

MAKE-UP AND CORRECTIVE TECHNIQUES I

2020-21 Academic Year

Program	Year	Semester
BITM-Cosmetic Techniques and Management Diploma	1	1

Course Code: CTMG 1104	Course Equiv. Code(s): N/A
Course Hours: 42	Course GPA Weighting: 3
Prerequisite: N/A	
Corequisite: CTMG 1101	
Laptop Course: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Delivery Mode(s): In class <input checked="" type="checkbox"/> Online <input type="checkbox"/> Hybrid <input type="checkbox"/> Correspondence <input type="checkbox"/>	

Pandemic remote teaching delivery mode <input type="checkbox"/> Fully asynchronous <input checked="" type="checkbox"/> Combined asynchronous and synchronous
Remote proctoring required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Authorized by (Dean or Director): Kevin Baker Date: July 2020

Prepared by		
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Course Description:

This course covers foundational makeup application techniques, using professional tools, makeup products and applicators. Students will learn skin preparation methods, facial features, highlighting and contouring techniques including false lash application to perform day and evening beauty makeup looks. This course emphasizes the importance of industry standards for proper hygiene and sanitation practices.

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in <http://www.durhamcollege.ca/plar>. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes No

PLAR Assessment (if eligible):

- Assignment
- Exam
- Portfolio
- Other

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

- CLO1 Identify and select cosmetic products and colours suitable for a variety of clients and use professional tools to ensure accurate facial placement and application.
- CLO2 Prepare the skin for make-up application using a step-by-step approach to achieve a natural appearance and enhance the longevity of the make-up application.
- CLO3 Identify various face shapes and facial features to determine placement of cosmetic products, including highlight and contour.
- CLO4 Demonstrate an organized workstation set-up and follow hygiene and sanitation protocols to ensure a safe environment for all during the make-up application process.
- CLO5 Create a nude-natural make-up look by selecting the appropriate colours, tools, products and make-up application techniques.
- CLO6 Create a day-time make-up look with the use of colour for individuals with professional careers by selecting appropriate colours, tools, products and make-up application techniques.
- CLO7 Create an evening make-up look by selecting the appropriate colours, tools, products and make-up application techniques.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

- EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3. Execute mathematical operations accurately.
- EES 4. Apply a systematic approach to solve problems.
- EES 5. Use a variety of thinking skills to anticipate and solve problems.
- EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.
- EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- EES 10. Manage the use of time and other resources to complete projects.
- EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Assignment: In-Process Evaluations (5 @3% each - Weeks 2-13)	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	15
Test: Test 1	CLO1, CLO2, CLO3, CLO4	EES1, EES2, EES4, EES5, EES7, EES10, EES11	10
Assignment: Assignment 1	CLO1, CLO3	EES1, EES2, EES4, EES5, EES6, EES7, EES10, EES11	5
Test: Workstation Set-up and Make-up/Brush Care Sanitation Protocols Assessment	CLO4	EES1, EES2, EES4, EES5, EES7, EES10, EES11	15
Test: Nude-Natural Make-up Practical Assessment	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11	15
Test: Professional Day Make-up Practical Assessment	CLO1, CLO2, CLO3, CLO4, CLO6	EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11	20
Test: Evening Make-up Practical Assessment	CLO1, CLO2, CLO3, CLO4, CLO7	EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11	20
Total			100%

Notes:

1. In-process evaluations will be based on information presented during current or previous classes and/or assigned readings from the textbook. The dates of these in-process evaluations will not be pre-announced. There will not be a possibility to make up any missed in-class activities. If a student is absent, a grade of zero is recorded for that activity regardless of reason.
2. Assignments are due on the date, at the time specified, and in the format outlined by the professor. The professor will specify the submission format for each assignment (electronic, hard copy, or both formats) in advance of the due date.
3. Mid-term marks will be comprised of all evaluations that take place between Weeks 1-7.

