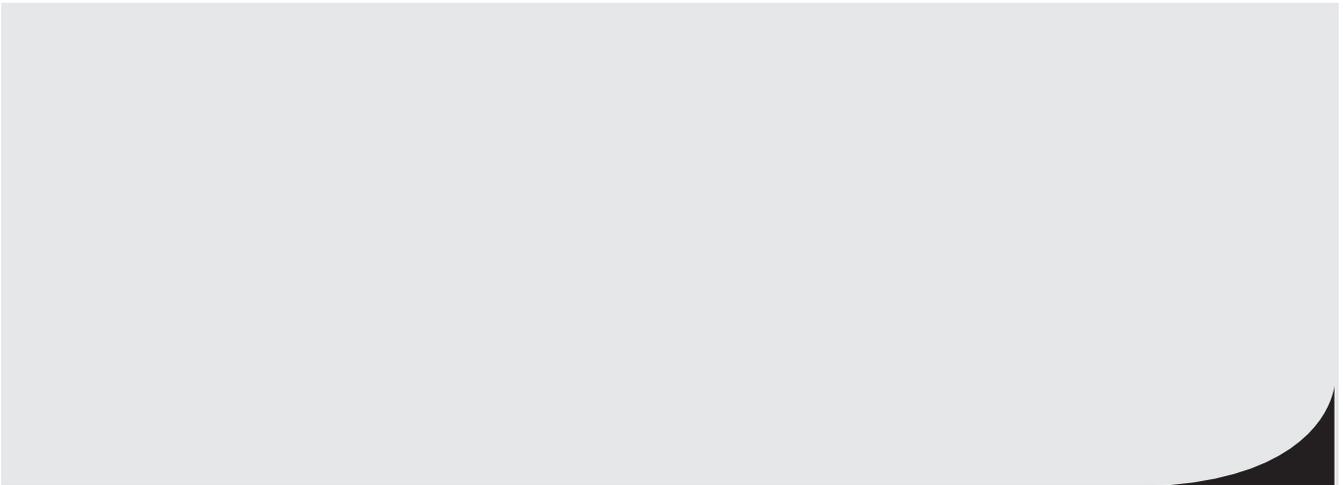
#### **Commit**

Begin watching apprentice videos and take tests.

Email or show a screenshot of passed test(s) to fpma specialist for credit on fpma worksheets.

**LEARNING LEADER NOTES:**

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**Lesson Objective**

By the end of this lesson, future professionals will understand:

How to perform a basic makeup application using Robert Jones' techniques

**Lesson Overview of Main Points**

- Prepping the skin
- Painting the eyes and face
- Finishing touches

LESSON DESCRIPTION	
Unit or Subject	fpma Guest Artist #1
Topic	Basic Makeup
Time Frame	2 hours
Facility to Use	Main classroom
Handouts	Not applicable
Visual/Audio Aids and Equipment	<ul style="list-style-type: none"> <li>• Robert Jones makeup brushes</li> <li>• Makeup kit</li> <li>• Sanitation supplies</li> <li>• Disposable makeup supplies</li> <li>• Makeup Master Class by Robert Jones</li> </ul>
Research Materials (for Learning Leaders)	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• Milady's cosmetology book</li> <li>• <i>Makeup Master Class</i> by Robert Jones</li> <li>• "Beginning to Beautiful" video</li> <li>• "Basic Eye Shadow" video</li> <li>• "Understanding Eye Shapes" video</li> </ul>
Criteria for Evaluation	Future professionals' understanding will be evaluated during demonstration.
Preparation Homeplay	None
Learning Materials	<p><i>Future professionals should bring to class:</i></p> <ul style="list-style-type: none"> <li>• iPads</li> <li>• Notepaper and writing utensils</li> </ul>

# OPEN

# BODY

## Why?

## What?

### Attention Getter

**Show:** Photos of basic makeup application (beauty)

**Ask:** *What do you notice?*

**Discuss** observations about the chosen makeup applications.

### Introduction

**Present** *Understanding basic makeup application allows you to naturally enhance beauty without looking overly done. It is the essence of all makeup applications, and is frequently requested. Knowing how to perform a basic makeup application will not only grow your business, but it demonstrates true knowledge of the power of makeup.*

### Overview of Main Points

**Point A:** Prepping the skin

**Point B:** Painting the eyes and face

**Point C:** Finishing touches

### PRODUCT / TOOL FOCUS

In this lesson, present the following Take Home, Paul Mitchell- Professional Products or Category, other products or tools:

**Point A:** Prepping the skin

**Present** products used to prepare the face for makeup application:

- Moisturizer is used to even out porosity and to balance dry/oily skin. Use a moisturizer based on the model's skin type and skin condition.
- Primer is used to aid the longevity and wearability of makeup. It can also conceal pores.
- Prep the eyelid by using concealer.
- Eye cream is used to moisturize and even out skin texture under the eyes.
- Lip balm is used to hydrate the lips prior to applying gloss or lipstick.

Prepping the skin is important and should never be omitted. Prepping the skin creates a smooth, flawless makeup application and enhances the longevity and wearability of makeup.

