

**Qualification title:** Level 3 Advanced Technical Diploma  
in Media Make-up Artistry (540)

**Exam title:** Level 3 Media Make-up Artistry  
– Theory exam

**Series:** April 2017



1
a) State <b>three</b> industries in which hair and make-up artists can specialise. (3 marks)
<b>Answer:</b> <b>1 mark each for any of the following, to a maximum of 3 marks:</b> <ul style="list-style-type: none"><li>• Theatre.</li><li>• Hospital.</li><li>• Bridal.</li><li>• Fashion / photographic.</li><li>• TV / film.</li><li>• Teaching.</li><li>• Make-up counter/brand.</li></ul>
<b>Total marks: 3</b>

2
Jenna has been hired to complete a make-up service on a model for a fashion shoot. She notices the model has silver, scaly patches in her hairline. a) Identify the skin condition. (1 mark)  b) State the actions Jenna should take to safely work on the model. (2 marks)
<b>Answer:</b> <b>a)</b> <b>1 mark each for any of the following, to a maximum of 1 mark:</b> Psoriasis. (1 mark).  <b>b)</b> <b>1 mark each for any of the following, to a maximum of 2 marks:</b> <ul style="list-style-type: none"><li>• Discuss with the model any sensitivity to products.</li><li>• Discuss products that the model uses to treat the condition.</li><li>• Confirm that she can work on the affected area.</li><li>• Work around the area or camouflage.</li></ul>
<b>Total marks: 3</b>

3

Explain the difference between primary and secondary research. (3 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 3 marks:**

- Primary research is the use of personal experiences and memories (1) leads to original work and develops creativity. (1)
- Primary research is the use of first-hand experience (1) forms include work and school experiences, (1 mark) visiting centres, for example zoos. (1)
- In comparison secondary research is the gathering of existing work, (1) to generate ideas (1).
- Secondary research is using somebody else's shared experience or creation.
- Forms include magazines, (1) books, (1) films, (1) television, (1) artist work, (1) and any other form of completed work that can be used as examples and to develop own creative work from.

**Total marks: 3**

4

Explain the benefits of using social media platforms when creating a new business. (6 marks)

**Answer**

**1 mark for suitable explanation of benefit of different social media platforms and their benefits and how they would be used and for what purpose, up to 6 marks.**

- Facebook/Instagram: can share photos which show case skills (1), update profiles to advertise work experience (1), advertise on people's feeds to help target new business and generate interest. (1)
- LinkedIn: can update work experience profiles to showcase skills and therefore generate interest (1), connect with new businesses by sending requests and promotions (1), is a form of advertisement that would help create new business (1)
- Twitter is for self-promotion, advertisement and creativity, can connect to customers and keep them updated (1), can show them products. (1)
- Posting updates and photos is a form of marketing which allows for advertising to a wider market, target markets, (1) promoting offers and services, price list. (1)
- Is free and therefore would not effect a budget, (1) instant advertisement, (1) can separate from personal profiles allowing for focus on business, (1) can share industry knowledge by posting updates. (1)
- Improves employability by allowing for connections across industries and therefore improves professional reputation.
  - Allows for networking and collaboration and raises professional profile, (1) creates opportunities for testing. (1)
  - Research – looking at competitors, industry influences. (1)

**Total marks: 6**

5
<p>Sarah is the head hair and make-up artist on a soap opera.</p> <p>Explain the production demands she would need to consider during the planning process. (6 marks)</p>
<p><b>Answer:</b>  <b>Full discussion of any of the below points to a maximum of 6 marks:</b></p> <ul style="list-style-type: none"> <li>• Briefing the team to make sure they understand their role (1), following professional etiquette behaviours. (1)</li> <li>• Coordinate timings (1), costumes (1), call times (1), shooting schedules (1), cast and crew (1) to ensure everyone has the correct information and is aware of where they need to be so as not to delay the filming schedule. (1)</li> <li>• Design ideas reflect the script and storyboard requirements (1) and are achievable within budget/time constraints. (1)</li> <li>• Continuity (1), photographic evidence (1), annotations (1) are captured correctly</li> <li>• Environmental considerations: location (1) timings (1), lighting (1) are considered in relation to the script. (1)</li> <li>• Performer considerations: individual considerations (1) are discussed and met if required.</li> <li>• Troubleshooting (1) contingency plans (1), rehearsals (1) are planned, considered to prevent delay to the production. (1)</li> </ul>
<b>Total marks: 6</b>