Required Text(s) and Supplies:

1. Brown, B. (2011). Bobbi Brown Makeup Manual: For Everyone from Beginner to Pro. (11th Edition)
New York: Springboard Press.
ISBN: 978-0446581356
2. Middleton, K. (2018). Colour Theory for the Make-up Artist (1st Edition)
New York: Routledge
ISBN: 978-1138095243
3. Student kit supplies

Recommended Resources (purchase is optional):

1. D'Allaird, M. (2013). Milady Standard Makeup
New York: Cengage Learning
ISBN: 978-111539597

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

<p>General College policies related to</p> <ul style="list-style-type: none">+ Acceptable Use of Information Technology+ Academic Policies+ Academic Honesty+ Student Code of Conduct+ Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	<p>General policies related to</p> <ul style="list-style-type: none">+ attendance+ absence related to tests or assignment due dates+ excused absences+ writing tests and assignments+ classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/
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Course Specific Policies and Expectations:

ATTENDANCE: Due to the relationship between theoretical knowledge in education and practical application in industry, it is essential that students participate in all learning activities. Failure to attend lab may lead to gaps in knowledge, missed in-process evaluations and potential safety hazards for a client in the clinical and placement settings. Full attendance is expected for all labs. Students should inform the Professor, with as much notice as possible, by e-mail prior to any absence. If students arrive late to class, they will be expected to wait until the first break to enter the lab.

ATTIRE: Students must be dressed in the full branded spa uniform consisting of DC Spa branded top and bottom along with clean, soft-soled, black shoes (with no brand logos) which are fully wipeable. No cloth footwear is permitted to be worn during lab time. Pants must be hemmed to a professional length and top and bottoms may not be altered from the original intended style without the prior permission of the program coordinator. Long sleeve white or black non branded tees may be worn underneath. Students must be groomed consistent with a professional image expected in the industry. Long hair must be pulled back and styled to maintain a safe and hygienic environment. Hoodies, sweaters, hats, bracelets, multiple rings and dangling or over-sized earrings/necklaces must not be worn during lab time. Fingernails must be kept short (less than 1/4" in length), manicured and buffed. No polishes, gel, shellac or acrylic nail applications are permitted to be worn during lab classes, unless at the direction of the Professor.

MODELS: Dates when models are required in-lab for practice sessions and/or assessment(s) will be posted on DC Connect at the beginning of the semester and in the course outline. It will be the responsibility of each student to secure a model for the specific date and failure to attend with a model (when required) will result in a mark of zero for the assessment in question. When external models are not required for practical assessments, students will be assigned to work with other classmates to demonstrate their practical application skills.

STUDENT CONDUCT: Students are expected to conduct themselves in a professional manner while on and off campus. Students are expected to comply with the program's professional conduct, appearance, and safety expectations. It is everyone's responsibility to have respect for their peers, faculty and the public.

PERSONAL BELONGINGS: All personal items, with the exception of student kit supplies, are to be stored in daytime student lockers located throughout CFCE. Students must collect their belongings at the end of class as lockers are only available for single, daytime use. Students are to store all outerwear, hats, purses/backpacks, and winter boots in a locker and ensure that clean indoor only black shoes are worn inside the lab.

CELL PHONES/ELECTRONIC DEVICES: Electronic communication devices are strictly prohibited during lab times and to be stored in a locker. Students who do not comply with this program-specific requirement will be asked to leave the lab immediately and may be subject to further discipline at the discretion of the Professor and school office.

PEER INTERACTION AND FEEDBACK: Students are expected to participate with their peers in active learning activities and demonstrations. These demonstrations provide students with opportunities for written/verbal feedback from their peers and Professor on the application of learned course material.

MISSED TESTS: No makeup tests or assignments will be provided. All tests are to be written at scheduled times set by the Professor. Students must contact the Professor within 24 hours (before or after) if unable to write a scheduled test. A failure to comply will result in a mark of zero. Voicemail and e-mail messages are an acceptable form of contact if a student is unable to speak with the Professor in person.

ASSIGNMENTS: All assignments submitted after the due date and time, or in a format not specified by the Professor, will be considered late and a penalty of 20% will apply to each calendar day, up to 4 days, after which the assignment will no longer be accepted and a mark of zero will be assigned. There are no exceptions. Students must contact the Professor within 24 hours (before or after) if unable to submit an assignment on the scheduled due date. A failure to comply will result in a mark of zero. Voicemail and e-mail messages are an acceptable form of contact if a student is unable to speak with the Professor in person.

ELECTRONIC SUBMISSIONS: If a student experiences difficulty making an electronic submission on DC Connect, he/she must contact the IT Helpdesk at 905-721-3333 or email servicedesk@dc-uoit.ca and have a 'ticket' opened. Students experiencing technical difficulties may be asked to present the ticket information to their Professor.

