

LEVEL 3 EXTENDED
DIPLOMA MEDIA
MAKEUP AND
SPECIAL EFFECTS

Aimee Digby



LOOK 1 – TV/ FILM PERIOD LOOK



- For look 1 in my portfolio I am doing a tv/ film period look, for this I am taking inspiration from the Netflix hit period tv drama Bridgerton. The tv show is set in the regency era of England and follows the journey of eight sisters trying to find love. I am basing my look and taking inspiration from the character Daphne Bridgerton.

THE REGENCY ERA BEAUTY IDEALS

- In the regency era beauty ideals are very different to what they are now. Regency beauty ideals was based completely around natural beauty this included a smooth, pale complexion with a slight rosy glow and red tinted lips.
- The middle and upper class wanted their daughters to look respectable they were meant to look pleasing on the eye and look natural on the eye.
- The society during regency periods felt that the beauty ideals of the time could be met by personal qualities such as temperance, cleanliness and exercise, rather than using makeup products however makeup was not abandoned at any point by women, it just appeared to look that way.

REGENCY MAKEUP PRODUCTS HANDMADE VS MANUFACTURED

- During the regency era cosmetic products were handmade and very popular as the etiquette and housekeeping books and magazines these had many recipes in them the ingredients usually were found in the home.
- Finished makeup products could be bought at a chemist or perfumers, which were made in a home some of the manufactures offered a mailing offer.
- At the time there was no legislation for safety of cosmetics at the time this means any ingredient could be put in the product even if it was very dangerous and a product could make any claim of it's the effectiveness.
- Lead and mercury were known to be extremely harmful, etiquette experts advised it was best to stay away from these ingredients in cosmetic products and use veg instead.



REGENCY MAKEUP FOR YOUNG LADIES

- As my look is based on Daphne Bridgerton who is 21 years old I needed to look at how young ladies did their makeup in the regency era.
- Women in the regency era women took pride in their complexion and took most of their time and pride on making sure their skin looked smooth and silky as they were only acceptable at the time. They manufactured many natural remedies to make sure the skin was kept clear and clean and avoid things such as suntan, freckles, blemishes and wrinkles. Gowland's Lotion was a very famous preparation used to treat a variety of skin concerns, it was not the safest option as it contained mercuric chloride which was a toxic acid and was powerful enough to remove the top layer of skin.
- Tanned skin was only associated with the working class, upper- and middle-class women would stay out of the sun for this reason, tan and freckles were also considered with health issues like 'bad bile' it was not good for a lady to have a tan.

REGENCY MAKEUP FOR YOUNG LADIES

PART 2

- White paint was the name of foundation, and it came in many shades of white, the formulas included loose powder, cakes and papers. White powder formulation was crushed white pigments for example pearl, cornstarch, rice powder and talc, these could be made at home or bought from a pharmacy. Papers were made with white pigment and available from pharmacies. A solid cake foundation made by mixing white pigments and water then shaped and dried.
- Rouge on the cheeks were toned down creating more of a natural flushed look, red pigments were made from various of powdered pigments such as : vermillion- derived from mineral cinnabar and is toxic, carmine- from cochineal scale insects, Alkana plant- from the plant, Red sandalwood tree- from red tree and saffron- vivid crimson and styles and styles from the crocus sativus plant.
- Lip pomade or a salve was used to create soft rosy lips and the tone of the lips and cheeks always matched in pictures.

REGENCY HAIR

- Topknots and buns were a foundation for hairstyles in the regency era, not many regency hairstyles are completed without one. The bun started at the back of the head near the nape of the neck mimicking the buns seen on Greek and Roman statues. Then they changed to the topknot became fashionable and was a feature of women's hairstyles.
- Curls and ringlets were also essential for hairstyles they were usually short in length and finished below the shoulders, they were worn in different ways and changed throughout the era, hairstyles of the regency era were soft, as the regency period went on curls and ringlets were kept as an important feature and styled into a structured mass at the side of the face.



DAPHNE BRIDGERTON

- Daphne Bridgerton also known as Daphne Basset is the fourth and eldest child. attended many social events meeting potential suitors she eventually began to get frustrated with her brother for dismissing her options. She was a picture-perfect girl who had been waiting her whole life to find and meet a potential suitor and make her debut to be married she is set to take her town by storm but not everything goes according to her plan her brother's protectiveness makes many potential husbands run away



DAPHNE BRIDGERTON MAKEUP



DAPHNE HAIR



DAPHNE BRIDGERTON OUTFITS



BRIDGERTON SET MAKEUP ARTIST

- Erika Okvist is the makeup artist for the period drama Bridgerton, she was originally a fashion designer and did makeup one day and fell in love with it. She does the looks for the show by starting with three fittings for the actors and trial hair and makeup looks and see what looks good.
- Erika keeps the makeup looking natural on set by looking and paying close attention to the monitors and screens, as the camera will make makeup appear different than how it looks to the naked eye and makeup will read differently in different lights.
- On the Bridgerton set Erika's day starts with having three hours of doing makeup and hair and have the actors on stage by 8. She either makes someone up or if it is ball day walk around and look at all the different hair and makeups, to do a line up to do a quality control of all the looks and travel with the cast to make sure it all looks good with the rest of the day planning the rest of the looks.
- She describes the looks on Bridgerton as being regency with a heightened reality.



MY FINAL LOOK

- I like how my final look turned out as it looked as if it could be on a Tv set of Bridgerton as it isn't heavy and it looks good on camera, also the purple corset fits in with my look as it is a modern take of the outfits worn in those times however I would change my model's wearing glasses isn't that authentic but gives it a modern take on the look I also used a cream blush with a light nude lipstick and gloss I used a peachy blush in the crease and on the cheeks with powder blusher, bronzer and highlighter I also filled in and shaped her brows I didn't do the soap brow we see today as they didn't exist in those times.