6
<p>Identify <b>two</b> hair finishing products suitable for use on fine straight hair to increase volume. (2 marks)</p>
<p><b>Answer:</b>  <b>1 mark for each of the following, to a maximum of 2 marks:</b></p> <ul style="list-style-type: none"> <li>• Wax.</li> <li>• Volumising powder.</li> <li>• Volumising spray.</li> <li>• Hair spray.</li> </ul>
<b>Total marks: 2</b>

7
Describe <b>three</b> effects make-up products containing titanium dioxide have on flash photography. (3 marks)
<p><b>Answer:</b>  <b>1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>• 'Ghosting'.</li> <li>• Mask like quality.</li> <li>• Washed out appearance.</li> <li>• Pale white appearance.</li> </ul>
<b>Total marks: 3</b>

8
Michael is working on an editorial shoot where green and blue filtered lighting will be used. Explain the considerations for the make-up application. (5 marks)
<p><b>Answer:</b>  <b>1 mark each for any of the following, to a maximum of 5 marks:</b></p> <ul style="list-style-type: none"> <li>• Explanation of complementary colours to green and blue.</li> <li>• Use of neutral colours to allow for make-up to be used under both filters.</li> <li>• Recognise both colours have cool tones and therefore warm tones to be used in the make-up.</li> <li>• Recognise how make-up would work with models skin tone.</li> <li>• Precision of make-up applications due to close camera work.</li> <li>• High definition make-up may be used to enhance the make-up.</li> </ul>
<b>Total marks: 5</b>

9
Compare commercial and editorial make-up looks. (3 marks)
<p><b>Answer</b>  1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> <li>• Commercial is about selling products whereas editorial is a lifestyle/tells a story.</li> <li>• Commercial make-up is consumer friendly whereas editorial is creative.</li> <li>• Commercial photography has the product as the focus point whereas editorial focuses on the theme.</li> <li>• Commercial make-up is decided by the make-up artists whereas editorial is set by a stylist/designer/photographer.</li> </ul>
<b>Total marks: 3</b>

10

Describe hair and make-up trends in the ancient Egyptian era. (6 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 6 marks:**

- Iconic figures e.g. Cleopatra, Queen Nefertiti.
- Black hair colour and wigs.
- Fringe height (to make a feature of eyebrows and make-up).
- Plaiting techniques.
- Ornamentation.
- Cutting styles in the form of gradients.
- Straight hair styles.
- The application of eyebrow make-up.
- Iconic eyeliner application used to shape and lengthen the eye in the form of feline.
- Use of minerals, stones and coals for pigments (the creation of make-up).

**Total marks: 6**

11.

Discuss how hair and make-up differed according to a persons' status in society, in the 18<sup>th</sup> century. (8 marks)

**Answer**

**1 mark each for any of the following, to a maximum of 8 marks:**

- Whitening faces -used by higher members of society (nobility) to show wealth (1).
- The whiter the face the higher a person was in society and showed wealth (1). Whereas workers – exposure to the sun meant little or no make-up used a sign of poverty (1), division and slavery. (1)
- Rouge was used by higher class to colour lips and cheeks (1) whereas lower class would have just pinched lips cheeks as they could not afford the make-up. (1)
- Use of wigs and maintenance of wigs to show wealth and status (1), whereas workers would have just tied their hair back. (1)
- Symbols were drawn on faces to represent political standing (1) and communicating across court. (1)
- The rich would draw on or re-create their eyebrows using mouse tails (1) due to the toxicity levels in products used which meant their hair fell out (1). Whereas the poorer class did not have access to these products. (1)

**Total marks: 8**

12
Describe how the application of body art has evolved over time. (5 marks)
<p><b>Answer</b></p> <p><b>1 mark each for any of the following, to a maximum of 5 marks:</b></p> <ul style="list-style-type: none"> <li>• Used by tribes to show bravery, as a symbol of power, formed part of their belief.</li> <li>• Used in competitions – used as artistry to compete and develop skills and win awards.</li> <li>• Now used in the make-up industry.</li> <li>• Now viewed as a fusion of art work and make-up artistry.</li> <li>• Now seen in adverts, promoting products, messages or highlighting social concerns.</li> <li>• Now used to reflect beauty and style, complex designs and innovative ideas and forms.</li> </ul> <p>Any other suitable example.</p>
<b>Total marks: 5</b>

