A large, light pink brushstroke graphic that serves as a background for the text. The stroke is thick and has a textured, hand-painted appearance, with some darker pink areas where the brush has been applied more heavily.

***Level 3 extended
diploma media
makeup and special
effects assignment
brief 2 :
Progression***

AIMEE DIGBY

Contents page

- Introduction
- Research
- Work experience
- UCAS

introduction

- For this brief which is to think about progression routes, to complete and find work experience and to complete a UCAS application I am interested to see what other progression routes I could go down after finishing this course whether it is to become a freelance makeup artist or to further my education and knowledge in makeup and do the degree.
- Now the progression route I am thinking of going down is doing the degree at Bradford college.

Different progression routes - traineeships

- As I am 18 years old there are many progression routes I could go down such as combining work and studying like doing a traineeship which is a course that offers work experience that gets you ready for an apprenticeship or a job. You do a traineeship for 6 weeks up to one year, the requirements to do this are be between 16 to 24 years old with an education and health plan and have nothing higher than a level 3 qualification.

Different progression routes – apprenticeships

- If I want to combine work and studying I could do a apprenticeship which is an intermediate or advanced higher, degree apprenticeships which combine both learning on the job and off the job learning, which means you get training relevant to your job and paid a salary. You spend 80% of the time in workplace and 20% in college, you do an apprenticeship for a year minimum. The entry requirements are dependent on the industry, job role and the apprenticeship level.

Different progression routes – University degree

- The progression route I could go down and I'm also interested in is doing a degree at university which means it is a high academic course taught in a higher education institute, i could be studying at university for three to four years, the entry requirements are set by each university, usually you need A levels or the equivalent qualifications.

Different progression routes – higher technical skills courses

- Again, as I am 18 I could further my education and skills further before going straight into employment I could do a higher technical skills course, this means I can learn higher level skills that employers want in either a college or university for one to two years like the apprenticeship the entry requirements to do a higher technical skills course depends on the course.

Different progression routes – start a business

- If I didn't want to go down the route of combining work and study or continuing my education I could go straight to employment by starting my own business I could do this in a shared location or at home for this I may need special skills or qualification's and also start up cost to start a business.

Different progression routes – getting a job

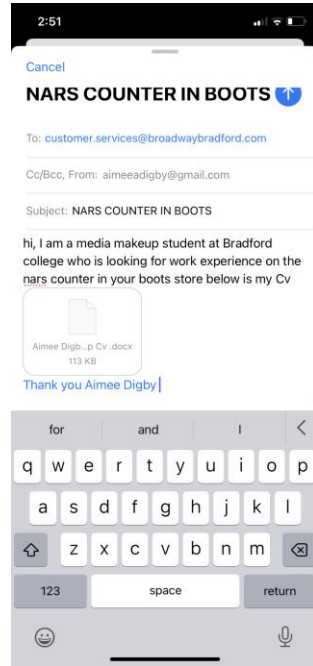
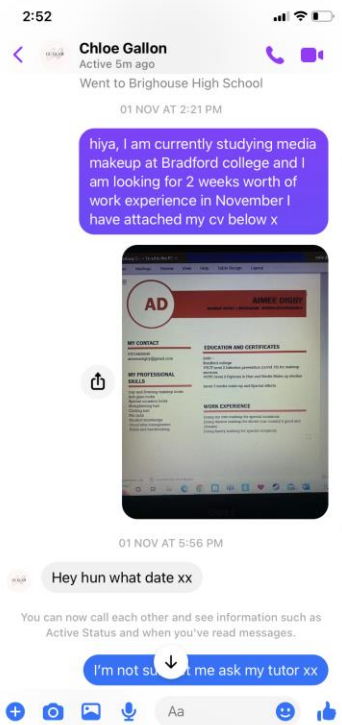
- if I didn't want to set my own business I could go straight into employment and get a job this means I can go straight into employment and industry with a Cv that is up to date and a cover letter I could work in a salon or on a set doing makeup, the requirements for me to work may differ on each employer as some may want more qualifications and experience to others.

What is work experience?

- Work experience in college gives students a chance to gain experience in your chosen career path to develop skills you don't already have, and it also allows students to see how things work in person and be able to have a hands-on experience in the career of their choice.