LOOK 2 – EDITORIAL

- For look 2 I am doing an editorial piece which is inspired by the Ariana Grande God is a Woman album cover, as I think the album looks aesthetically pleasing to see and it is not like looks, I have done in the past. I will be using colours such as orange, pink, blue and purple and white. This will be on one side of the face, neck and shoulders whereas the other side will be more glam with bronzer, blusher and a liquid highlighter that I will be bringing onto the shoulders and chest.



WHAT IS EDITORIAL MAKEUP ?

- Editorial makeup is what you see in print such as magazines, fashion magazines, album covers, beauty magazines and billboards.
- The complete image tells a story so all elements such as makeup, hair, outfit and background has to link together.
- The characteristics of editorial makeup are that it is clean, meaning the makeup is flawless and not a single hair is out of place, skin is made to look completely flawless with no blemishes in sight. Makeup application is always precise and is always planned.
- Editorial looks are not something you could wear every day for example going out for lunch as these looks turn heads and require a lot of makeup to pull off. Like Avant grade makeup editorial can be creative, Editorial makeup is creative in a different way as many elements collab together such as the hairstylist, makeup artist, fashion designer and photographer.
- Images taken of editorial makeup is usually taken from the shoulders up however other looks require a full body shot, but if the makeup is the focus the picture will show it.



EDITORIAL HAIR

- Editorial hairstylists are sometimes known as 'session stylists'. Creating hairstyles for cat walks, magazine photo shoots, ad campaigns and fashion shows.
- Just like editorial makeup, editorial hair is also not something you see every day or what you could style your hair to look like every day.



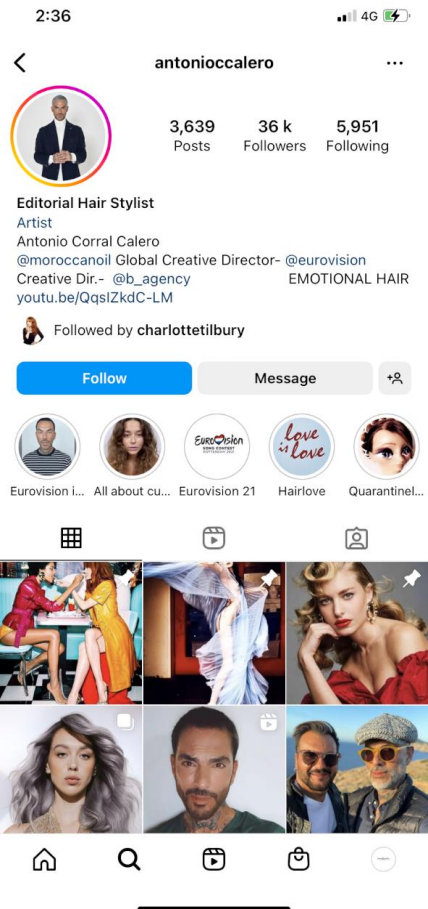
EDITORIAL MAKEUP ARTISTS



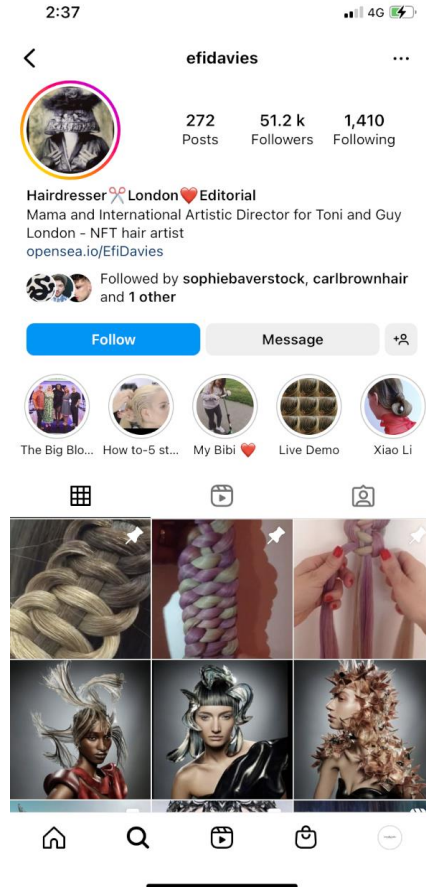
- Pat Mcgrath is one of the most influential makeup artists we have, she is the most requested makeup artist, she has created many editorial makeup looks. Her work has been featured in the Vogue magazine.
- Charlotte Tilbury has worked with many models and photographers, her work has been featured in Vogue, Vanity fair and V magazine. She is also one of the well-known makeup artists.
- Tamara Tott is a London professional makeup and hairstylist who does editorial makeup, she works with a bunch of creative teams to achieve the best editorial image possible, her work is mainly editorial she has had her work in Vogue, IT, JFW, Elle, hello and Marie Claire. She is also an award winning makeup artist.



EDITORIAL HAIRSTYLISTS

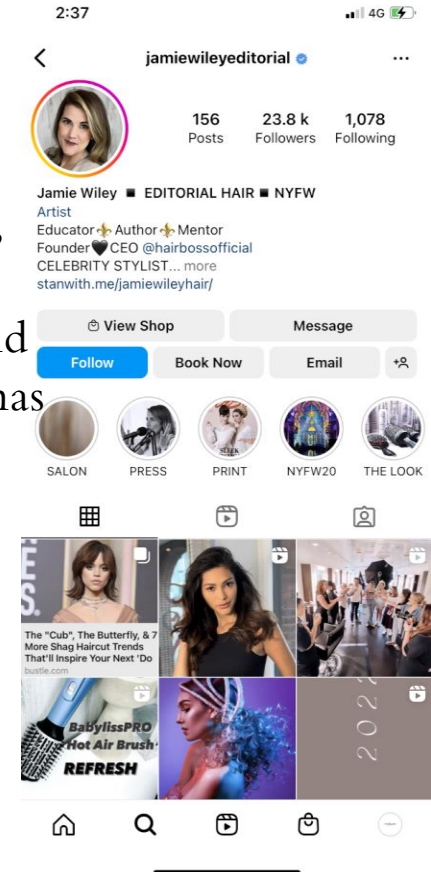


Antonio Calero is an Italian editorial hairstylist who has done hair for London fashion weeks and also for the Eurovision