13
<p>Ian is a make-up artist working on a model who requires a high definition body art application. The model has acne on her back.</p> <p>Explain what <b>most</b> suitable make-up application technique. (4 marks)</p>
<p><b>Answer:</b></p> <p><b>1 mark for the following, to a maximum of 1 mark:</b></p> <ul style="list-style-type: none"> <li>• Airbrushing.</li> </ul> <p><b>1 mark each for any of the following, to a maximum of 3 marks:</b></p> <ul style="list-style-type: none"> <li>• Most hygienic way of applying make-up to problematic skin (1)</li> <li>• Avoids physically touching of the skin with hands, sponges or brushes (1), can spread infection (1), cause pain, (1) or make the condition worse, (1) or cause irritation. (1)</li> <li>• Uses a water based product so is usually oil and alcohol free (1), which makes it safe for all skin conditions. (1)</li> </ul>
<b>Total marks: 4</b>

14
Explain how Lydia O’Leary contributed to the development of skin camouflage. (5 marks)
<p><b>Answer:</b></p> <p>Lydia O’Leary created CoverMark in 1928 (1), using her knowledge of chemistry and painting (1) to produce a make-up that would cover her facial port wine stain. (1) CoverMark was the first foundation to be patented by the US patent and trademark office. (1) CoverMark was a product that was considered to be medical product more than a beauty product. (1)</p>
<b>Total marks: 5</b>

Ellis has been given a brief to provide hair and make-up for a fashion show set in the 1970s. Discuss what Ellis needs to consider when planning for the fashion show. (9 marks)

**Answer:****Indicative content:**

- Cultural influences.
- Social influences.
- Research sources.
- Products, tools and techniques (authentic and modern).
- Trends of the 1970s.
- Model's clothing in the show (total look).
- Model characteristics.
- Gender.
- Timings and coordination.
- Environmental considerations e.g. workspace.

**Band 1 (1-3 marks)**

The response covers a limited range of considerations that should be taken into account when planning for a fashion show. A basic understanding of planning a few examples have been provided of different products and techniques to create a 1970s look. Discussion is not well developed and there is little attempt in providing reasons for product and technique choice.

**Band 2 (4-6 marks)**

The response covers some of the main considerations to take into account when planning for a fashion show and a good general knowledge of the 1970s. Some discussion showing an appropriate level of understanding into the adaptation of products and techniques for different models' needs to create 1970s looks. Some planning has been made into working on multiple models. Decisions are supported and justified.

**Band 3 (7-9 marks)**

A thorough and well prepared response that covers a broad range of considerations with relevant links to all technical aspects necessary for planning a fashion show. All stages of the planning process are thoroughly explored and evidence of extensive knowledge of the 1970s era. Planning has been made into working on multiple models and working on a number of looks. Decisions are fully supported and justified.

**Total marks: 9**

Olivia is a freelance makeup artist and has been asked to create two authentic characters based on a period drama set in the 1930s for a television documentary.  
Discuss how Olivia can ensure she meets the considerations of the script. (9 marks)

**Answer**

**Indicative content.**

- Reference made to the 1930s.
- Example of an iconic figure or drama and films.
- Considered both male and female images from the same era.
- Suggested hairstyling techniques that may include ornamentation.
- Suggested make-up techniques that may include ornamentation.
- Examples of historical hair or/and make-up products.
- Explanation of the links from historical products and their influence on products today.
- Considerations to the actors.
- Social standing effects costume, hair and make-up.
- Working on TV drama.
- Working with other personnel/departments.
- Continuity.
- Test shots.
- Script breakdown.
- Props.
- Working to timescales.

**Band 1 (1-3 marks)**

The response covers a limited range of considerations that should be taken into account when working on a period drama. A basic understanding of the requirements when working in TV/film, a minimal understanding of the influences in the 1930s era. Discussion is not well developed and there is little attempt in providing reasons for product and technique choice.

**Band 2 (4-6 marks)**

The response covers some of the main considerations to take into account when working on a period drama. A good understanding of the requirements when working in TV/film and a good general knowledge of the influences in the 1930s era. Some discussion showing an appropriate level of understanding into the adaptation of products and techniques for different actors needs to create the 1930s look. Decisions are supported and justified.

**Band 3 (7-9 marks)**

A thorough and well prepared response that covers a broad range of considerations with relevant links to all technical aspects necessary for planning for a period drama. All stages of the process are thoroughly explored and evidence of extensive knowledge of the 1930s era. Decisions are fully supported and justified.

**Total marks: 9**