**Demonstrate** on a model.

**Point B:** Painting the eyes and face

**Review** basic eye: one eye-width space apart with basic crease (can see lid all the way across).

**Review** highlight, mid tone, and contour colors for the eyes.

The goal with eye shadow is to create a gradation of darkest from the outside corner fading away across to inner corner of eyes. Everything that is deepened pushes the area back, making the eyes look more open, wide-awake, and youthful.

Foundation application can start anywhere on the face, keeping in mind that the last stroke when applying foundation on the cheeks should be in a downward motion to keep facial hair in a downward direction.

**Demonstrate** application steps on a model.

**Point C:** Finishing touches

Multiple layers of mascara are used to create more definition in the eyes. Robert Jones uses 3 layers of mascara: first when painting eyes, after foundation and contouring, and at the end of the application.

To further enhance and create more definition in the eyes, the application of false lashes is an option.

**Demonstrate** on a model.

## BODY

### *How?*

**Point A:** Prepping the skin

**Ask:** *How do you prep your skin and what products do you use (and why?)*

Future professionals share their experiences with prepping the skin.

**Share** personal testimony with prepping the skin, products you prefer to use, and why. It's important to share different prepping methods based upon the model's skin type and skin conditions.

**Point B:** Painting the eyes and face

Future professionals verbally assist fpma specialist in performing application.

**Ask:** *Using Robert Jones' techniques and referencing the "Beginning to Beautiful" video, in what order does Robert Jones apply the full-face basic makeup?*

#### **Answer**

- Foundation on the forehead, conceal the eyelids
- Brows and eye makeup
- Foundation, conceal under eyes and blemishes, powder under eyes
- Highlight and contour
- Powder face
- Blush
- Lips

**Point C:** Finishing touches

**Ask** *Why might it be necessary to apply false lashes to enhance your makeup application?*

Future professionals share their knowledge and reasons for applying false lashes.

## CLOSE

### *What if?*

#### **Reflect**

Think about 3 things you learned today that you can incorporate into your everyday basic makeup application.

What really stood out to you?

#### **Rehearse**

Share with a partner, group, or class.

#### **Review**

Why is it important to prep the skin?

Which Robert Jones video can you revisit to gain a better understanding of a basic makeup application?

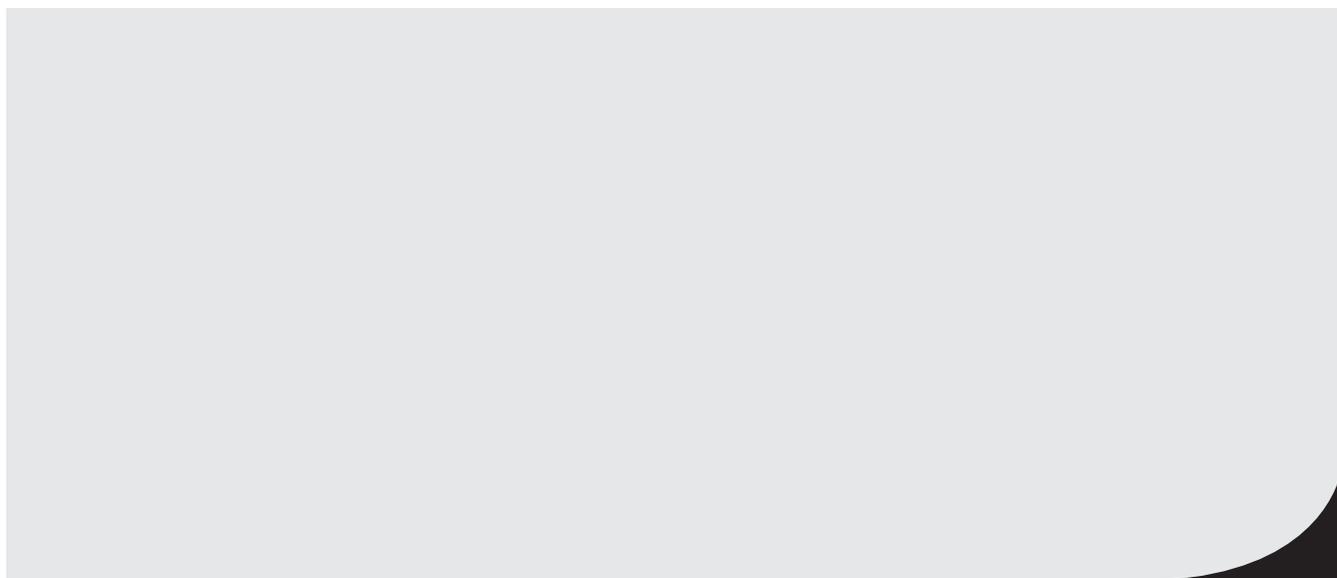
#### **Commit**

Practice and perform a basic makeup application on yourself and then again on a model.

Take before and after photos and share with fpma specialist for credit in the fpma.