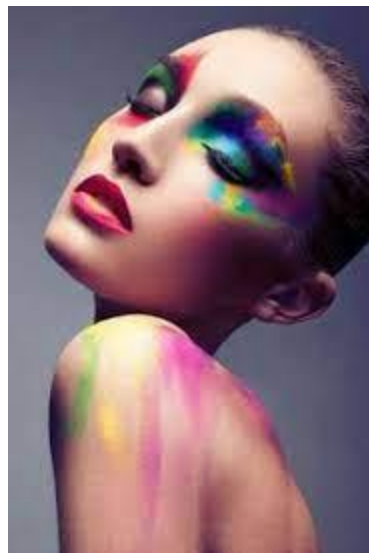


Efi Davies is a London Editorial hairstylist, she is also an international Artistic director for Toni and Guy.

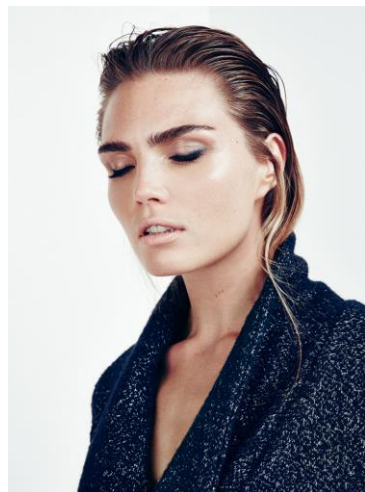
Jamie Wiley is an Editorial hairstylist, who is also an educator, author and mentor, her work has been seen in New York fashion week 2018 and 2020.



EDITORIAL MAKEUP



EDITORIAL HAIR



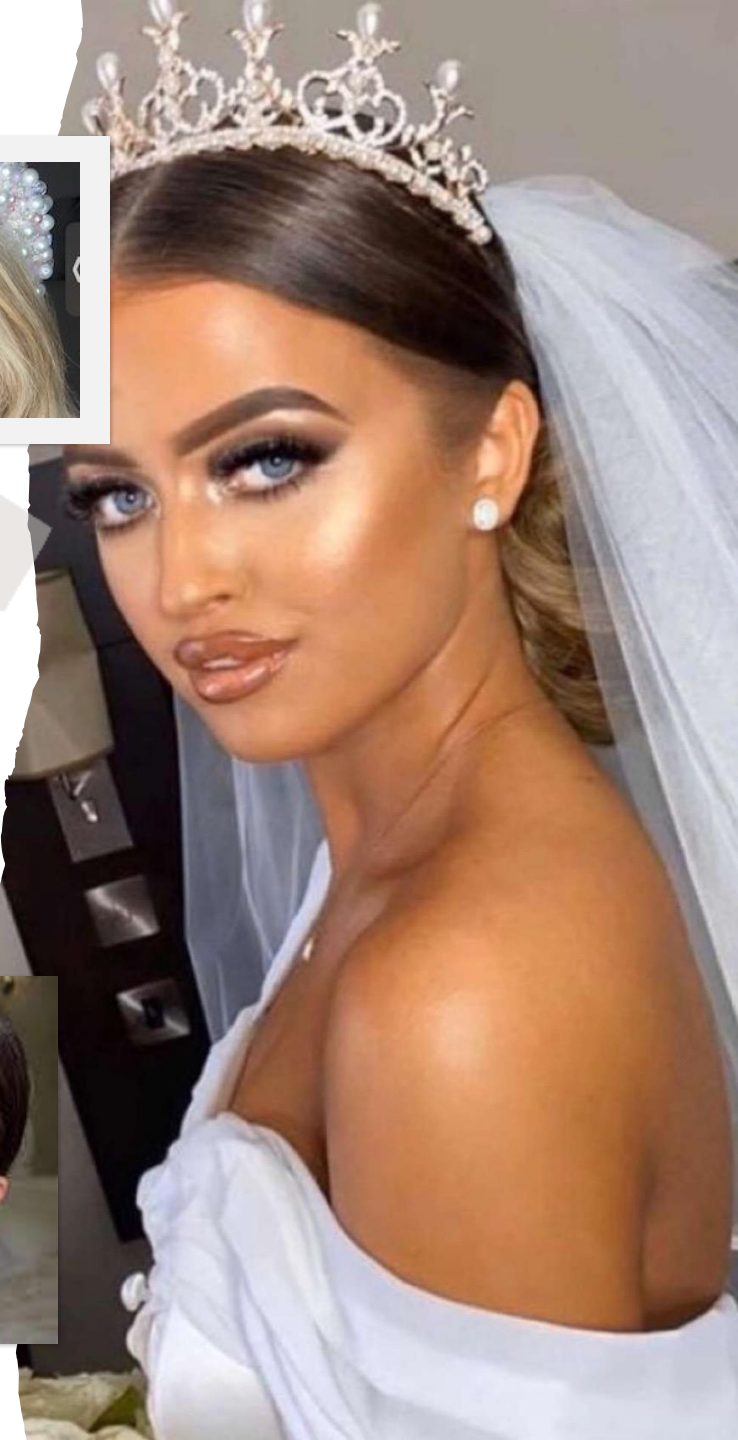
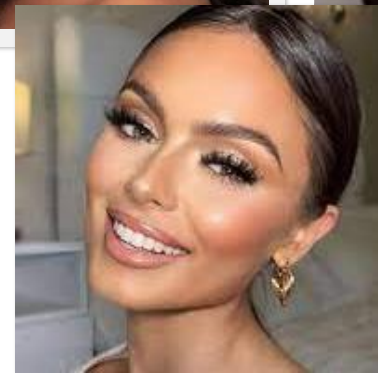
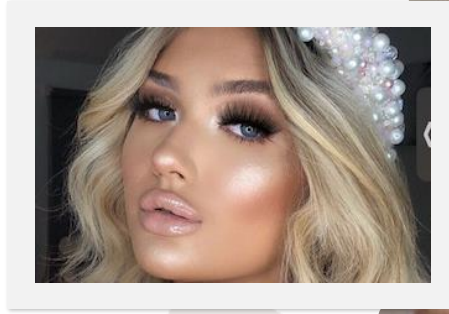
MY FINAL LOOK