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.
2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.
3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.
4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)
5. A full description of the Academic Appeals Process can be found at <https://durhamcollege.ca/about/governance/policies/academic-policies> .
6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.
7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours:	3	Delivery:	In Class
1	Course Learning Outcomes			
	CLO1			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES1, EES2, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives			
	Introductions Overview of DC Connect, DC Policies & DC Resources for student success Overview of the course outline, including required texts Review course specific policies and expectations Explain course evaluation criteria Describe potential career paths in cosmetics Discuss industry terminology Describe how terms within the make-up industry are evolving Differentiate between the four types of skin Describe the characteristics of the four skin types			
	Intended Learning Activities			
	Review DC Connect, DC Policies & DC Resources Lecture Class discussions Weekly activities			
	Resources and References			
	Bobbi Brown textbook - Chapters 1, 3, 10 & 12 Milady textbook - Chapter 1 Course Outline DC Connect DC Website - Student resources Lecture and additional resources posted on DC Connect Video			
	Evaluation	Assignment: In-Process Evaluations (5 @3% each - Weeks 2-13)		Weighting 15 %

Wk.	Hours: 3	Delivery: In Class
2	Course Learning Outcomes CLO1, CLO2, CLO4	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7, EES11	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES10, EES11
	Intended Learning Objectives Describe products used for various types of skin Explain the importance of skin preparation methods to enhance the longevity and appearance of make-up Identify various types of make-up brushes and tools, and their features/purposes Explain hygiene protocols and sanitation techniques for make-up products and tools Explain the importance of brush washing protocols, infection control, and strategies to prevent product contamination	
	Intended Learning Activities Tool identification activity Lecture Class discussion Video Demonstration Student practice	
	Resources and References Bobbi Brown textbook - Chapters 2 & 3 Milady textbook - Chapters 2, 4 & 7 Student kit supplies Lecture and resources posted to DC Connect Video	
Evaluation		

Wk.	Hours: 3	Delivery: In Class
3	Course Learning Outcomes CLO1, CLO3	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives	
	Review hygiene protocols and sanitation techniques for make-up products and tools Review the importance of brush washing protocols, infection control, and strategies to prevent product contamination Identify various face shapes and facial features Identify high and low points of the face to determine colour placement Explain how facial anatomy and bone structure affects make-up application Discuss contouring and highlight using facial structure	
	Intended Learning Activities	
Lecture Class discussion Video Demonstration Student practice		
Resources and References		
Bobbi Brown textbook - Chapter 4 Milady textbook - Chapters 3, 7 & 15 Student kit supplies Lecture and resources posted to DC Connect Video		
Evaluation		

Wk.	Hours: 3	Delivery: In Class
4	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Discuss make-up application for various face shapes Describe various make-up formulations Discuss best practices for station set-up and practice workstation set-up with student kit Practice sanitation protocols with brushes and make-up products Practice removal of make-up using student kit supplies Review course content to prepare for Test 1	
	Intended Learning Activities Lecture Class discussion Video Demonstration Student practice Test Review	
	Resources and References Colour Theory textbook - Chapter 4 Milady textbook - Chapter 7 Student kit supplies Lecture and resources posted to DC Connect Video Photo references of tools and station set-up	
Evaluation Assignment: Assignment 1	Weighting 5 %	

Wk.	Hours: 3	Delivery: In Class
5	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Identify warm and cool make-up undertones Categorize make-up colours using the 3 dimensions of colour principles Create various colour harmonies and schemes with make-up Identify suitable foundation and concealer formulations for various skin types Review workstation set-up & sanitation protocols Select foundations & concealers to match skin undertones/tones - practice swatching colours	
	Intended Learning Activities Lecture Class discussion Video Demonstration Student practice	
	Resources and References Bobbi Brown textbook - Chapter 4 Colour Theory textbook - Chapters 1 & 4 Milady textbook - Chapters 2 & 5 Student kit supplies Lecture and resources posted to DC Connect Video	
Evaluation Test: Test 1	Weighting 10 %	

Wk.	Hours:	3	Delivery:	In Class
6	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7	Practiced:	EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Practice application of complexion products Assessment of workstation set-up and make-up/brush care hygiene & sanitation protocols			
	Intended Learning Activities Student practical assessment Lecture Class discussion Video Demonstration Student practice			
	Resources and References Bobbi Brown textbook - Chapter 4 Colour Theory textbook - Chapter 4 Milady textbook - Chapter 7 Student kit supplies Lecture and resources posted to DC Connect Video			
Evaluation			Weighting	
Test: Workstation Set-up and Make-up/Brush Care Sanitation Protocols Assessment			15 %	