**LEARNING LEADER NOTES:**

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**Lesson Objective**

By the end of this lesson, future professionals will understand:

How to perform a makeup application on mature skin

**Lesson Overview of Main Points**

- Prepping the skin
- Product selection
- Demonstration on a model

LESSON DESCRIPTION	
Unit or Subject	fpma Guest Artist #2
Topic	Makeup on Mature Skin / Textured Skin
Time Frame	2 hours
Facility to Use	Main classroom
Handouts	Not applicable
Visual/Audio Aids and Equipment	<ul style="list-style-type: none"> <li>• Robert Jones makeup brushes</li> <li>• Makeup kit</li> <li>• Sanitation supplies</li> <li>• Disposable makeup supplies</li> <li>• Makeup Master Class by Robert Jones</li> </ul>
Research Materials (for Learning Leaders)	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• Milady's cosmetology book</li> <li>• <i>Makeup Master Class</i> by Robert Jones</li> <li>• "Looking Great with Less" video</li> <li>• "All About Crèmes" video</li> </ul>
Criteria for Evaluation	Future professionals' understanding will be evaluated during demonstration.
Preparation Homeplay	None
Learning Materials	<p><i>Learners should bring to class:</i></p> <ul style="list-style-type: none"> <li>• iPads</li> <li>• Notepaper and writing utensils</li> </ul>

# OPEN

## Why?

### Attention Getter

**Show** various pictures of makeup applications on mature or textured skin.

(Before and after photos are ideal.)

**Ask:** *Who can share a personal testimony of performing a makeup application on mature or textured skin? What discoveries did you make?*

### Introduction

**Present:** Understanding and knowing how to perform makeup application on mature or textured skin gives you credibility as a makeup artist. The average person may not have perfectly smooth skin. Being able to camouflage uneven texture can enhance your customer base, allowing you to reach all ages. This in turn brings you more business!

### Overview of Main Points

**Point A:** Prepping the skin

**Point B:** Product selection

**Point C:** Demonstration on a model

### PRODUCT / TOOL FOCUS

In this lesson, present the following Take Home, Paul Mitchell Professional Products or Category, other products or tools:

# BODY

## What?

**Point A:** Prepping the skin

**Present** products used to prepare the face for makeup application:

- Moisturizer is used to even out porosity and to balance dry/oily skin.
- Primers aid the longevity and wearability of makeup. They also help conceal pores.
- Prep the eyes by using concealer.
- Eye cream is used to moisturize and even out skin texture under the eyes.
- Lip balm is used to hydrate the lips prior to applying gloss or lipstick.

Prepping the skin is important and should never be omitted. Prepping the skin creates a smooth, flawless makeup application and enhances the longevity and wearability of makeup.

**Demonstrate** on a model.

**Point B:** Product selection

**Present:** Product selection is crucial to ensuring the makeup application looks flawless without enhancing wrinkles or uneven texture within the skin. Typically with mature or textured skin, it's important to find the perfect balance of moisture without looking too oily or too matte. Knowledge is gained through practice and experience.

### Product recommendations:

- Pencil concealer with a dryer texture; it stays right where it is placed. Perfect for broken capillaries or age spots.
- Foundation with added hydration, light reflecting properties, or anything designed for mature skin.
- Creamy concealers with a light dusting of translucent powder.
- Matte-textured crème shadows, eye shadows, blush, and bronzers because they draw less attention to wrinkles or texture in the skin.
- Lighter, softer shades of eyeliner to create soft definition, to help the eyes look more open and youthful.
- Lighter, glossy shades for the lips, to help the lips look supple and youthful.

**Point C:** Demonstration on a model

**Discuss** The difference between makeup applications on youthful, young skin versus makeup application on mature or textured skin.

**Demonstrate** application steps on a model.

Multiple Intelligence: \_\_\_V/L \_\_\_M/L \_\_\_S \_\_\_B/K \_\_\_M \_\_\_INTR \_\_\_INTA

## BODY

### How?

**Point A:** Prepping the skin

**Ask:** *When working with mature or textured skin, how do you prep the face and which products do you use (and why?). Does prepping the skin a certain way help minimize the appearance of unwanted wrinkles or texture?*

Future professionals share their experiences with prepping the skin.

**Share** personal testimony with prepping the skin, products you prefer to use and why. It's important to share different prepping methods based upon the model's skin type and skin conditions.

**Point B:** Product selection

**Ask:** *What product recommendations do you have that work well with mature or textured skin?*

Future professionals share their experience with product selection.

**Point C:** Demonstration on a model

Future professionals verbally assist fpma specialist in performing application.

**Ask:** *Using Robert Jones techniques and referencing the "Looking Great with Less" video, discuss how Robert Jones applies the products and makeup?*

**Ask:** *Thinking about the Robert Jones technique; if working with a model with mature or textured skin, who is going to a special event and needs a full face makeup application, how can we tailor and customize this makeup application to our model's needs?*

## CLOSE

### What if?

#### Reflect

Think about one key point covered in today's lesson that will help you grow as a makeup artist.

Take a few minutes to write it down.

#### Rehearse

Share with the class the most important key point that stood out in your mind.