Where could I find work experience as a makeup artist?

- As a makeup artist I could find work experience by contacting salons who offer makeup as a service and see how salons offer makeup to clients, by doing makeup at makeup events such a college open day, or gain work experience by contacting makeup counters.



I have messaged Chloe Gallon, Natalie and the Nars counter in boots for work experience. However, nobody got back to me about doing a day of work experience with them. I

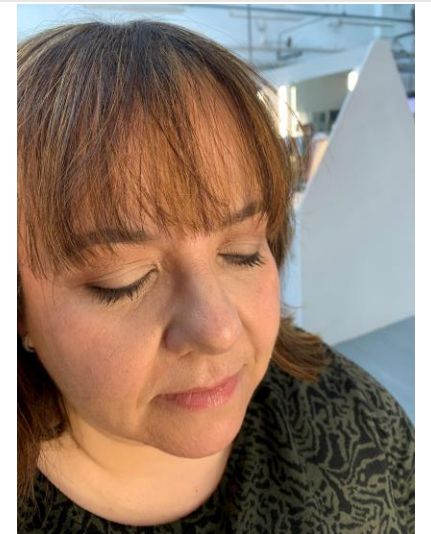
Places I have contacted for work experience

Previous work experience

- I have got previous work experience by doing my family and friends makeup for special events that they have attended; this is work experience as I had a time frame to apply the makeup and it was doing makeup on people who aren't in my class at college.
- I have also gained work experience by doing makeup for the college's performance of Grease which was a fast-paced environment as I had to apply the makeup and powder throughout the performance as the actors would sweat.
- I also have upcoming work experience which is doing the makeup for the college production of a Christmas carol. I also have been a makeup model for the Yazmin Heinz event hosted at college.

Work experience

- For my work experience for my brief I helped out at the Bradford College open day which took place on Saturday 12th November, I did my mums makeup as a demo so I could practise on a mature face and a different skin type, for the open day I also set up a tea and coffee station for the models students were bringing in and also went out and bought milk and a Variety of biscuits. Overall I liked the work experience as I could practise and do a glowy skin and soft eye look on my mum to practise and trail doing mature skin. For the make up I really like how it turns out as the eyes are soft with a light and a dark brown blended into the crease to define and deepen it with a pale yellow shade in the inner third of the lid to brighten without using a shimmer as it would have been heavy for a day look. The skin I like as I prepped with a hydrating moisturiser primer hybrid to hydrate but primer her skin for makeup then I applied foundation with a fluffy foundation brush and a dewy foundation as it sits beautifully on my mums skin then I applied concealer and a liquid blush to her cheekbones but starting the liquid blush at the top of her cheekbones as it brings more attention to her eyes I applied powder and then all my powder products such as powder bronzer and blusher and a small bit of highlighter. After I went back to her eyes and applied a brown black to ger top lash line to act as a eyeliner. Then for her lips I applied a pinky purple lipstick.



Self-employment

- As a makeup artist you can choose to become self-employed or a freelance makeup artist when you have finished building and developing your skills and a portfolio of your work. To do this you have to register to be self-employed with HMRC or another limited company.

Starting out as a makeup artist

- For upcoming makeup artists building up a clientele can be difficult as there are already a lot of makeup artists out there.
- As a makeup artist I could try and get a job doing makeup in a salon and build up a clientele there, or because I have an interest in bridal makeup I could show my skills at wedding events/shows. I could even work as an assistant to an experienced makeup artist and build a network like that.

What insurance do I need as a makeup artist?

- As a makeup artist I will need to look at getting insurance to protect myself and my business from any accidents and other mishaps that could occur on the job, the insurance I will need to take a look at to get include:
- **Public liability insurance** – I need this in case a client gets Injured, or their property gets damaged because of a makeup application e.g., dropping something that leaves a stain on the client's carpet.
- **Professional indemnity insurance** – I need this if I give bad advice to a client and that causes a financial loss to my client.
- **Tool cover** – I need this type of insurance if my specialist kit gets stolen, lost or damaged.
- **Employer's liability insurance** – I will only need this type of insurance if I hire people to help me with my business.

