

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Advanced Diploma in Master Makeup Artistry & Creative Direction

Executive Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference BE-MKA-E • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	BE-MKA-E
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Techniques in Makeup Artistry

5 chapters · 30 classes 85 marks

• 1 Chapter 1 — The Science of Cosmetics and Skin Interaction — 6 classes

› 1.1 Exploring Skin Anatomy and Types

› 1.2 Understanding Cosmetic Ingredients and Their Functions

› 1.3 Analyzing Skin-Cosmetic Interactions

› 1.4 Evaluating Ingredient Safety and Sensitivity

› 1.5 Experimenting with pH Balance and Its Effects on Skin

› 1.6 Applying Knowledge of Skin Compatibility in Makeup Choices

• 2 Chapter 2 — Advanced Colour Theory and Application — 6 classes

› 2.1 Exploring the Colour Wheel: Foundations of Advanced Colour Theory

› 2.2 Analyzing Colour Temperature: Warm vs. Cool Undertones

› 2.3 Mastering Colour Harmonies: Complementary and Analogous Combinations

› 2.4 Understanding Colour Psychology: The Impact of Hues on Mood and Perception

› 2.5 Customizing Colour Blends: Techniques for Creating Unique Shades

› 2.6 Applying Colour Theory: Advanced Techniques in Real-World Makeup Scenarios

• 3 Chapter 3 — Mastering Texture and Finish in Makeup Looks — 6 classes

› 3.1 Understanding Texture: Concepts and Importance in Makeup Artistry

› 3.2 Exploring Different Finish Types: Matte, Dewy, and Satin

› 3.3 Analyzing Skin Types and Their Impact on Texture Choice

› 3.4 Techniques for Achieving Perfect Skin Texture with Makeup

› 3.5 Blending and Layering: Creating Seamless Finishes

› 3.6 Mastery in Texture Combinations: Tailoring Looks for Various Occasions

• 4 Chapter 4 — Creative Direction in Makeup Artistry — 6 classes

› 4.1 Understanding the Role of Creative Direction in Makeup Artistry

› 4.2 Analyzing Fashion and Cultural Influences on Makeup Trends

› 4.3 Conceptualizing Innovative Makeup Designs

› 4.4 Developing Mood Boards for Makeup Projects

› 4.5 Collaborating with Fashion and Art Teams for Creative Cohesion

› 4.6 Executing a Creative Makeup Vision in Practical Settings

• 5 Chapter 5 — Cutting-edge Makeup Techniques and Innovations — 6 classes

› 5.1 Exploring the Latest Industry Innovations in Makeup

› 5.2 Analyzing the Impact of Technology on Makeup Trends

› 5.3 Mastering Airbrush Techniques for Flawless Finishes

› 5.4 Incorporating 3D Makeup Art for Contemporary Looks

› 5.5 Experimenting with Sustainable and Eco-Friendly Products

› 5.6 Creating Avant-Garde Looks Using Mixed Media Approaches

• 1 Understanding the Role of a Creative Director in Makeup Artistry

— 6 classes

- › 1.1 Exploring the Role of a Creative Director in Makeup Artistry
- › 1.2 Analyzing Key Responsibilities and Skills Needed
- › 1.3 Understanding Team Leadership and Collaboration in Creative Projects
- › 1.4 Developing a Vision: Concepts in Makeup Design
- › 1.5 Implementing Strategy: From Concept to Execution
- › 1.6 Evaluating Performance and Creative Success

• 2 Building and Leading a Creative Makeup Team — 6 classes

- › 2.1 Understanding the Dynamics of a Creative Makeup Team
- › 2.2 Identifying and Recruiting Creative Talent
- › 2.3 Fostering a Collaborative Team Environment
- › 2.4 Delegating Roles and Responsibilities Effectively
- › 2.5 Leading Creative Brainstorming Sessions
- › 2.6 Evaluating Team Performance and Providing Feedback