Why did that key point stand out to you and how will it help you grow as a makeup artist?

#### Review

What is important when selecting foundation for a guest with mature or textured skin?

Which texture eye shadow and blush should we use and why?

When making your eyeliner choice, what are some important aspects you should consider?

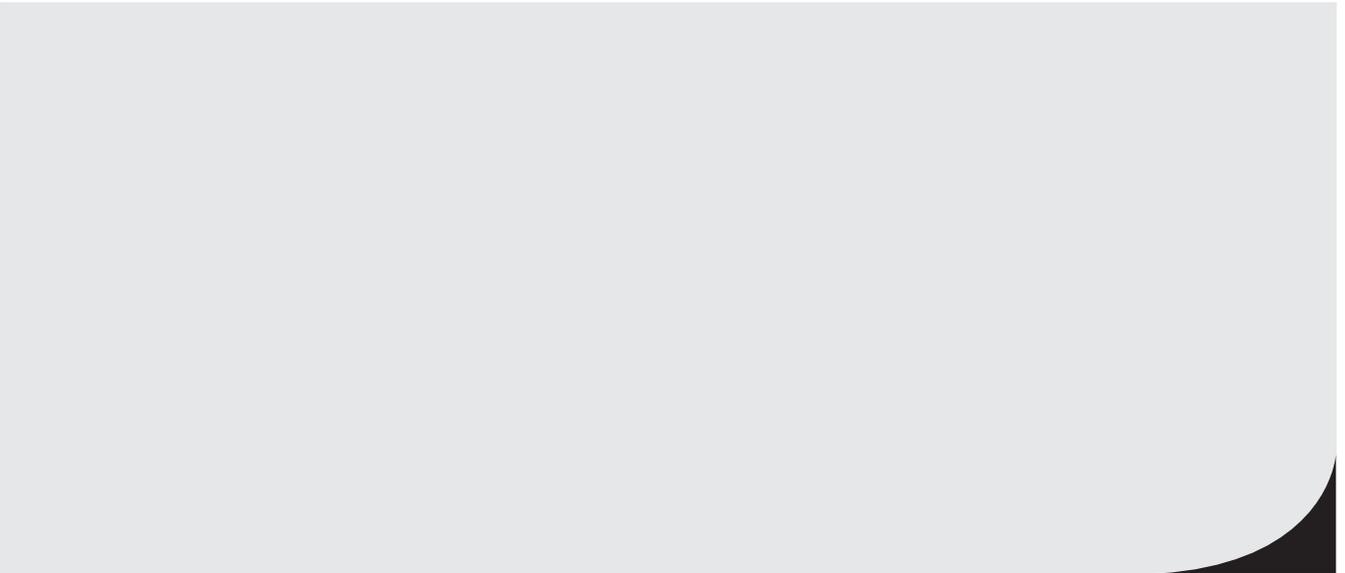
#### Commit

Perform a makeup application on a model with mature or textured skin.

Take before and after photos. Show your fpma specialist for credit in the fpma.

**LEARNING LEADER NOTES:**

A large, empty rectangular box with a black border, intended for writing notes.



**fpma** Guest Artist #3

## Foundation: Color Matching and Advanced Highlighting and Contouring

**Lesson Objective**

By the end of this lesson, future professionals will understand:

How to correctly color match foundation to skin tone as well as perform advanced highlighting and contouring

**Lesson Overview of Main Points**

- Color theory
- Color matching foundation
- Highlighting and contouring

LESSON DESCRIPTION	
Unit or Subject	fpma Guest Artist #3
Topic	Foundation: Color Matching and Advanced Highlighting and Contouring
Time Frame	2 hours
Facility to Use	Main classroom
Handouts	Not applicable
Visual/Audio Aids and Equipment	<ul style="list-style-type: none"> <li>• Robert Jones makeup brushes</li> <li>• Makeup kit</li> <li>• Sanitation supplies</li> <li>• Disposable makeup supplies</li> <li>• Makeup Master Class by Robert Jones</li> </ul>
Research Materials (for Learning Leaders)	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• <i>Makeup Master Class</i> by Robert Jones</li> <li>• "Color Theory" video</li> <li>• "Perfecting Foundation" video</li> <li>• "Advanced Highlight and Contour" video</li> </ul>
Criteria for Evaluation	Future professionals' understanding will be evaluated during demonstration.
Preparation Homeplay	None
Learning Materials	<p><i>Future professionals should bring to class:</i></p> <ul style="list-style-type: none"> <li>• iPads</li> <li>• Notepaper and writing utensils</li> </ul>

# OPEN

## Why?

### Attention Getter

**Show** various photos of good and bad foundation shade selection.

**Ask:** *Think about the photos you just saw. Was there anything you noticed about any photos in particular that caught you off guard?*

### Introduction

**Present:** *Choosing the correct foundation shade is extremely important, since the wrong color can ruin the overall look of your makeup. Understanding color theory will not only support you in color selections, it will make each foundation application perfectly flawless giving you consistent makeup applications each and every time!*

