



makeup  
amy yang

# What? Why?

- Colors of liquids, creams, and powders used to transform physical appearances
- High and Low levels of transformation
  - Everyday makeup, party makeup, stage makeup, special FX makeup
- Styles change over time
- To feel new, to feel different, to have fun

# Getting Started

- Need certain tools
  - Brushes
  - Sponges
- Skin preparation
  - Cleansing
  - Moisturizing

# Face Shapes

- Determine Face Shapes to have most complimentary makeup application



square



heart



round



long



oval

# General Application Process

- Determine Face Shape and Skin Tone
  - Skin tones include: black, olive, fair, asian
- Decide on style of make preferred
  - Day vs. Night
  - Color vs. Neutral
- Style of makeup determines which areas to enhance and which areas to shade
  - Shading begins to change face shape or enhance important features
- Each facial element is transformed one by one to change the face entirely or minimally
  - Brows, eyes, cheeks, lips, etc.
  - Usually focus on either eyes or lips



Using cream base and foundation colors, the face is highlighted with lighter shades and shaded with darker shades.



Using foundations, face powders, blushers, eyeshadows, eyeliner and mascara, and lip colors, the face is Transformed in many different ways.



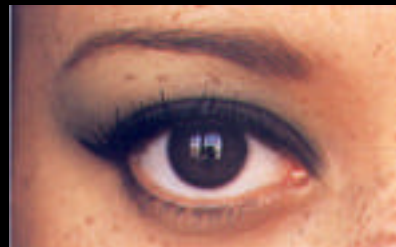
deep-set



heavy brows

- Many different effects can be achieved depending on eye shape, color, size, inset, and brow shape
  - Using natural, creamy, matte, and glossy shadows with liners

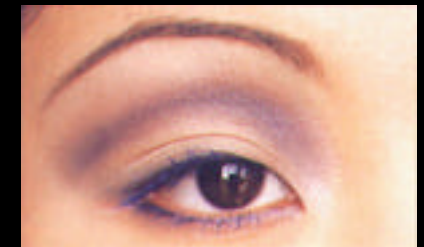
round



small



asian





- Thin, uneven, shapeless, full, and color unbalanced lips can all be fixed using lip liners and colors
- Drawing lines outside the natural lip line help creates fuller lips
- Drawing lines inside the natural lip line help creates thinner lips





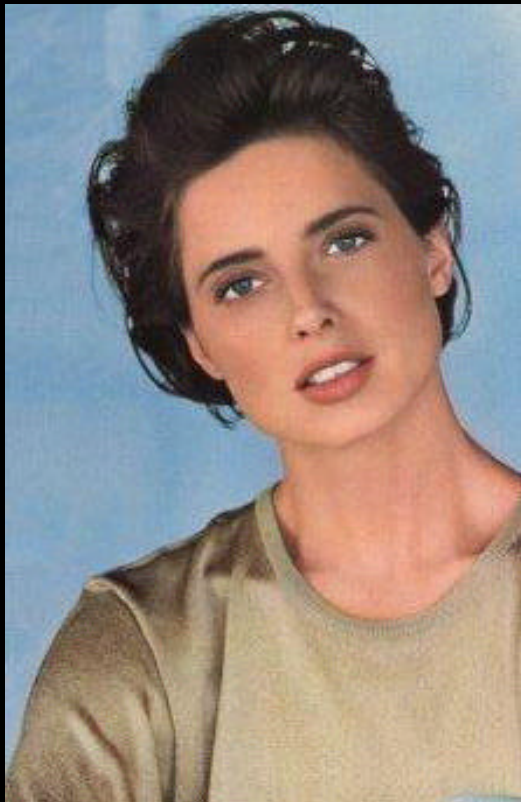
# Transformation

Makeup application leads to transformation



# Kevin Aucoin

Recreate past actresses from present ones with  
make up and lighting effects



Isabella Rossellini



Isabella Rossellini as  
Barbara Streisand



Barbara Streisand



Demi Moore



Demi Moore as  
Clara Bow



Clara Bow





Courtney Love



Courtney Love as  
Jean Harlow



Jean Harlow



Lisa Marie Presley



Lisa Marie Presley  
as Marilyn Monroe



Marilyn Monroe



Male transformations

# Stage Makeup

- Makeup that strengthens features so they can be seen from far away
- Makeup that creates characters
- Using
  - Cream and Greasepaint, Aqua and dermacolour, Eyeshadow and liner, Pencils and mascaras, Lipsticks and blushers, Brushes and sponges, Dayglo and uv makeup, Remover and setting powder, Hair and moustaches

# Aging, Balding, Hair Growth Effects

- Aging
  - Emphasize age lines – nose, mouth
  - Remold face with Patches of shadows not just lines
- Balding
  - caps
- Hair Growth
  - Fake hair applied to head, face and other areas





**Balding effect**



## Hair Growth Effect

# Special FX Makeup

- Using blood, prosthetics, latex and nose putty, and spirit gum, special effects makeup is created
- This type of makeup is used for advanced special effects such as those you see in abstract and surreal films and television shows
  - Ex: horror films like *Dracula*

# Burned Effect



1<sup>st</sup> Degree

2<sup>nd</sup> Degree

3<sup>rd</sup> Degree



# Deep Wound Effect



# Other Gruesome Effects



Prosthetics using gelatine (1): A whole chest piece  
alone to show a chest drain  
a) The piece being applied



(b) The chest drain inserted — 'blood' is flowing  
through the drain (the gelatine has been melted in  
order to draw flesh up for a purse-string stitch)



Prosthetics using gelatine (2): A  
head wound — the victim has



FANTASY MAKEUP



A fantasy effect using water-based make-up and directly applied gelatine



An animal make-up



Clown make-up



# Sources

- *Making Faces* Kevin Aucoin
- *Face Forward* Kevin Aucoin
- *The Complete Make-Up Artist*  
Penny Delamar
- *Classic Make-Up & Beauty* Mary Quant

“The future will belong to those with open minds and open hearts, who can appreciate beauty in all its forms.”

-Kevin Aucoin