What is a makeup artist?

- A makeup artist is someone who specializes in cosmetics, using technical skills and application to enhance someone's natural facial features or change them.
- They are often employed to do day to day makeup, for weddings and other special events, modelling shoots, theatre shows and tv shows.
- Even though makeup artists can work on theatre productions and on a tv set or another role in the industry it is common to become freelance makeup artist on a self - employed basis.

How hard is it to become an MUA?

- If you have a passion for makeup and cosmetics and have an artistic flare or a talent for makeup It should not be difficult for you to make a portfolio of your work.
- On the other hand, becoming a successful makeup artist is hard as there is no set career path like there is for other industries and most makeup artists become self-employed as building up a secure clientele and getting regular work takes skill and technical abilities, a lot of dedication and time.

How much do MUA's Make?

- As a freelance makeup artist if I decided to go down that route, I will be setting my own rates and the money I will get depends on these factors which are the type of makeup artist I am, where I am based and my experience.
- According to talent.com the average for a makeup artist is £39,000 this is a number taken from 52 salaries and is based on a employed role, however in 2021 the rate was £27,324.

What courses could I do ?

- For being a makeup artist, you don't need a degree however getting recognized makeup MUA qualifications are a good starting point the most popular ones include : BTEC Level 3, VCTC Level 3, City and Guilds technical certificated and diplomas and Makeup standards Authority (MASA) diploma. These courses are offered by colleges, schools for creative arts and beauty academies.
- You could do more specific courses such as the one I do which is Media Makeup and Special Effects to push skills further I could attend masterclasses for particular technique's such as Contouring or Bridal makeup which are offered by salons, brands and makeup schools.
- If you wanted to do a degree course like I want to you have options like Hair and Makeup for fashion BA which I could study at London college of fashion or Makeup for Media and performance BA at Arts University Bournemouth.

What do I need to get accepted for makeup qualifications?

- For me to get on to a degree course anywhere, I will be doing an undergraduate course as I don't have a degree. To get onto a degree course, I will need a very strong portfolio of my work, as a makeup artist's portfolio is important for getting work and of course doing a degree course as it shows whoever is looking at the MUA's portfolio a wide range of what they can do and the skills they have eventually if you specialize in a part of the makeup industry you will then create a portfolio with looks and skills from the part of the industry you specialize in such as editorial.

Making a business plan

- As an upcoming freelance makeup artist, it is a good idea to have a plan for my business, so I have a clear plan for what I want to achieve and how I will market my business. I will also be doing SWOT analysis which stands for strengths, weakness, opportunities and threats.

Starting a business plan – About you (template by simply business)

- Your name – Aimee Digby
- Your business name – Aimee Alessandra Makeup Artist
- Who owns the business?- Me
- Contact details
- Address- sunningdale Bradford
- Phone number – 0751 4459545
- Email address- aimeeadigby@gmail.com

Business plan – executive summary

- What is my business? - My business is that I am an upcoming professional makeup artist who offers makeup for every day, Halloween, festivals, prom and new year's eve.
- What sets me apart?- I am a polite, caring, hardworking and a passionate makeup artist who loves to make clients confident and comfortable when they are set in my chair.
- How will I market my ideas?- I will be using social media platforms such as Instagram, Facebook and Tiktok.

Business plan – Executive summary

- How will my business work?- I will be creating my business by making an Instagram account for makeup which I already have, and upload images of my work and what days clients can book appointments on, what times are available, and my business is based in Bradford and close by areas.
- What are my financial projections?- My financials as a makeup artist will be expensive as I will be building up my kit meaning it will get expensive and be over a £100.
- How much money will I need? - I will need an estimate of around or higher than £200 to purchase products for my kit including makeup products, skin preparation and also hair products like straighteners, curling wands etc.

Business plan – Your Business

- Describe my product or service? - My service is providing makeup applications for every day, Halloween, New year's Eve, festivals and prom, to make clients feel confident in themselves wearing makeup and to feel beautiful.
- What problem does my business solve? - It solves the problem of their not being a lot of makeup artists in Bradford and having a new makeup artist with different techniques and new eye for makeup.
- How does it solve the problem? - As people in Bradford won't have to travel to Leeds to get their makeup done and have someone with a new eye to makeup and techniques.
- How is my business structured (sole trader, limited company or partnership?) - I am the sole owner of my makeup business but in the future, I would like my own salon and hire more staff to help run my business.