### Overview of Main Points

**Point A:** Color theory

**Point B:** Color matching foundation

**Point C:** Highlighting and contouring

### PRODUCT / TOOL FOCUS

In this lesson, present the following Take Home, Paul Mitchell- Professional Products or Category, other products or tools:

# BODY

## What?

**Point A:** Color theory

**Review** the color wheel. Discuss the color theory terms:

- Primary, secondary, and tertiary colors
- Warm colors: yellow, orange, red
- Cool colors: purple, blue, green
- Neutral colors: equal elements of warm and cool

**Present:** *The use of color theory helps you select the perfect foundation shade. Always perform a stripe test on your guests, to get the perfect match for their skin tone.*

**Point B:** Color matching foundation

**Present:** *The first step in achieving flawless-looking skin is choosing the right foundation shade. Determine skin's undertone, depth level, skin type, amount of coverage needed, and type of finish.*

### Choosing the right shades:

- The first color should match skin tone exactly. It is your true foundation color.
- The second color, your highlight color, should be at least one level lighter than the first, preferably with the same undertone.
- The third shade, your contour color, should be one level darker than your first, preferably with the same undertone.

**\*\*For more dramatic results, use shades two to three levels lighter or darker.\*\***

**Demonstrate** color matching on a model.

**Point C:** Highlight and contour

**Present:** *Highlighting and contouring is the makeup artist's equivalent of an optical illusion. The ideal face shape is oval, and by highlighting/contouring we can make the face appear more oval.*

### Sculpting the face:

- Visualize an oval. The width of the oval is the width of the eye sockets. The height (length) extends from the tip of the forehead to the bottom of the chin.
- Apply highlight color to high points inside oval: forehead, under eyes, top of cheekbones, bridge of nose, tip of chin. Eyes are drawn to center of the face.
- Contour areas outside oval. Makes face appear more narrow and oval.

**Demonstrate** on a model.

Multiple Intelligence: \_\_\_V/L \_\_\_M/L \_\_\_S \_\_\_B/K \_\_\_M \_\_\_INTR \_\_\_INTA

## BODY

### *How?*

**Point A:** Color theory

**Activity:** Have future professionals partner up and determine their partner's undertone. What undertones do they see, and does that color fall under warm, cool, or neutral?

Future professionals share with the class.

**Point B:** Color matching foundation

After explaining the importance of color matching, have future professionals assist in selecting the appropriate foundation shade on the model.

Perform the stripe test on models skin and have future professionals determine which shade and depth level best suites the model's skin.

**Ask:** *What discoveries did you make and how will this information benefit you in selecting the right foundation color for your guests?*

**Point C:** Highlighting and contouring

Future professionals assist fpma specialist verbally in choosing the appropriate highlight and contour colors for the model.

**Ask:** *What is your preference in selecting your highlight and contour shades? Do you prefer one level lighter/darker or a more dramatic look? Why?*

## CLOSE

### *What if?*

#### **Reflect**

Think about how the information learned in today's lesson can benefit your makeup applications as a professional makeup artist.

Think about the most important key points that you will take away with you.

#### **Rehearse**

Share with the class the most important key point you learned today.

#### **Review**

Why is color theory important?

If unsure of the guest's skin undertone, what can you do to help you select the perfect foundation shade?

How can you create a more or less dramatic look when highlighting and contouring?