- Overall, my final look and images turned out amazing I like how the images look like something you would see in a magazine, I like how I used things like spatulas to put the paint onto her shoulder and also my fingers, and not just used makeup brushes. I also like how one side of my model's face is stripped back with your classic glam with Foundation, concealer, powder, bronzer, blusher and a cream highlighter.
- On my model's collar bones I applied a cream highlighter and a dewy setting spray to make her collar bones and chest pop more in my photographs, which I asked a professional photographer to take. I chose to leave her lips bare as I didn't think doing a lip would make a difference or add more to my look. For my look I also just fluffed her brows up with gel and filled in the sparse hairs to make them look fuller.
- I asked a professional photographer to take my images as we have to get our own photographers and models for our brief.



LOOK 3 – BRIDAL

My next look for my portfolio will be a classic bridal look, as this is a part of the industry, I am interested in developing my skills further, I will be doing dewy skin, soft brown eye with a gold shimmer and mascara and then applying a cream highlighter on the collar bones and chest.



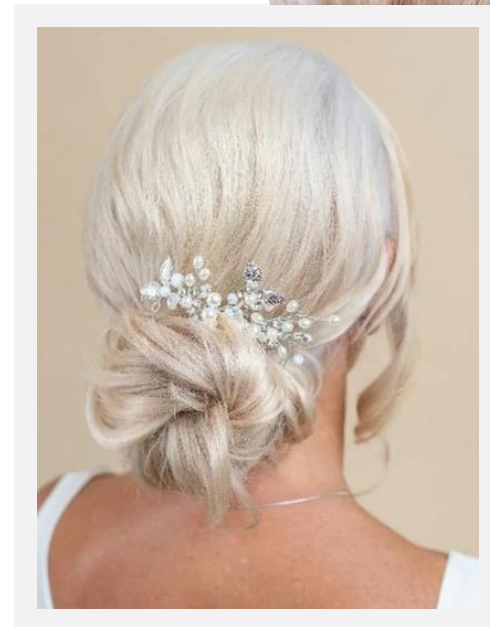
TYPES OF BRIDAL MAKEUP

- The first type of bridal makeup is classic bridal which I will be doing, this is a soft glam type of makeup style meaning the skin is dewy and beautiful with full coverage foundation if the bride asks for it a soft eye or a cat wing and a red or nude lip depending on what the bride wants, eyeshadow colours that are used are normally browns or more natural and neutral colours with either a gold or silver pigment or shimmer shade.
- Asian bridal makeup is sometimes left for the makeup artist to decide what they will do but normally the Mughal style of makeup which is used commonly in Pakistan or India and is also a traditional and elegant look however some brides request more of a classic, dramatic or romantic look generally called the Arabic style, on smoky eyes, neutral cheeks and a nude lip. Whatever style a Bride chooses, it is important that it goes along with the dress as well as the general decor and the occasion. Normally, the Barat day makeup is usually heavy as compared to Walima Day. Reds and golds are usually selected for the wedding day whereas for Walima the choice is more open.



BRIDAL HAIR

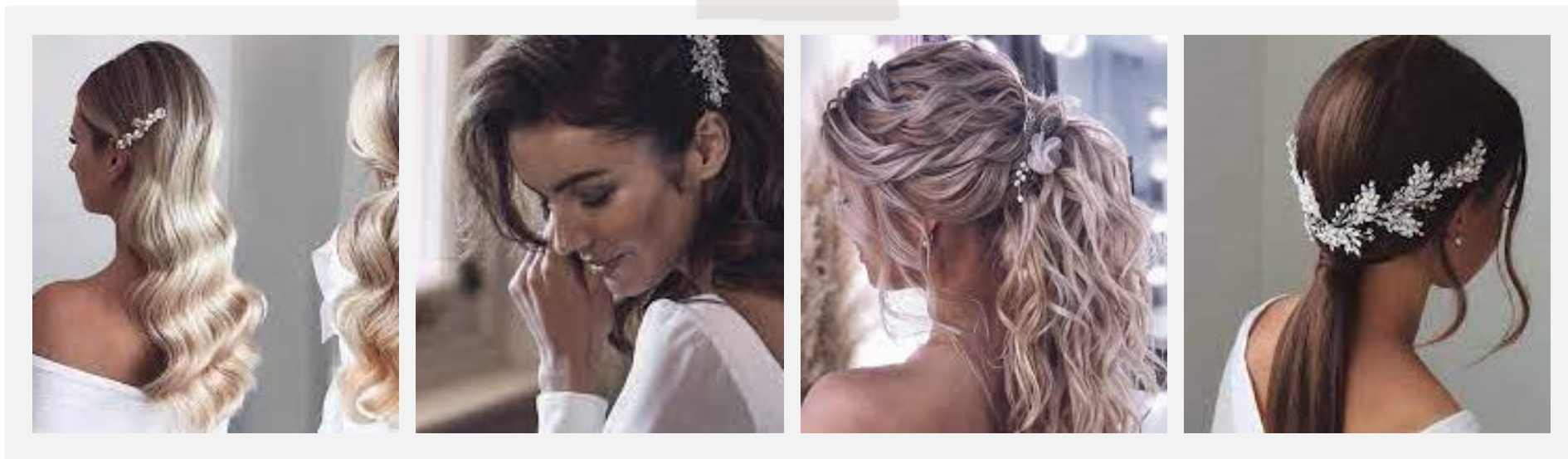
- Hair for bridal can range from anything to do it being straightened, curled, Hollywood waves or even in an updo.
- For Brides with long hair they can choose styles to suit them such as French twist which is a classic style you can make it lighter or smoother, can either have hair in front of the face or behind, a high bun which is a natural style use a small roller to add volume, loose waves curl the bangs away from the face to have a wind effect when curling use a tong so the wave will turn out natural, half up half down hairstyle can show the brides natural beauty comb down the crown slightly so it adds volume, long wedding ponytail in the crown area it is necessary to add volume, take some strands out so it makes it more natural.
- For Brides with short hair can do hairstyles such as a stylish straight bob use a hairdryer and go over it with a straightener which will add a small sheen to your hair, easy side swept hair, wedding headband can be small and dainty or large making sure it goes with the dress