Business plan- Your Business

- What is my history and experience? (qualification's, training, and work experience)
- My Qualification's in makeup start with a Level 2 VCTC diploma in Media Makeup, a Level 2 infection prevention award (COVID19) which I achieved In 2020, then a Level 3 media makeup and special effects which I did in 2021 and now working towards a level 3 extended diploma in media makeup and special effects.
- My work experience starts by doing my family and friends makeup for events and just to practice my techniques and working on different face and eye shapes and skin.

AIMEE DIGBY

MAKEUP ARTIST

About me

I am an upcoming professional makeup artist, I am a hardworking and polite person. My skills include soft glam makeup and natural makeup and basic hair skills.

WORK EXPERIENCE

FREELANCE MAKEUP

Family and friends makeup for nights out and special events they are attending
nights out
wedding guest
football presentations
dance shows

COLLEGE PRODUCTIONS

College production of grease
designed a character and a look for theatre
our country's good
designed and researched a character

Christmas carol
designed a character for a production of Christmas carol
college open day
did mature makeup
soft wearable glam

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📍 Bradford, west Yorkshire
📷 AimeeAlessandraMua

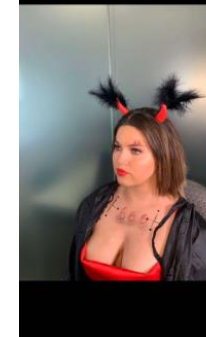
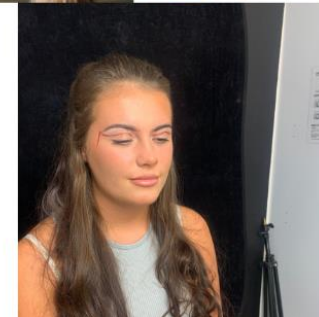
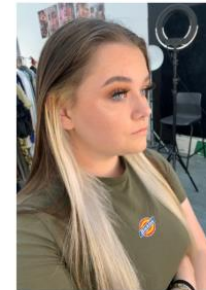
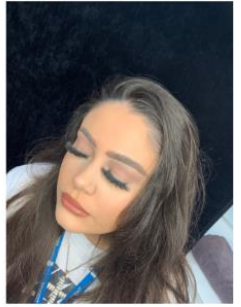
EDUCATION, QUALIFICATIONS

BRADFORD COLLEGE 2020- present
level 2 VCTC diploma in media
makeup and hair studies.
level 2 VCTC infection prevention
(COVID - 19)
Level 3 UAL media makeup and
special effects
level 3 UAL extended diploma in
media makeup and special effects.

MY SKILLS

- time management
- soft & full glam
- precise and technical application
- hair setting
- organization
-

IMAGES OF MY WORK



CV

Cover letter

Aimee Digby

MAKEUP ARTIST

📞 07514459545

✉️ aimeedigby@gmail.com

📍 80 sunningdale bradford BD8 0LZ 📷 AimeeAlessandraMua

Dear,

I am writing in order to submit my CV for a job on your makeup counter. With a level 2 and 3 in media makeup and special effects studies. With previous work experience doing makeup backstage for college productions and freelance work for friends and family when they have gone to special events. I have the skills I need to be a valuable member of your team.

In my upcoming professional career, I have studied, gained and developed key skills and in-depth knowledge of the makeup industry, I have also got a VTCT Level 2 Award in infection prevention (COVID- 19) for makeup services certificate.