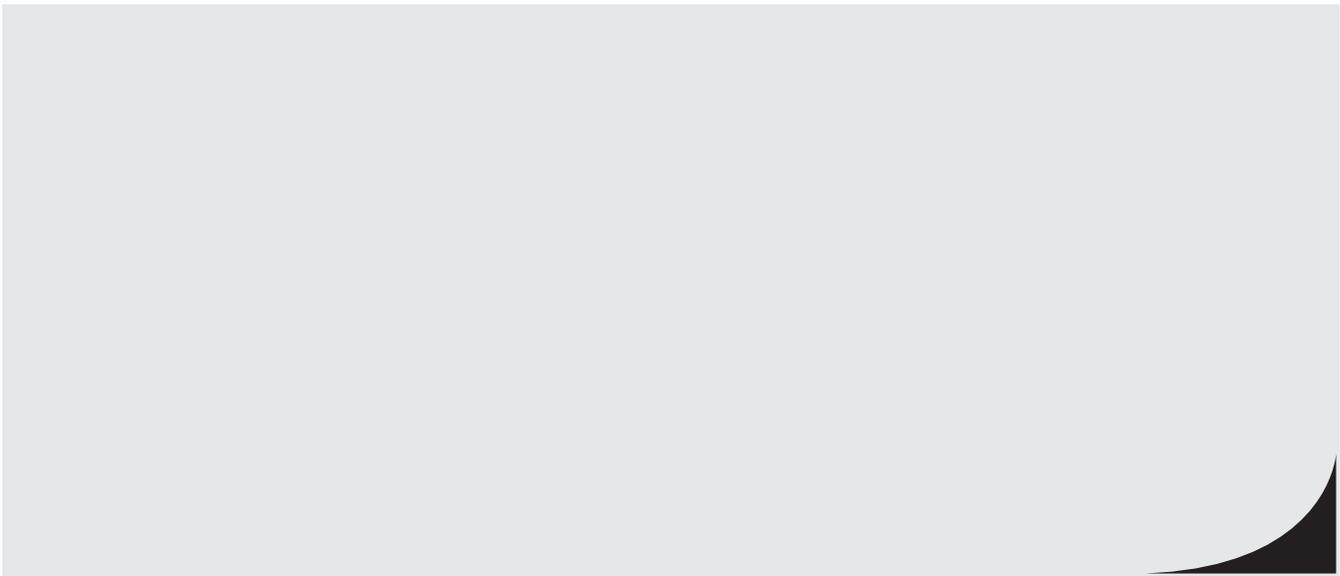
#### **Commit**

Select the perfect foundation shade and apply it to a model. Perform advanced highlighting and contouring techniques as well.

Take before and after photos. Share them with your fpma specialist for credit in the fpma.

**LEARNING LEADER NOTES:**

A large, empty white rectangular area intended for handwritten notes.



## fpma Guest Artist #4

## Eyes: Classic Smoky vs. Wearable Smoky

**Lesson Objective**

By the end of this lesson, future professionals will understand:

The difference between the classic smoky and wearable smoky eyes. They will also understand how to perform both of these eye shadow applications.

**Lesson Overview of Main Points**

- Smoky eyes in the industry
- Classic smoky eye
- Wearable smoky eye

LESSON DESCRIPTION	
Unit or Subject	fpma Guest Artist #4
Topic	Eyes: Classic Smoky vs. Wearable Smoky
Time Frame	2 hours
Facility to Use	Main classroom
Handouts	Not applicable
Visual/Audio Aids and Equipment	<ul style="list-style-type: none"> <li>• Robert Jones makeup brushes</li> <li>• Makeup kit</li> <li>• Sanitation supplies</li> <li>• Disposable makeup supplies</li> <li>• Makeup Master Class by Robert Jones</li> </ul>
Research Materials (for Learning Leaders)	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• <i>Makeup Master Class</i> by Robert Jones</li> <li>• "Classic Smoky Eye" video</li> <li>• "Wearable Smoky Eye" video</li> </ul>
Criteria for Evaluation	Future professionals' understanding will be evaluated during demonstration.
Preparation Homeplay	None
Learning Materials	<p><i>Future professionals should bring to class:</i></p> <ul style="list-style-type: none"> <li>• iPads</li> <li>• Notepaper and writing utensils</li> </ul>

## OPEN

### Why?

#### Attention Getter

**Show:** Various photos of celebrities and brides wearing a classic smoky or wearable smoky eye.

**Ask:** Which models are wearing a classic smoky eye and which are wearing a wearable smoky eye? How can you tell?

#### Introduction

**Present:** With the smoky eye, the eyes are the absolute focus. By understanding the differences between the classic and wearable smoky eye, you can create endless looks and make them as subtle or dramatic as desired. Whatever they decide, knowing the smoky techniques will help you make all your guests gorgeous for their special events and will bring you more business!

#### Overview of Main Points

**Point A:** Smoky eyes in the industry

**Point B:** Classic smoky eye

**Point C:** Wearable smoky eye

#### PRODUCT / TOOL FOCUS

In this lesson, present the following Take Home, Paul Mitchell Professional Products or Category, other products or tools:

## BODY

### What?

**Point A:** Smoky eyes in the industry

**Present:** The smoky eye is popular in the makeup industry. Smoky eyes are popular in print, TV, film, Hollywood, Instagram, and are a frequently requested makeup look for prom. The main reason: it's a fun, dramatic look.

The smoky eye technique is broken into two different types: classic vs. wearable.

While each application has distinct differences, each method can be changed simply by color selection. You have the opportunity to make the smoky eye as subtle or dramatic as you or your guest wishes.

**Show:** A side-by-side photo of the classic versus wearable smoky eye and keep the photo up for the remainder of the lesson.

**Point B:** Classic smoky eye

**Present:** As discussed, the classic smoky eye application is darkest at the base of the lashes with a gradation of color going lighter up to the brows.

#### Application:

- Highlight shade: apply to brow bone only.
- Midtone shade: start at the base of the lashes and bring color up and over entire eyelid, making sure to blend where it meets your highlight. Bring color underneath lower lash line as well.
- Contour shade: start at the base of the lashes and layer over midtone up into the crease. Bring color underneath lower lash line as well.
- Create a dark-to-light (darkest at the base, lightest going up to the brows)

**Demonstrate** on a model.

**Point C:** Wearable smoky eye

**Present:** As discussed, the wearable smoky eye is darkest at the outer corners of the eyes with a gradation of color going lighter to the inner corner of the eyes.

#### Application:

- Highlight shade: apply to brow bone, inside corner of upper lid and lower lid.
- Midtone shade: starting from outside corner of lid at the lash line, sweep color to inside corner of eyes. Work it all the way up to brow bone. Make sure it blends where it meets your highlight at the brow bone as well as inside corner of the lid. Brush along lower lash line.
- Contour shade: sweep color along upper lash line, starting from outside corner and working toward inside corner and up toward the crease, layering it on top of the midtone shade. Keep the most intense color at the outer corners of eyes. Brush along the lower lash line.