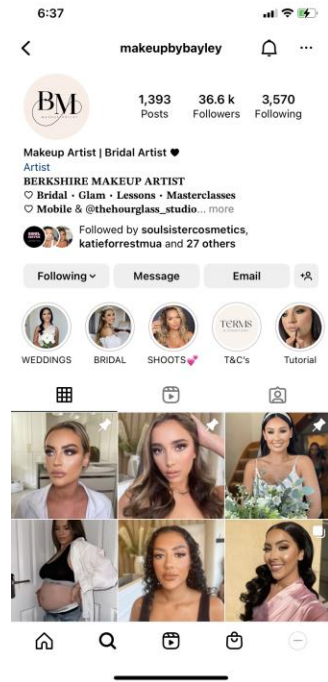


BRIDAL MAKEUP

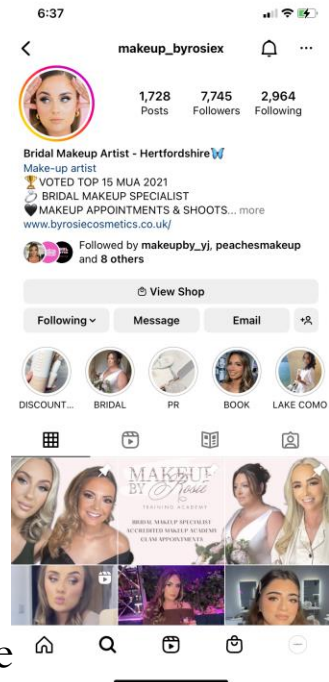
BRIDAL HAIR



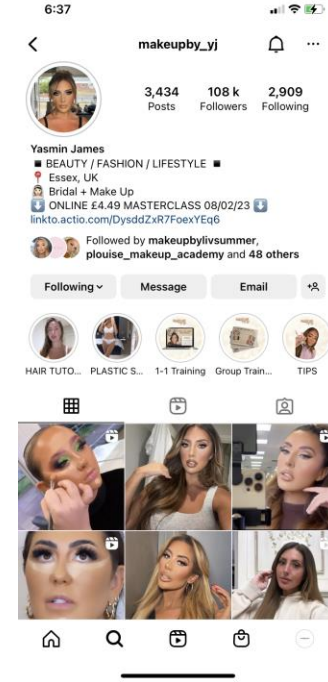
Makeupbybaley is a self-taught bridal makeup artist from Berkshire she also holds masterclasses and lessons to teach makeup.



Rosie is a Hertfordshire makeup artist who was voted top 15 MUA in 2021 she is also a specialized bridal MUA



Yazmin James is an Essex based MUA who does bridal makeup and lessons she also owns her own studio.



BRIDAL MAKEUP ARTISTS

WHY IS BRIDAL MAKEUP MORE EXPENSIVE THAN PARTY MAKEUP?

- The difference between Bridal and party makeup is that Bridal takes longer to apply and is an entirely different service, even if the makeup chosen is simple that can be done quickly, the makeup artist will take longer doing the brides makeup, so everything is perfect, ensuring it stays on all day and so it is to the brides liking. Normally the bride will have a makeup trial to see what she likes and what she doesn't want on her day this is normally a few months before the wedding day.

BRIDAL MAKEUP TRIALS

- The bridal trial is an important part of the bridal booking however most MUA's don't offer trials for the party whereas all MUA's offer a trial for the bride, however sometimes brides don't want makeup trials, so the artist offers a detailed phone or video consultation to find out what she wants.
- At the bridal trial your MUA will go through everything with you, they will be assessing your face, face shape, eye shape and also your skin concerns, your MUA will be giving you skincare advice to help your skin look its best in the run up to the wedding. You will be asked to show inspirational pictures of makeup and hair to give them an idea of what you're wanting your makeup to look like.
- Your MUA will then create the look based on your suggestions and what they think will suit you. You will also have the chance to tweak things that you're not happy with. Once you are happy with the final look, the artist will take pictures and make note on products used.

MY FINAL LOOK

- Overall, I love how my final look turned out as I like doing this type of makeup and I think the hair compliments the look however if I did this look again, I would pin back the pieces at the front, so the focus is on the makeup. I also collaborated with a photographer to do these images. I like how I highlighted the collar bones to make them pop, and that I didn't use false eyelashes that covered up the eyeshadow look. However, I would add a cluster of individual just to add something extra to the eyes I would use individuals on the outer corner of the eye.



LOOK 4 - EDITORIAL

- For Look 4 I am going to be doing a split face look with an anti God and God theme as it is not something I have done before, and I can use different materials as well.



GOD VS ANTI GOD



- If God is good then the Anti-God will be evil, destructive, corrupting and if God is evil the Anti God will be good, nurturing and caring.

HEADPIECE

- For my look I will be adding a headpiece to elevate my look, I will be either making one or buying one from amazon that matches my look to push this look even further and add an extra element.
- Headpiece's can be big or small depending on what type of look you are doing; they can also add or be the focus of a look too.
- I got an Anti-God headpiece from amazon to add something else to my look.





HALF AND HALF MAKEUP LOOKS

- Half and half makeup looks showcase a makeup artists talents as one side of the face showcases different looks however both sides still link into a theme.
- Half and half makeup looks can also showcase wigs, coloured hairspray, wax or gel, you can even make a headdress to go along with both sides. The look can be colourful, show the difference between makeup and no makeup.
- These types of makeup looks were popular on Instagram for a year and in some magazines and it was a challenge in the first season of Glow up



GOLD LEAF



Gold leaves are a makeup or art sheet that you can apply to the face, arms or body to make the look better and adds texture and another element to makeup looks.

