

Lesson Plan: The Evening Edit - Mastering Glamour Makeup for Clients

Materials Needed

- **Client Model:** Mannequin head, a volunteer, or self-application using a mirror.
 - **Skin Prep:** Gentle cleanser, moisturizer appropriate for skin type, hydrating primer, mattifying primer, eye cream.
 - **Complexion Products:** A range of foundation and concealer shades (or student's own), color correctors (optional), setting powder (translucent and/or tinted), contour product (cream or powder), blush (multiple shades), highlighter (powder, cream, or liquid).
 - **Eye Products:** Eyeshadow primer, a versatile eyeshadow palette with mattes, shimmers, and dark shades; black and/or brown eyeliner (gel, liquid, and/or pencil), mascara, false eyelashes and lash glue (optional but recommended for evening looks).
 - **Lip Products:** Lip liner, lipstick or liquid lipstick, lip gloss.
 - **Tools:** A full brush set (foundation, concealer, powder, contour, blush, highlighter, various eyeshadow blending and packing brushes, liner brush), makeup sponges, eyelash curler, spoolie/brow brush, makeup remover, cotton swabs.
 - **Setup:** Good lighting (a ring light is ideal), clean workspace, brush cleaner, hand sanitizer.
 - **Resources:** Smartphone or camera for taking photos, notebook and pen.
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Lesson Details

Subject: Professional Makeup Artistry

Topic: Designing and Applying Evening Makeup Looks for Clients

Time Allotment: 3 - 4 hours (flexible to allow for creativity and practice)

Focus: This lesson moves beyond following a tutorial and into the creative process of designing a look based on a client's needs, features, and a specific event. It emphasizes problem-solving and artistry.

1. Learning Objectives

By the end of this lesson, you will be able to:

- Analyze a client's features and requests to design a unique and suitable evening makeup look.
- Execute advanced application techniques for durability and impact under evening/artificial lighting (e.g., contouring, highlighting, creating a smoky or cut-crease eye).
- Adapt techniques to work with different eye shapes, face structures, and skin tones.
- Confidently photograph makeup artistry for portfolio use, understanding how lighting and angles affect the final image.

2. Professional Standards Alignment

This lesson aligns with professional makeup artistry standards focusing on:

- **Client Consultation:** Interpreting a "client brief" to meet and exceed expectations.
 - **Hygiene and Sanitation:** Maintaining a clean workspace and tools.
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- **Color and Light Theory:** Understanding how artificial light changes the appearance of makeup and choosing products accordingly.
- **Advanced Application Techniques:** Mastery of tools and products for a professional finish.

3. Lesson Procedure & Instructional Strategies

1. Part 1: The Client Brief (15 minutes) - Engagement & Motivation

Welcome! Today, you are the lead makeup artist for a special event. Your task is to create a stunning evening look for a specific client. Read the "Client Persona Card" below. Before you touch any makeup, take 15 minutes to brainstorm. Sketch a face chart or write down your ideas. What colors will you use? What will be the focal point of the look—eyes or lips? How will you address the client's specific requests?

Client Persona Card: "The Gala Attendee"

- **Client Name:** Anya
- **Event:** A formal evening charity gala with lots of photographers.
- **Her Style:** Elegant, classic, but wants to feel glamorous. She's wearing a simple, black, floor-length gown.
- **Her Request:** "I want my eyes to be the focus—make them look bigger and more defined. I don't want anything too glittery, more of a sophisticated shimmer. My skin tends to get oily in the t-zone, so please make sure the makeup lasts all night!"
- **Challenge:** The client has slightly hooded eyes.

2. Part 2: The Pro-Artist Mindset (20 minutes) - Instructional Strategy

Think through the technical challenges of the brief. How do you approach them?

- **Durability for Oily Skin:** This is where technique trumps product. We'll use a mattifying primer in the t-zone, a long-wear foundation, and the technique of "baking" (letting translucent powder sit on the skin for a few minutes before dusting it off) to lock everything in place.
- **Makeup for Flash Photography:** Avoid foundations with high SPF (which can cause "flashback," making the face look white in photos). Ensure all powders are finely milled and translucent. Blending is key—harsh lines are exaggerated by flash.
- **Enhancing Hooded Eyes:** The goal is to create the illusion of more lid space. You will do this by blending a matte transition shade higher than the natural crease, creating a "false crease." Keeping shimmer focused on the center of the lid and the inner corner will also create a bright, wide-eyed effect.

3. Part 3: The Creative Application (2+ hours) - Hands-On, Active Learning

This is your time to create! Set up your station and begin bringing the look to life on your model (or yourself). Follow this professional workflow:

1. **Prep:** Cleanse and prep the skin based on the client's skin type (oily t-zone).
2. **Eyes First:** Do the eyeshadow, liner, and brows first. This prevents any eyeshadow "fallout" from ruining your foundation work. Remember to use an eyeshadow primer for longevity and color pop.
3. **Complexion:** Apply foundation, concealer, contour, and blush. Pay close attention to blending. Set the t-zone with your baking technique.
4. **Finishing Touches:** Apply highlighter, false lashes (if using), and complete the lip look.

5. **Final Set:** Mist the face with setting spray to lock in the look and melt the powders into the skin for a seamless finish.

4. Part 4: Portfolio and Self-Assessment (30 minutes) - Assessment & Reflection

A makeup artist is also a photographer. Now, document your work. Take several photos from different angles (straight on, 45-degree angle, eyes closed). Use good lighting!

After your photoshoot, use the rubric below to evaluate your work. This isn't about being perfect; it's about learning to see your work with a critical, professional eye. What did you do well? What would you do differently next time?

4. Differentiation and Inclusivity

- **To increase the challenge:** Give yourself a time limit, or add another client request, such as "I want to incorporate a pop of color to match my emerald earrings."
- **To focus on a specific skill:** If you want to practice skin tones different from your own, use online resources like Pinterest or makeup artist Instagrams to find inspiration photos for the persona. Imagine your client has a deep skin tone and adapt your color choices for blush, contour, and eyeshadow to be vibrant and flattering.
- **Creative Freedom:** If the persona feels too restrictive, use the same technical goals (long-lasting, for evening, enhances eyes) but create a look that is entirely your own artistic vision.

5. Assessment Methods

Use this self-assessment rubric to grade your final look. Be honest and constructive!

Criteria	Developing (Needs More Practice)	Proficient (Met the Goal)	Exemplary (Went Above & Beyond)
Adherence to Client Brief	The look did not fully address the client's requests (e.g., used glitter, didn't make eyes the focus).	The look successfully met all aspects of the client's request.	The look not only met the request but elevated it with a creative and unique interpretation.
Technical Skill (Blending & Symmetry)	Eyeshadow or complexion products have harsh lines; the look is noticeably asymmetrical.	All products are well-blended. Liner, brows, and lips are symmetrical.	The blending is seamless ("airbrushed" effect). Symmetry is perfect.
Problem-Solving (Hooded Eyes & Oily Skin)	The techniques used did not effectively address the challenges.	The application technique visibly enhances the hooded eyes, and the finish is appropriate for oily skin.	The chosen technique masterfully creates dimension on the hooded eye, and the complexion looks flawless and durable.
Creativity & Artistry	The look is a basic reproduction of a common style.	The color choices and placement are thoughtful and flattering for the persona.	The look shows a unique artistic voice, with excellent balance of color, texture, and light.