• 3 Developing a Vision: Conceptualizing and Planning Makeup Projects — 6 classes

- › 3.1 Understanding Creative Vision: Foundations of Makeup Projects
- › 3.2 Analyzing Trends: Research and Inspiration Gathering
- › 3.3 Defining the Concept: Mood Boards and Project Themes
- › 3.4 Mapping the Process: Project Planning and Timelines
- › 3.5 Collaborative Ideation: Engaging Teams in Creative Direction
- › 3.6 Practical Application: Executing a Cohesive Makeup Vision

• 4 Advanced Techniques in Makeup Artistry for Creative Direction —

6 classes

- › 4.1 Understanding the Role of Creative Direction in Makeup Artistry
- › 4.2 Analyzing Key Elements of Advanced Makeup Techniques
- › 4.3 Exploring Color Theory and Its Impact on Creative Decision-Making
- › 4.4 Mastering Advanced Contouring and Highlighting Methods
- › 4.5 Experimenting with Innovative Makeup Textures and Materials
- › 4.6 Crafting a Cohesive Makeup Artistry Vision for Creative Projects

• 5 Evaluating Success and Iterating on Creative Projects — 6 classes

- › 5.1 Understanding Metrics for Creative Success
- › 5.2 Analyzing Feedback from Creative Projects
- › 5.3 Identifying Areas for Improvement in Creative Work
- › 5.4 Implementing Iterative Strategies
- › 5.5 Refining Creative Concepts Through Practice
- › 5.6 Finalizing Adjustments and Enhancements

• 1 Understanding Regulatory Frameworks in Makeup Artistry — 6

classes

- › 1.1 Exploring Global Makeup Regulations
- › 1.2 Analyzing UK Cosmetic Safety Standards
- › 1.3 Understanding Ethical Practices in Makeup Artistry
- › 1.4 Navigating Advertisement and Labeling Laws
- › 1.5 Evaluating Environmental and Health Impacts in Cosmetics
- › 1.6 Implementing Compliance with Regulatory Agencies

• 2 Consumer Protection and Client Rights — 6 classes

- › 2.1 Understanding Consumer Protection Laws in Makeup Artistry
- › 2.2 Exploring Client Rights and Responsibilities
- › 2.3 Identifying Ethical Practices in Client Relations
- › 2.4 Analyzing Case Studies on Compliance and Violations
- › 2.5 Implementing Strategies for Client Safety and Satisfaction
- › 2.6 Evaluating the Impact of Legal and Ethical Standards in the Industry

• 3 Ethical Practice and Professional Standards — 6 classes

- › 3.1 Understanding Ethical Practices in Makeup Artistry
- › 3.2 Recognizing Bias and Enhancing Inclusivity
- › 3.3 Exploring Cultural Sensitivity in Makeup Applications
- › 3.4 Analyzing Professional Standards and Codes of Conduct
- › 3.5 Navigating Client Confidentiality and Privacy Laws
- › 3.6 Applying Ethical Decision-Making in Real-World Scenarios

• 4 Intellectual Property and Branding in Makeup Artistry — 6 classes

- › 4.1 Understanding Intellectual Property in Makeup Artistry
- › 4.2 Identifying Types of Intellectual Property in Cosmetic Products
- › 4.3 Exploring Trademark Laws and Their Impact on Brand Identity
- › 4.4 Analyzing Copyright in Makeup Designs and Tutorials
- › 4.5 Maintaining Brand Integrity Through Legal Protections
- › 4.6 Applying Ethical Principles in Brand Development and Marketing

• 5 Crisis Management and Legal Dispute Resolution — 6 classes

- › 5.1 Understanding Crisis Situations in Makeup Artistry
- › 5.2 Identifying Common Legal Disputes in Makeup Practices
- › 5.3 Exploring Ethical Considerations During a Crisis
- › 5.4 Implementing Effective Crisis Management Strategies
- › 5.5 Navigating Legal Framework for Makeup Dispute Resolution
- › 5.6 Applying Ethical Guidelines to Resolve Legal Issues