The following are some of my key skills and achievements:

- polite and hardworking
- suitable time management
- soft and natural makeup
- basic hair setting and styling
- organized
- UAL level 3 diploma & extended diploma Media Makeup and special effects
- VCTC level 2 diploma in Media Makeup and Hair studies

Sincerely,

Aimee Digby

Aimee Digby

Different career paths for a makeup artist

- Fashion makeup – Doing makeup backstage for a fashion show/ runways either doing bold graphic makeup or something simple that enhances the clothes being shown and the models natural features.
- Tv and film- Makeup for a tv or film production whether that is a period drama, comedy, or using prosthetics for a fantasy or horror production.
- Beauty counter- Doing makeup on a makeup counter for people wanting to buy a product or testing a foundation shade this also includes selling products and also doing soft, natural or a full glam makeup look.
- Bridal- Doing makeup for a wedding, giving trials for the bride so she can decide if she likes how the makeup looks before the day and can change or add anything this is usually soft glam or a little natural makeup look.

Fashion makeup artists



- Charlotte Tilbury is a British makeup artist (MBE) who has worked on British Vogue, she is also the founder of her own makeup and skincare brand Charlotte Tilbury.
- Pat McGrath is a British makeup artist (DBE) who has been called the most influential makeup artist and has her own brand also has worked on Vogue magazine.



Tv and film makeup artists



- Ve Neil is an American makeup artist whose work has been seen on Beetlejuice, Mrs. Doubtfire and Ed wood and has won 3 academy awards for these.
- Sian Grigg is a Welsh makeup artist who is best known for her work on films such as Saving Private Ryan, The Aviator, The Departed, Inception and Django Unchained she is also a BAFTA award winner.

Bridal makeup artists



- Charlotte Wilson is a Bridal makeup artist that has 10 years' worth of experience with her work appearing in some of the best UK blogs and magazines.
- MakeupbyBayley is a Berkshire makeup artist who is a self-taught bridal MUA who has worked on many people and celebrities such as Gemma Collins and Daisy Odonell.

What is UCAS?

- UCAS stands for University and Colleges admission service, they support young people making post 18 choices. By providing information, advice and guidance to inspire and facilitate education to university, college or a degree apprenticeship.
- UCAS supports 1.5 million students each year to help them make choices for higher education, employment and even an apprenticeship.

My personal statement

- Media Makeup is an industry I am very passionate about and have been studying for the past 3 years, each year of studying makeup I have gained and learned new skills that increase my chances of being more employable. I want to do this course as it can further development and gain greater skills, furthermore, increasing my chance of being employed and getting me closer to my goal which is to do makeup for commercials, catwalks and Bridal.
- The makeup industry is a passion of mine as it constantly changing and old makeup trends come back, I have been doing makeup since I was thirteen and have always enjoyed it, I have always loved seeing the transformation makeup application does. I have been interested in Bridal makeup as when I have been to weddings and wedding events I have liked how timeless the makeup and hair looks and how confident and beautiful the bride feels, I like commercial makeup as watching adverts and seeing the makeup. Finally catwalks as when I have seen clips of runways the makeup always looks flawless. I am inspired to do makeup like well known artists such as Plouise, Pat McGrath and Val Garland.
- While studying Media Makeup I have gained and developed skills such as precision with my application of makeup products. My precision with blending as well as been able to do soft glam makeup looks. I am polite to my clients and I can do special occasion makeup. I can also do basic hair setting such as straightening hair, curling hair and pin curls.
- I have also done work experience while doing Media Makeup as I have done makeup backstage for College productions of 'Grease' as I was creating a character and applying makeup for a well-known stage production, I have also done makeup for friends and family when they have gone out for a special occasion or had an event they have needed to be made up for. Doing work experience has given me a better view of makeup and how it works not just in a college environment such as learning how to have good time management and complete a good makeup application in a set time. This has made me a better makeup artist as I have done makeup in different settings, different face shapes, eye shapes as well as skin types and textures.
- The hobbies I have outside of studying makeup is fashion as I like how you can take different pieces of clothing and build an outfit surrounding a statement piece and how you can tie makeup into this to elevate the clothes and make it pop further as you can build a makeup look on a statement feature such as the eyes, cheeks or lips.
- Finally my career path after doing this course is becoming a makeup artist who does catwalks, commercials and a Bridal makeup artist as I like the makeup that is in those parts of the industry as well as starting my own makeup brand as I would like to create my own products and tools so I can create products for makeup artists and beginners and Mitchell and Plouise inspire me to create a brand and further my business doing something I love.

Harvard references

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