Wk.	Hours: 3	Delivery: In Class
7	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Identify various lip shapes Discuss corrective make-up techniques for various lip shapes Discuss corrective blush techniques based on face shape Identify various eye shapes and eye make-up products Identify suitable colours for a client's eyes based on colour theory and analysis principles Discuss the use of corrective eyeshadow techniques for various eye shapes Compare eyeliner techniques for various eye shapes	
	Intended Learning Activities Lecture Class discussion Video Demonstration	
	Resources and References Bobbi Brown textbook - Chapters 4 & 5 Colour Theory textbook - Chapter 4 Milady textbook - Chapters 7, 8 & 10 Student kit supplies Lecture and resources posted to DC Connect Video	
Evaluation		

Wk.	Hours: 3	Delivery: In Class
8	Course Learning Outcomes CLO1, CLO3	
	Essential Employability Skills Taught: EES1, EES2, EES4, EES5, EES7 Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11	
	Intended Learning Objectives Review corrective make-up application techniques through client case scenarios Practice application of complexion products Practice contour and highlighting Practice corrective lip, blush and eyeshadow techniques	
	Intended Learning Activities Lecture Class discussion Case scenarios Student practice	
	Resources and References Bobbi Brown textbook - Chapter 6 Colour Theory textbook - Chapter 4 Milady textbook - Chapter 8 Professor & student kit supplies Lecture and resources posted to DC Connect Video	
	Evaluation	

Wk.	Hours: 3	Delivery: In Class
9	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Determine tools, colours, products and application techniques needed for a basic nude-natural make-up application Create a nude-natural make-up look using the appropriate tools, colours, products and application techniques	
	Intended Learning Activities Lecture Class discussion Video Demonstration Student practice	
	Resources and References Bobbi Brown textbook - Chapters 4, 5, 6 & 7 Colour Theory textbook - Chapter 4 Student kit supplies Lecture and resources posted to DC Connect Video	
Evaluation		
Wk.	Hours: 3	Delivery: In Class
10	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught:	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Demonstrate a nude-natural make-up application during practical assessment	
	Intended Learning Activities Student practical assessment	
	Resources and References Student kit supplies	
Evaluation Test: Nude-Natural Make-up Practical Assessment		Weighting 15 %

Wk.	Hours: 3	Delivery: Lab
11	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO6	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Determine tools, products, colours and application techniques needed for a day-time colour make-up application for individuals with professional careers in a variety of industries Use a variety of tools, products, colours and application techniques to create a professional day-time colour make-up application Practice false lash application	
	Intended Learning Activities Lecture Class discussion Video Demonstration Student practice	
	Resources and References Bobbi Brown textbook - Chapters 4, 5, 6 & 7 Colour Theory textbook - Chapter 4 Student kit supplies Lecture and resources posted to DC Connect Video	
Evaluation		
Wk.	Hours: 3	Delivery: In Class
12	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO6	
	Essential Employability Skills	
	Taught:	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Demonstrate a professional day-time make-up application during practical assessment	
	Intended Learning Activities Student practical assessment	
	Resources and References Student kit supplies	
Evaluation Test: Professional Day Make-up Practical Assessment		Weighting 20%

Wk.	Hours: 3	Delivery: In Class
13	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO7	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Explain why make-up application is different for evening Determine tools, products, colours and application techniques needed for an evening make-up application Use a variety of tools, products, colours and application techniques to create an evening make-up application Practical false lash application	
	Intended Learning Activities Lecture Class discussion Video Demonstration Student practice	
	Resources and References Bobbi Brown textbook - Chapters 4, 5, 6 & 7 Colour Theory textbook - Chapter 4 Student kit supplies Lecture and resources posted to DC Connect Video	
Evaluation		
Wk.	Hours: 3	Delivery: In Class
14	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO7	
	Essential Employability Skills	
	Taught:	Practiced: EES1, EES2, EES4, EES5, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives Demonstrate an evening make-up application during practical assessment	
	Intended Learning Activities Student practical assessment	
	Resources and References Student kit supplies	
Evaluation Test: Evening Make-up Practical Assessment		Weighting 20%