

**Qualification title:** Level 3 Advanced Technical Diploma  
in Theatrical, Special Effects and  
Media Make-up Artistry (540)



**Exam title:** Level 3 Theatrical, Special Effects and  
Media Makeup Artistry - Theory exam

**Series:** June 2017

1
Ella is carrying out a briefing prior to the cutting and styling service for a client who has long, fine hair.
a) Explain what cutting technique would <b>not</b> be appropriate for the client. (2 marks)
b) Explain which products should be used when styling the client's hair. (3 marks)
<b>Answer:</b>
<b>a)</b>
<b>1 mark each for any of the following, to a maximum of 2 marks:</b>
<ul style="list-style-type: none"><li>• Thinning: (1) this would cause the hair to become flyaway/ be prone to static/ shapeless/ make the hair look sparse (any 1).</li><li>• Point Cutting (1) Feather (1).</li></ul>
<b>b)</b>
<b>1 mark each for any of the following, to a maximum of 3 marks:</b>
<ul style="list-style-type: none"><li>• Mousse (1) would give more structure and body to the hair prior to styling (1).</li><li>• Texture dust (1) would lift the hair at the root giving the illusion the hair is thicker (1).</li><li>• Shine spray/Hairspray (1) would keep the hair from static and help maintain the style (1).</li></ul>
<b>Total marks: 5</b>

2

Explain how Val Garland has influenced avant garde make-up.

(5 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 5 marks:**

- By consistently challenging herself and traditional make- products and techniques (1) by using them in alternatives (1) ways and using everyday products for make-up purposes (1).
- By demonstrating ingenuity and creativity with her insight for the finished look (1) and pushing boundaries by thinking outside the box (1).
- She creates dramatic editorial and high fashion looks (1) by collaborating with other avant garde designers. e.g. Alexander McQueen/ Givenchy/ Giambattista Valli/ Vivienne Westwood/ Vogue (1).
- She creates bespoke, unique designs that challenge everyday make-up and fashion trends (1) e.g. Lady Gaga the design of over accentuated cheekbones (1).
- Creates designs that would not be seen on the high-street and not targeted at the mainstream market (1) by being a rule breaker and fearless in creating looks that challenge the norm (1).
- Experimental use of tools to help create dramatic and shocking looks (1).
- Is a platform and inspiration for other make-up artists as she owns her own make-up school, (1) proving that experimental designs and approach to makeup can be successful (1).
- She travels as part of the MAC Pro global tour team helping to showcase her dramatic and ground breaking designs, (1) further demonstrating her influence in the industry (1).

**Total marks: 5**

3

Identify **four** costume application techniques that can be used when designing an avant garde total look.

(4 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 4 marks:**

- Fanning.
- Fabric wrapping.
- Stapling.
- Sewing.
- Pinning.
- Tacking.
- Wiring.
- Painting.

**Total marks: 4**

4

Isabel has been asked to research a character for a historic play.  
Explain the sources of research Isabel can use.

(5 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 5 marks:**

**Maximum of 3 marks for identifying source of research without further identification:**

- Interviewing (1) - would give first-hand accounts from the period which she could incorporate into her designs for a true representation (1).
- Exhibitions (1) – would show first-hand evidence from the period which she could incorporate into her designs for a true representation (1) and give a real feel for the time (1).
- Museums (1) – showcase a collection from previous historical eras which would help widen her research (1) to help achieve an authentic design (1).
- Productions (past and present) (1) – to show her interpretation which she could adapt for her research (1), could be in the form of newspaper articles, recordings or interviews (1).
- Photographs (1) – to help develop character profiles (1) which she could incorporate into her design (1).
- Magazines (1) – would show a true representation of the given time (1) and help make her research more credible (1).
- Internet (1) – wider sources of information on previous performances and characters (1), different adaptations e.g. cultural, languages, destinations, previous reviews (1).
- Books (1)– would reflect a more personal and realistic experience by giving direct quotes and description (1) to help source factual information to help create a realistic character.(1).

**Total marks: 5**

5

Explain the considerations to production demand when working as a make-up artist on a film production.

(4 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 4 marks:**

**Maximum of 2 marks for identifying consideration without further explanation:**

- Awareness of budget/costings (1) to ensure no additional costs are incurred (1).
- Costume design (1) to allow for appropriate hair and make-up design (1).
- Performer considerations (1) to allow for necessary adaptations and suitability of design for actors (1).
- Script breakdown (1) Timings (1) in order to design storyboard to determine true sequence of events (1).
- Continuity (1) to ensure consistency in the story and that there is no break in the flow of filming (1).
- Media for shooting (1) E.G. HD to enable artist to adapt application (1).