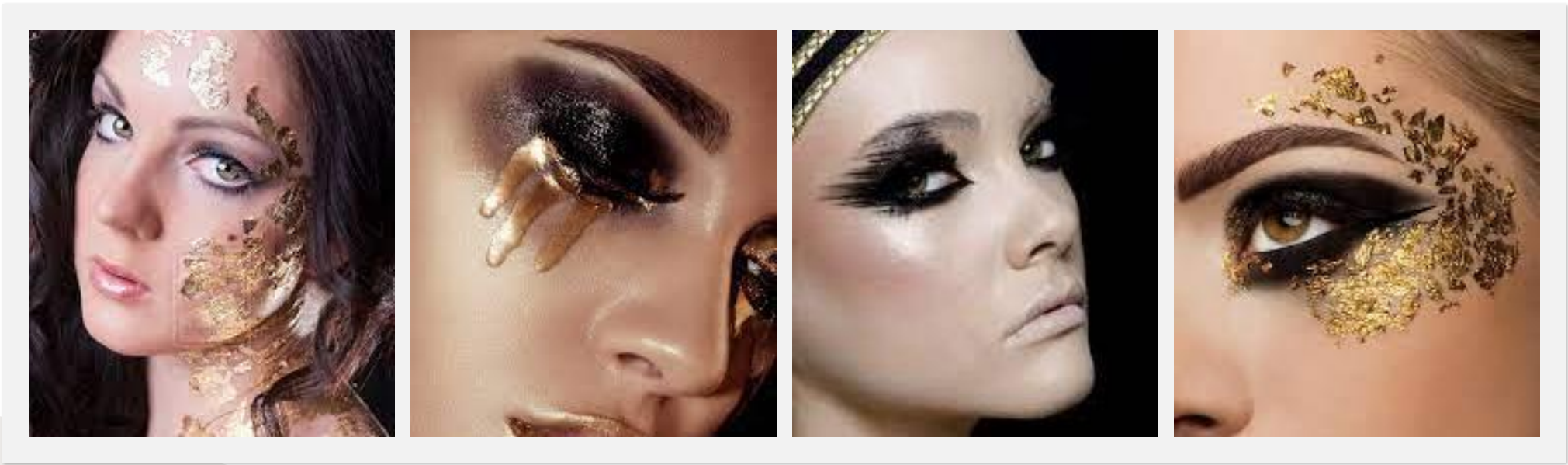
WHERE WOULD MY LOOK FIT IN THE INDUSTRY?

- My look could fit into the editorial part of the industry as it would look good in print, my look would fit more into fashion editorial rather than beauty as it would look better complimenting an outfit than showing makeup, as fashion editorial can be out there as the clothes meaning all elements including makeup and hair need to link and look good. As headshots can look good as well.





HAIR INSPO



MAKEUP INSPO

MY FINAL LOOK



My final look turned out well as I did this look on a male which makes it stand out further than it being on a female. I like how one side is dark and dramatic where the other one is softer and brighter which contrasts to the other side; I also like how the headpiece is gold and black that links in with the makeup. However, I don't like that on the darker side the hand isn't a complete handprint.

LOOK 5 – INSTAGLAM

- For look 5 I am doing a classic instaglam makeup look to strengthen previous ones I have done as I love doing this type of glam. For the hair I might straighten or curl it.



FULL GLAM

- Full glam is where the makeup is full on but is not cakey, the eyebrows are filled in and carved out to make them look sharp, the eyes are dramatic and bold with either browns, neutrals or with colour, either done in a cut crease, spotlight, or smokey eye followed with a big fluffy dramatic false lash. With black or brown in the waterline with the crease colours blended underneath the lower lash line.
- The skin is prepped well and foundation is usually full coverage but can be medium or low, with a bright concealer followed with cream bronzer, blush and highlighter on the highpoints of the face, then powder and powder products. The lips are normally overlined with a nude lipstick and gloss to finish.