• 1 Understanding Portfolio Objectives and Audience — 6 classes

- › 1.1 Identifying Portfolio Purpose and Goals
- › 1.2 Understanding Your Target Audience's Needs
- › 1.3 Analyzing Industry Standards for Portfolio Presentation
- › 1.4 Aligning Creative Direction with Portfolio Objectives
- › 1.5 Tailoring Content to Meet Audience Expectations
- › 1.6 Evaluating Portfolio Effectiveness and Impact

• 2 Structuring a Cohesive Portfolio Narrative — 6 classes

- › 2.1 Understanding the Role of Narrative in Portfolio Design
- › 2.2 Identifying Key Themes and Storylines for Your Portfolio
- › 2.3 Curating Strategic Portfolio Content for Impact
- › 2.4 Crafting a Compelling Narrative Flow
- › 2.5 Enhancing Visual Consistency and Cohesion
- › 2.6 Tailoring Presentation for Diverse Audiences

• 3 Showcasing Technique and Versatility — 6 classes

- › 3.1 Understanding the Importance of Showcasing Makeup Techniques
- › 3.2 Analyzing Your Makeup Portfolio: Identifying Key Styles
- › 3.3 Crafting a Narrative for Your Makeup Looks
- › 3.4 Demonstrating Technical Versatility Beyond the Basics
- › 3.5 Utilizing Multimedia to Enhance Your Makeup Portfolio
- › 3.6 Presenting Your Makeup Portfolio with Confidence

• 4 Enhancing Portfolio Presentation with Digital Tools — 6 classes

- › 4.1 Understanding Digital Portfolios: A Primer on Essential Tools
- › 4.2 Designing a Cohesive Visual Narrative: Implementing Branding Elements
- › 4.3 Crafting Engaging Multimedia Content: Incorporating Video and Animation
- › 4.4 Optimizing Portfolio Layout: Enhancing User Experience and Accessibility
- › 4.5 Leveraging Social Media Integrations: Expanding Your Reach
- › 4.6 Presenting with Impact: Techniques for Online and In-person Showcases

• 5 Critique and Refinement for Portfolio Excellence — 6 classes

- › 5.1 Understanding Feedback: Importance and Implementation
- › 5.2 Analyzing Portfolio Elements: Identifying Strengths and Weaknesses
- › 5.3 Applying Constructive Criticism: Enhancing Portfolio Quality
- › 5.4 Refining Visual Impact: Techniques for Portfolio Improvement
- › 5.5 Tailoring Content for Your Audience: Customizing Portfolio Elements
- › 5.6 Practicing Presentation Skills: Engaging and Persuading

• 1 Understanding the Makeup Industry Landscape — 6 classes

- › 1.1 Exploring the Global Makeup Market
- › 1.2 Analyzing Consumer Trends in Beauty
- › 1.3 Identifying Key Players and Competitors
- › 1.4 Evaluating the Impact of Social Media on Makeup Brands
- › 1.5 Understanding Regulatory and Ethical Standards
- › 1.6 Forecasting Industry Innovation and Future Trends

• 2 Business Models and Strategic Planning for Makeup Artists — 6 classes

- › 2.1 Exploring Business Models: An Introduction for Makeup Artists
- › 2.2 Analyzing Popular Makeup Industry Business Models
- › 2.3 Crafting a Unique Value Proposition for Your Makeup Business
- › 2.4 Developing a Strategic Business Plan Tailored for Makeup Artists
- › 2.5 Implementing Essential Business Strategies for Makeup Success
- › 2.6 Monitoring and Adjusting Business Strategies in the Makeup Industry