**Total marks: 4**

6

Identify **four** resources that could be included in a look book.

(4 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 4 marks:**

- Moodboard.
- Samples of material.
- Face/head/shoulder/full body chart.
- Sketches.
- Product and equipment list.
- Test shots use of makeup.
- Pictures of final design.
- Evaluation and justification.
- Testimonials.

**Total marks: 4**

7

Identify **four** resources needed to create a werewolf character.

(4 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 4 marks:**

**Products**

- Latex.
- Silicone.

**Pieces:**

- Teeth.
- Jawlines.
- nose.
- ears.
- hands/feet.
- finger nails.
- synthetic hair/postiche/wig.
- Paints.
- Contact lenses.

**Total marks: 4**

Explain the considerations to take when removing a prosthetic nose.

(4 marks)

**Answer:**

**1 mark each for any of the following, to a maximum of 4 marks:**

- Select the correct adhesive remover (1) to breakdown the product used in the application process (1).
- Soften the adhesive before lifting (1) to prevent trauma to the skin and piece (1).
- Support the area by stretching the skin to ensure smooth removal and avoid pulling of skin.
- Give consideration to model's breathing (1) to avoid over exposure to harmful chemicals (1).
- Ensure removal is carried out in a well-ventilated area (1) to comply with the Health and Safety at Work Act (1).
- Cleanse, moisturise and sufficient after care advice to be given (1) to maintain the skin (1).
- Clean and sterilise the piece (1) to maintain for re-use (1).

**Total marks: 4**

Describe **five** special effects that can be created by using everyday items.

(5 marks)

**Answer:**

**1 mark each for any of the following items and effect, to a maximum of 5 marks:**

**Items**

- Coffee.
- Cereal.
- Banana.
- Food colouring.
- Lychee.
- Honey/syrup.
- Seeds.
- Tinned soup.
- Flour.
- Coal.
- PVA.
- Tissues/cotton wool.
- Soap.
- Ketchup.
- Fullers earth.
- Gelatine.
- Glycerine.
- Plaster of paris.

**Effects**

- Blood.
- Wound filler.
- Pus.
- Skin additions.
- Maggots.
- Slime.
- Vomit.
- Bones.

**Total marks: 5**

10	Explain how modern-day technologies have influenced the make-up industry.	(6 marks)
<b>Answer:</b>		
<b>1 mark each for any of the following, to a maximum of 6 marks:</b>		
<ul style="list-style-type: none"> <li>• The use of High definition cameras now mean that every detail is magnified, therefore better quality products eg HD ready make-up needs to be used (1)to ensure make-up is flawless (1).</li> <li>• Product and equipment development has led to a wider range of application techniques e.g. airbrushing (1) which gives a finer texture and appears minimalistic on screen (1).</li> <li>• The development of wigs and prosthetics have evolved and are more realistic (1) and are now compatible with HD (1).</li> <li>• The use of CGI or Green screen has increased the range of looks available (1); the effects are more realistic, (1) the make-up designs are more creative, sometimes animated. (1) and can be filmed anywhere (1).</li> </ul>		
		<b>Total marks: 6</b>

11	Describe the process for creating a facial postiche template.	(4 marks)
<b>Answer:</b>		
<b>1 mark each for any of the following, to a maximum of 4 marks:</b>		
<ul style="list-style-type: none"> <li>• Create template by using cling film.</li> <li>• Draw the template.</li> <li>• Create structure to template.</li> <li>• Attach to the block and pad.</li> </ul>		
		<b>Total marks: 4</b>

12	Describe <b>four</b> techniques for creating a realistic beard.	(4 marks)
<b>Answer:</b>		
<b>1 mark each for any of the following, to a maximum of 4 marks:</b>		
<ul style="list-style-type: none"> <li>• The use of single knotting, (1) to ensure it does not become too bulky/thick (1) considering natural hair growth pattern (1).</li> <li>• Use at least 3 colours (1), natural beards have at least 3 different hair colours (1) using human or yak hair (1).</li> <li>• Measured and fitted to actors face use of darts in correct placement (1), this will allow for effective facial expressions (1).</li> <li>• Fade the hair into the natural hair line (1), this will give a seamless finish (1).</li> <li>• Do not add a moustaches to the piece (1), this will not allow for natural movement and facial expressions (1).</li> <li>• Do not make it the same thickness all the way through, a natural beard varies in thickness (1).</li> </ul>		
		<b>Total marks: 4</b>