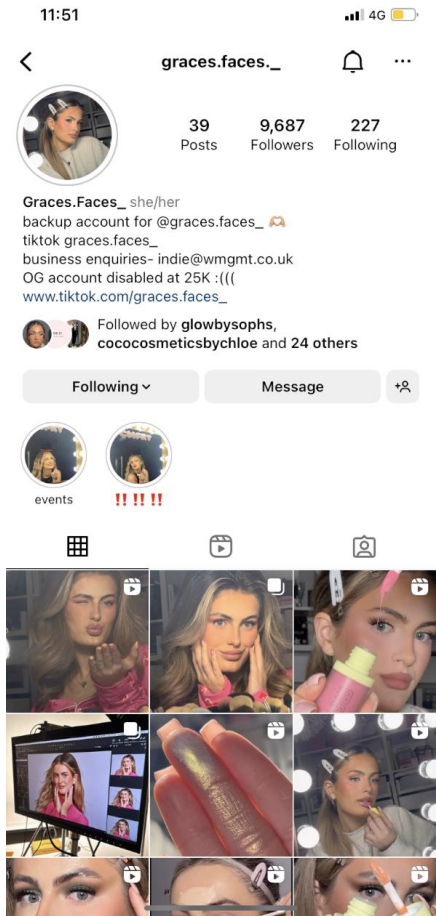




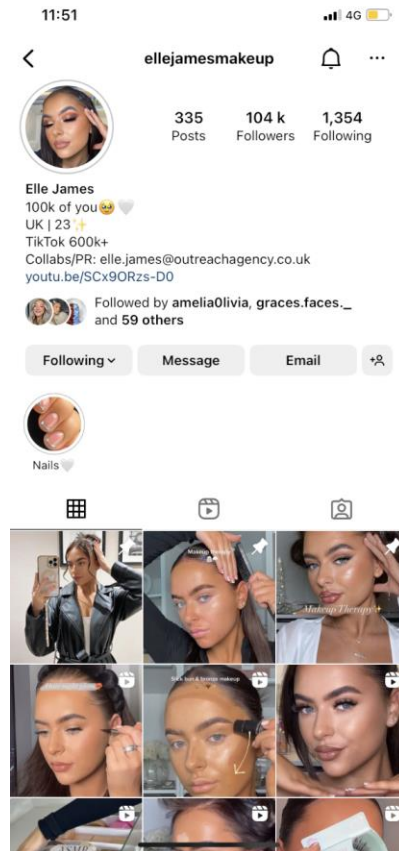
SOFT GLAM

- Soft glam is not as full on as a full glam makeup look is, as it visually looks softer, as the eyes are usually softer with bronzer in the crease with a soft shimmer with softer false lashes. The skin is well prepped too with hydrating and dewy primers with a skin tint, low or even full coverage foundation, concealer, cream bronzer and blush. Powder and then a small amount of powder bronzer, blusher and highlight finished with a nude glossy lip.

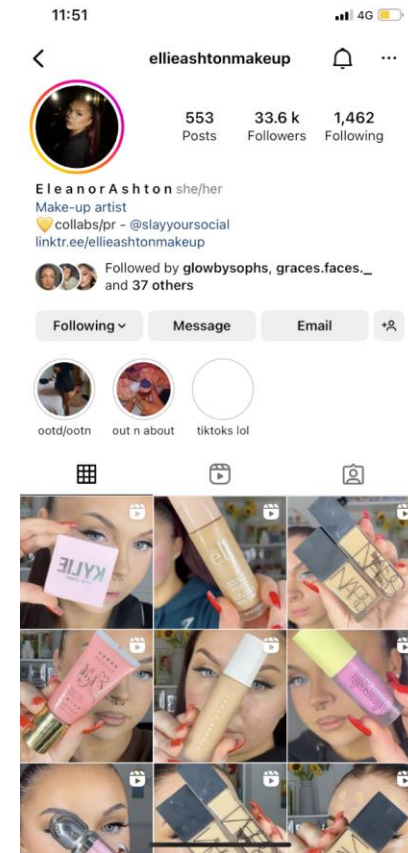
INSTAGRAM MUA'S



Grace is a beauty content creator on TikTok and Instagram who reviews makeup and skincare products and creates simple and creative makeup looks.



Elle James is also a content creator for Instagram and TikTok where she does full and soft glam makeup and also tries out hacks and challenges.



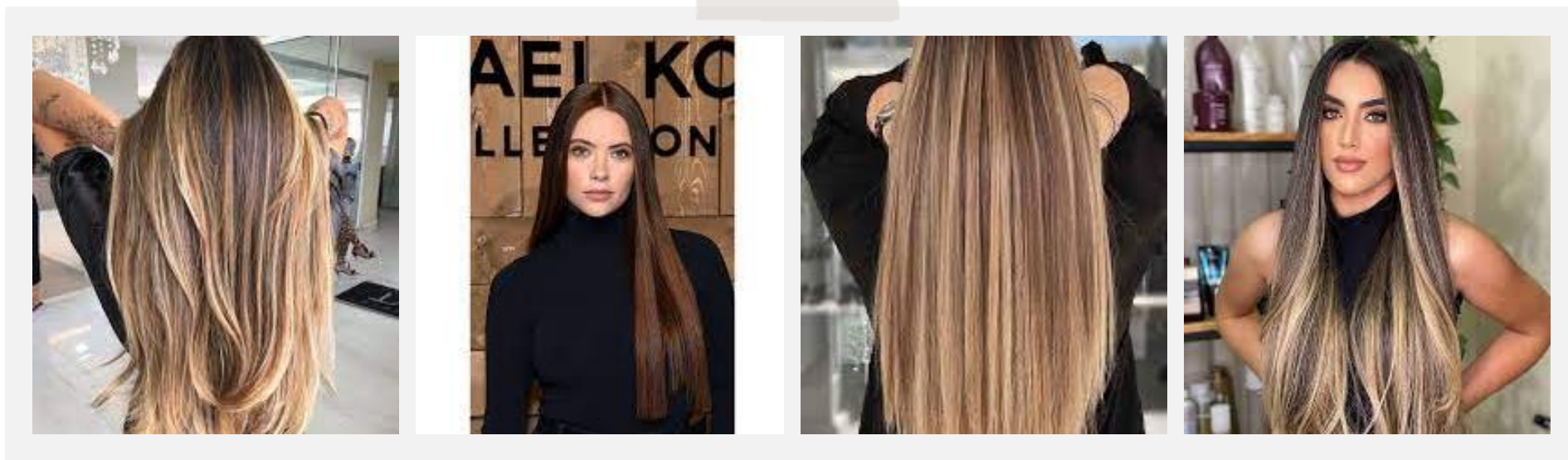
Elle Ashton does makeup videos on both Instagram and TikTok where she likes Grace tests products and like Elle tries makeup hacks and challenges and she also shows lip combos with lip liner, lipstick and gloss



PROM MAKEUP

- Prom makeup can range from anything from a natural look, soft or full glam or even a colourful glam. Usually, the client will choose eyeshadow colours that will compliment their dress or outfit.
- Prom makeup is considered one of the best parts of getting ready as it takes evening makeup to the next level as a lip colour and other elements can make the skin glow and also give the client confidence.

HAIR INSPO



MAKEUP INSPO



MY FINAL LOOK

My final look turned out amazing as it turned out how I wanted it to, and the makeup application suits my models face and features. The false lashes don't take away from the makeup they add to it, the full coverage, bronzed and dewy skin also suits my model's facial structure. However, I would have added a small amount of a nude lipstick as well as the gloss to fill in the lines I did with the lip liner. I also like my professional pictures as they show the detail of the makeup.





LOOK 6 – NO MAKEUP MAKEUP

- For look 6 I am doing a no makeup makeup look to show a different style of makeup in my portfolio and to show I can strip it back to enhance facial features and structure and highlight my models' natural skin but not have it look like makeup has been applied.