• 3 Marketing and Branding Strategies for Makeup Professionals — 6 classes

- › 3.1 Understanding the Makeup Market Landscape
- › 3.2 Identifying Your Unique Selling Proposition
- › 3.3 Developing a Personal Brand Strategy
- › 3.4 Crafting Effective Makeup Marketing Messages
- › 3.5 Leveraging Social Media for Brand Visibility
- › 3.6 Measuring Marketing Success and ROI

• 4 Financial Management and Profitability in Makeup Artistry — 6 classes

- › 4.1 Understanding Financial Fundamentals in Makeup Artistry
- › 4.2 Analysing Cost Structures and Pricing Strategies
- › 4.3 Managing Budgets and Cash Flow Effectively
- › 4.4 Evaluating Profitability: Metrics and Measurements
- › 4.5 Implementing Cost-saving Techniques in Practice
- › 4.6 Planning for Long-term Financial Success

• 5 Leadership and Creative Direction in the Beauty Sector — 6 classes

- › 5.1 Understanding Leadership Styles in the Beauty Sector
- › 5.2 Exploring the Role of Creative Direction in Makeup Artistry
- › 5.3 Identifying and Cultivating a Personal Leadership Brand
- › 5.4 Strategizing Creative Vision to Enhance Brand Identity
- › 5.5 Building and Leading Effective Teams in Beauty Projects
- › 5.6 Implementing Innovation and Creativity in Beauty Leadership

• 1 Understanding Global Beauty Trends — 6 classes

- › 1.1 Analyzing the Evolution of Global Beauty Standards
- › 1.2 Exploring the Impact of Culture on Beauty Trends
- › 1.3 Investigating Innovative Beauty Technologies Worldwide
- › 1.4 Comparing Regional Beauty Preferences and Practices
- › 1.5 Identifying Key Influencers in Global Beauty Movements
- › 1.6 Applying Global Trends to Creative Makeup Artistry

• 2 Innovations in Cosmetic Technology — 6 classes

- › 2.1 Exploring Smart Cosmetics: The Rise of AI and Machine Learning
- › 2.2 Understanding Skin Microbiome: The Next Frontier in Skincare
- › 2.3 Delving into Bioengineered Ingredients: Enhancing Efficacy and Sustainability
- › 2.4 Evaluating Clean and Green Chemistry: The Evolution of Safe Formulations
- › 2.5 Analyzing 3D Makeup Printing: Customization and Personalization Revolution
- › 2.6 Applying Innovations to Practice: Selecting the Right Technology for Makeup Artistry

• 3 Sustainable and Ethical Practices in Beauty — 6 classes

- › 3.1 Understanding Sustainability in the Beauty Industry
- › 3.2 Exploring Ethical Sourcing of Beauty Ingredients
- › 3.3 Analyzing Eco-Friendly Packaging Solutions
- › 3.4 Identifying Cruelty-Free Testing Practices
- › 3.5 Evaluating the Impact of Sustainable Practices
- › 3.6 Implementing Ethical & Sustainable Strategies in Business

• 4 Digital Transformation and Social Media Influence — 6 classes

- › 4.1 Understanding Digital Transformation in Beauty
- › 4.2 Exploring Social Media Platforms for Beauty
- › 4.3 Analyzing Influencer Impact on Beauty Trends
- › 4.4 Leveraging Data Analytics for Beauty Marketing
- › 4.5 Creating Engaging Beauty Content Online
- › 4.6 Measuring the Success of Digital Beauty Campaigns

• 5 Future Forecasts and Creative Direction — 6 classes

- › 5.1 Understanding Emerging Beauty Trends
- › 5.2 Analyzing Global Influences on Beauty Innovations
- › 5.3 Exploring Technological Advancements in Beauty
- › 5.4 Identifying Key Drivers of Change in the Beauty Industry
- › 5.5 Conceptualizing Creative Direction in Future Beauty Trends
- › 5.6 Applying Forecast Techniques to Predict Beauty Trends