13
Compare dressing a short beard and a long beard. <span style="float: right;">(2 marks)</span>
<p><b>Answer:</b>  <b>1 mark each for any of the following, with a maximum of 1 mark for short and a maximum of 1 mark for long, to a maximum of 2 marks:</b></p> <ul style="list-style-type: none"> <li>• In order to achieve a realistic finish for a short beard use a facial iron (1) as this would give a close tight curl (1) and finish with a thick/heavy wax (1).</li> <li>• In order to achieve a realistic finish for a long beard use tongs (1) as this would give a looser larger curl (1) and finish with a lightweight cream. (1).</li> </ul>
<b>Total marks: 2</b>

14
Explain the benefits to a make-up artist of participating in a national body art competition. <span style="float: right;">(4 marks)</span>
<p><b>Answer:</b>  <b>Maximum of 2 marks for identifying benefit without further explanation. 2 marks for explanation linked to benefit. To a maximum of 4 marks:</b></p> <ul style="list-style-type: none"> <li>• Artist can add images to their portfolio (1) and this will show case their skills to potential employers (1).</li> <li>• Creates opportunities for them to meet other professionals (1), they will be able to collaborate with in the future (1).</li> <li>• The artist will be able to evaluate own work,(1) to target and set themselves for future improvements to skills (1) by building on time management and gaining confidence in skills (1).</li> <li>• Opens the doors to other competitions, (1) this will consistently challenge and develop the artist's skills (1).</li> <li>• The artist will be able to compare their skills to others, (1) this will improve artist skills by learning from others (1).</li> <li>• The artist will gain constructive feedback from judges, (1) the artist can use this feedback to improve for future practice (1).</li> </ul>
<b>Total marks: 4</b>

15
Identify methods a make-up artist could use to gain constructive feedback following a body art competition. <span style="float: right;">(2 marks)</span>
<p><b>Answer:</b>  <b>1 mark each for any of the following, to a maximum of 2 marks:</b></p> <ul style="list-style-type: none"> <li>• Evaluation of finished product against competition criteria.</li> <li>• From mentors, judges, tutors, other artists who would evaluate their work.</li> <li>• By comparing results of first, second and third places.</li> <li>• Model testimony.</li> <li>• Posting on social media.</li> </ul>
<b>Total marks: 2</b>

Andrea has been hired as a freelance make-up artist to design several looks for a TV commercial advertising a perfume.

Discuss how Andrea would meet the requirements of the shoot.

(9 marks)

**Answer:**

**Indicative content:**

- Budget/Costing.
- Research and presentation.
- Suitable products and equipment.
- Styling and cutting techniques.
- Working as a freelance artist e.g. insurance, legislation.
- Meet with the director and models to discuss suitability of designs.
- Model considerations.
  - Reference to hair and make-up styles e.g. Avant-Garde.
  - Suggested make-up techniques.
  - Create design.
  - Time constraints.
  - Costume/Props.
- Schedule/Continuity.
- Environmental considerations e.g. lighting.

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

The response covers a limited range of considerations that should be taken into account when working on a commercial. A basic understanding of the requirements when planning, some influencing factors were addressed with minimal justification. The products and techniques explored were basic with minimal reference to looks.

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

The response covers some of the main considerations to take into account when working in on a commercial. The influencing factors were addressed with appropriate justification and adaptations when planning. Some discussion showing an appropriate level of understanding into the adaptation of different looks. The products and techniques explored were creative and varied. 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 commercial. The influencing factors were fully addressed with excellent justification and adaptations. The products and techniques explored were creative, varied and challenging. Decisions are fully supported and well justified.

**Total marks: 9**

Hilary is working as the head make-up artist on a train crash scene for a soap opera. Discuss how Hilary would meet the considerations of the brief.

(9 marks)

**Answer:**

**Indicative content:**

- Budget/Costing.
- Research and presentation e.g. reference book to include
- Suitable products and equipment.
- Meet with the director and models to discuss suitability of designs
- Model considerations.
  - Special effects make-up techniques.
  - Create design.
  - Time constraints.
  - Costume/Props.
  - Hierarchy of roles.
  - Set etiquette.
- Schedule/Continuity.
- Environmental considerations e.g. insurance, legislation, health and safety, lighting.

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

The response covers a limited range of considerations that should be taken into account when working on a soap opera. A basic understanding of the requirements when planning, some influencing factors were addressed with minimal justification. The products and techniques explored were basic with minimal reference to injuries.

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

The response covers some of the main considerations to take into account when working in on a soap opera. The influencing factors were addressed with appropriate justification and adaptations when planning. Some discussion showing an appropriate level of understanding into the adaptation of injuries. The products and techniques explored were realistic and varied. 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 scene. The influencing factors were fully addressed with excellent justification and adaptations. The products and techniques explored were realistic, varied and challenging. Decisions are fully supported and well justified.

**Total marks: 9**