WHAT IS NO MAKEUP MAKEUP?

- No makeup, makeup is a look that you wear that enhances your natural features slightly, in a minimal and natural way this style of makeup is done differently by everyone as some highlight and enhance what is already there, where as others change it a little bit.
- No makeup makeup is usually also considered a no foundation makeup look as from what we see on Instagram and Tik Tok is where the Charlotte Tilbury Hollywood Flawless Filter is used as a dewy foundation with a small amount of concealer, cream bronzer, blusher and highlighter and a loose translucent powder in the places you get oily.

HOW IS IT DIFFERENT TO SOFT GLAM?



- They are different as no makeup makeup enhances the natural features of the client with cream products with either a skin tint or a low coverage foundation and a loose translucent powder in the places your client gets oily. Whereas soft glam is still makeup just with no harsh lines and is all blended nicely, and a skin tint can still be used it is not as full on as a full glam makeup look.
- Soft glam is usually classed as being a step higher than no makeup makeup as brows can still be filled in and be structured whereas for no makeup makeup you would fluff them up with a clear brow gel and filled in with a light brow powder.



MAKEUP INSPO



HAIR INSPO

FINAL LOOK

Overall I like how my final look turned out as It enhances my model's natural features as I used a lighter brown brow pencil to fill in the sparse areas and then took powder bronzer and blended it into her crease to link the eyes with the rest of her face, I used cream bronzer, blusher and highlight to make it bronzed and dewy. For her lips I applied a small bit of the cream blusher along with a lip oil to give my models lip a dew.





LOOK 7 – CLASSIC GLAM

- For my final portfolio look I will be doing a classic glam with a winged eyeliner and red lip to show again a different makeup look to make my portfolio more diverse to look at.

WHAT IS CLASSIC GLAM?

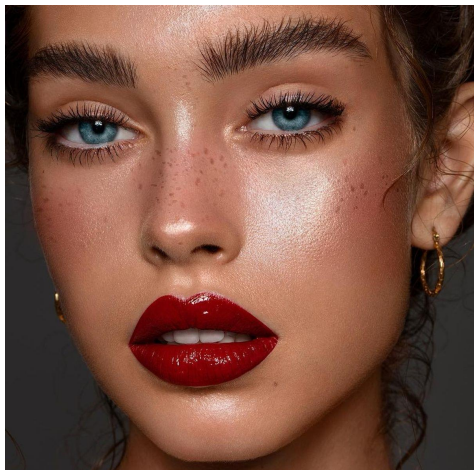
- Classic glam is essentially Aubrey Hepburn meeting Anne Hathaway, as it is an adaptation to old Hollywood beauty glam with an updated way of applying makeup. Which looks sophisticated and dramatic. Classic glam focuses on the eyes with the eyeliner, structured brows and lips and false lashes, this type of glam depends on the lip colour whether it is subtle or full on.



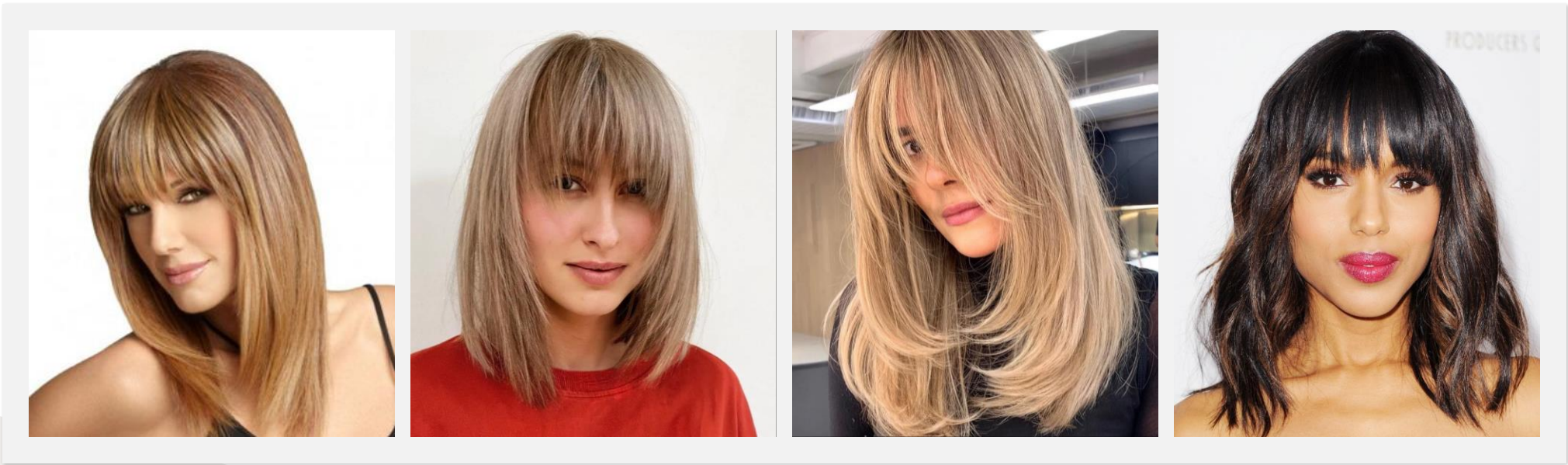
WHERE DO WE SEE IT?



- We would see the classic glam of a winged eyeliner and red lip at events and red carpets.
- However the Egyptian's started the whole classic makeup look as they believed makeup was close to be godliness and that it applied to the gods they worshiped tastes both men and women wore makeup in all social classes. Cleopatra also wore winged eyeliner and a red lip and this is also carried into many adaptations of her makeup we see today.



MAKEUP INSPO



HAIR INSPO

FINAL LOOK

- I like how it turned out as I did not know if I was going to get the liner even at all, but I did, and the liner suited my model's eye shape I didn't put false lashes on as they would have hidden the liner the skin turned out beautifully as it enhances and gives more structure to her facial features and the lip suits my model as well. Her hair also makes the look stand out as well.



HARVARD REFERENCES

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