**Demonstrate** on a model.

Multiple Intelligence: \_\_\_V/L \_\_\_M/L \_\_\_S \_\_\_B/K \_\_\_M \_\_\_INTR \_\_\_INT

## BODY

### *How?*

**Point A:** Smoky eyes in the industry

**Ask:** *What are the differences between the classic vs. wearable smoky eye? How can you tell the difference between the two?*

**Discuss** the difference between the classic vs. wearable smoky eye.

- **Classic smoky** is darkest at the base of the lashes with a gradation of color going lighter up to the brows.
- **Wearable smoky** is darkest at the outer corners of the eyes with a gradation of color going lighter to the inner corner of the eyes.

**Point B:** Classic smoky

Future professionals listen and take notes.

**Ask:** *With the classic smoky eye, is it always necessary to use black?*

**Answer:** With the classic smoky eye, we are talking about the technique. The application itself can be modified and using light shades of shadow can create a more soft, subtle look. Adding a pop of color will also change the feel and overall look of the eye shadow application.

**Point C:** Wearable smoky eye

**Ask:** *Is it necessary to always follow the same order when applying the wearable smoky eye?*

**Answer:** With the wearable smoky eye, again, we are talking about the technique. The look itself can be modified by your color choices, but the application is always the same. Adding a pop of color will also change the feel and overall look of the eye shadow application. As you grow as a makeup artist, you may find new techniques in applying eye shadow and discover what works best for you in creating the effects you want. Again, knowledge is gained through practice and experience.

## CLOSE

### *What if?*

#### **Reflect**

We learned quite a bit today.

Think about the differences between the classic and wearable smoky eye. What knowledge have you gained to help you differentiate between each smoky eye application method?

#### **Rehearse**

Share with partner, group, or class.

#### **Review**

How is the classic smoky eye method applied?

How is the wearable smoky eye method applied?

Is it imperative that black is always used when creating a smoky eye?

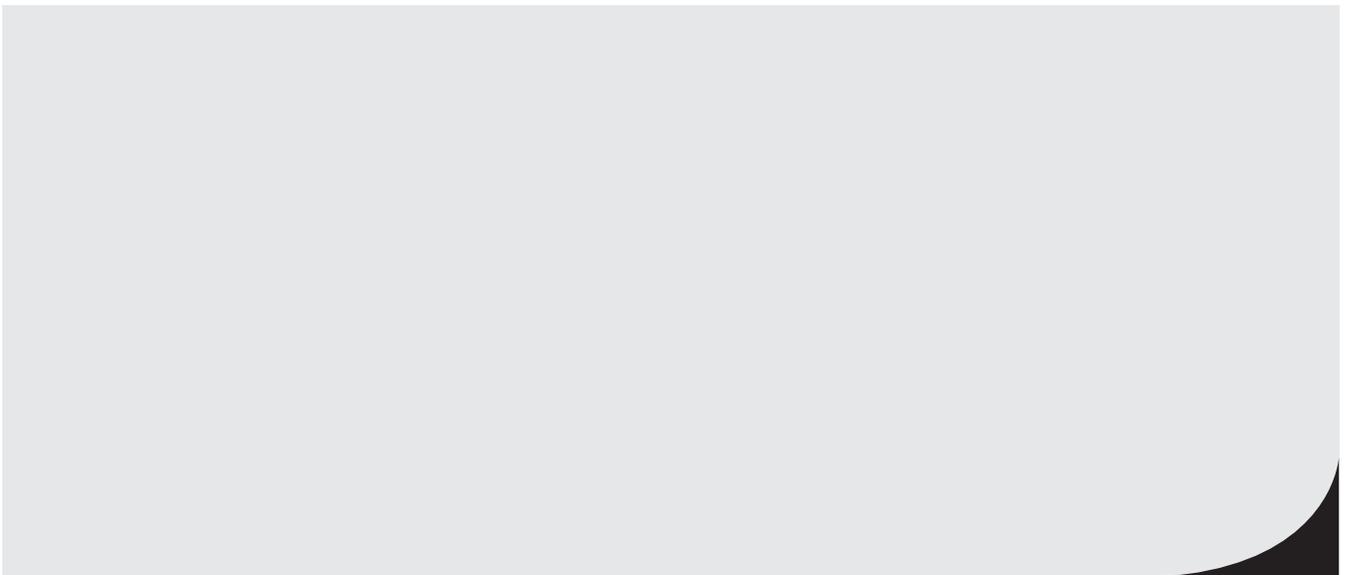
#### **Commit**

Practice the classic and wearable smoky eyes on a model.

Take before and after photos and share them with your fpm specialist to receive credit in the fpm.

**LEARNING LEADER NOTES:**

A large, empty rectangular box with a black border, intended for handwritten notes.



**Lesson Objective**

By the end of this lesson, future professionals will understand:

The differences between strip and individual lashes. They will also understand how to apply lashes.

**Lesson Overview of Main Points**

- Choosing lashes
- Strip lashes
- Individual lashes

LESSON DESCRIPTION	
Unit or Subject	fpma Guest Artist #5
Topic	False Lashes: Strip vs. Individual
Time Frame	2 hours
Facility to Use	Main classroom
Handouts	Not applicable
Visual/Audio Aids and Equipment	<ul style="list-style-type: none"> <li>• Robert Jones makeup brushes</li> <li>• Makeup kit</li> <li>• Sanitation supplies</li> <li>• Strip (multiple types), individual lashes, and lash glue</li> <li>• Tweezers</li> <li>• Makeup Master Class by Robert Jones</li> </ul>
Research Materials (for Learning Leaders)	<ul style="list-style-type: none"> <li>• Lesson plan</li> <li>• Makeup Master Class by Robert Jones</li> <li>• "False Lashes" video</li> <li>• "All About False Lashes" video</li> </ul>
Criteria for Evaluation	Future professionals' understanding will be evaluated during demonstration.
Preparation Homeplay	None
Learning Materials	<p><i>Future professionals should bring to class:</i></p> <ul style="list-style-type: none"> <li>• iPads</li> <li>• Notepaper and writing utensils</li> </ul>

## OPEN

### Why?

#### Attention Getter

Models have full makeup application completed without mascara and without lashes.

**Ask:** *Is there anything you notice about these beautiful models' makeup application? What is missing?*

**Present:** *Lashes, lashes, lashes ... they are the ultimate in definition to the eyes. Nothing defines them more.*

#### Introduction

**Present:** *Lashes are beautiful in that they add drama to the eyes. While lash application is beautiful, it can also be done incorrectly, causing closing of the eye and weighing down of the eyelid. By understanding the differences between lashes and lash applications, you will be able to apply the appropriate lashes to your guests consistently, while enhancing your overall makeup application.*

#### Overview of Main Points

**Point A:** Choosing lashes

**Point B:** Strip lashes

**Point C:** Individual lashes

#### PRODUCT / TOOL FOCUS

In this lesson, present the following Take Home, Paul Mitchell Professional Products or Category, other products or tools:

## BODY

### What?

**Point A:** Choosing lashes

**Share** at least 5 different types of strip lashes, individual flare lashes, and single strand individual lashes.

**Discuss** the differences between strip and individual lashes.

#### Suggestions:

- Use strip lashes that are less dense at the base; they look more natural (wispiers).
- For a more dramatic effect, double up on the lashes.
- Line along top lash line prior to application of lashes to mask any gaps between the false lashes and real lashes.
- Apply lashes as close to the base of the lashes as possible.
- Use the correct type of glue.

**Point B:** Strip lashes

#### Application:

- Curl lashes and apply a layer of mascara.
- Line upper lash line.
- Remove lashes from container.
- Measure lashes, making sure to stay away from inner corners of eyes and making sure they don't extend past the outer corner of the eye. Trim lashes if necessary, using small scissors.
- Apply thin layer of lash glue to strip of lashes, waiting 30 seconds or until glue is tacky before applying.
- Use tweezers to aid in the application of the lashes, making sure to stay as close to the base of the lashes as possible for a more natural look.
- Apply mascara, mascara-ing your lashes into the false lashes, once glue is dried. This helps lashes look more natural.

**Demonstrate** on a model.

**Point C:** Individual lashes

#### Application:

- Curl the lashes and apply a couple of layers of mascara.
- Squeeze a few drops of individual lash glue onto a metal palette or foil.
- Remove individual lash from container using tweezers.
- Dip end of lash into glue.
- Coat natural lash with glue and secure individual lash to natural lashes.
- Repeat process, using shorter lashes toward inner corners of eyes, medium-length lashes toward middle, and longer lashes toward outer corner.
- Continue until desired fullness is achieved.

**Demonstrate** on a model.

Multiple Intelligence: \_\_\_V/L \_\_\_M/L \_\_\_S \_\_\_B/K \_\_\_M \_\_\_INTR \_\_\_INTA

## BODY

### *How?*

**Point A:** Choosing lashes

**Ask:** *What types of lashes do you prefer to use on your eyes and why?*

**Point B:** Strip lashes

**Ask:** What discoveries have you had when applying strip lashes? What solution did you come up with to help you?

**Point C:** Individual lashes

Have future professionals watch closely as you apply the individual lashes.

**Discuss** the benefits of customizing the lash application for models and guests and the ability to charge more for the lashes.

## CLOSE

### *What if?*

#### **Reflect**

Think about how you can grow in applying lashes to either yourself or your guests when performing makeup applications.

Think about how you would charge your guests for simple eyelash applications.

#### **Rehearse**

Share with the class.

Share how much you may charge guests for individual lash application.

#### **Review**

Why is it important to use lashes that are less dense near the strip of the lash?

Why line the eyes prior to applying strip false lashes?

#### **Commit**

Apply strip lashes and individual lashes to a model.

Take before and after photos and share with your fpma specialist to receive credit in the fpma.

**LEARNING LEADER NOTES:**

