MIT's Splash X.7682 How-to: Professional looking make-up

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Goals for Today

- Learn basic tools

Play!

- Learn basic skills

Play!

- Feel confident to keep experimenting at home!

Keep Playing!

MAIN Goal for today

Avoiding this :

26 Girls With Awful Makeup (Pics)

article written by: Drew

Don't these girls have parents or friends to yell "NOOO! STOP!"!? Apparently not.

Phrases I got used to hearing in my teenage years:
- "You look like a freakin' gypsy!"
- "Does your mother know you're going out like that?"
- "Oh no you're not going out like that."
- "Don't you think that's a little much?"
- "You look like a street walker"

A little bit about me

A little bit about you!

Thank you for your interest!

Over 200 students signed up!

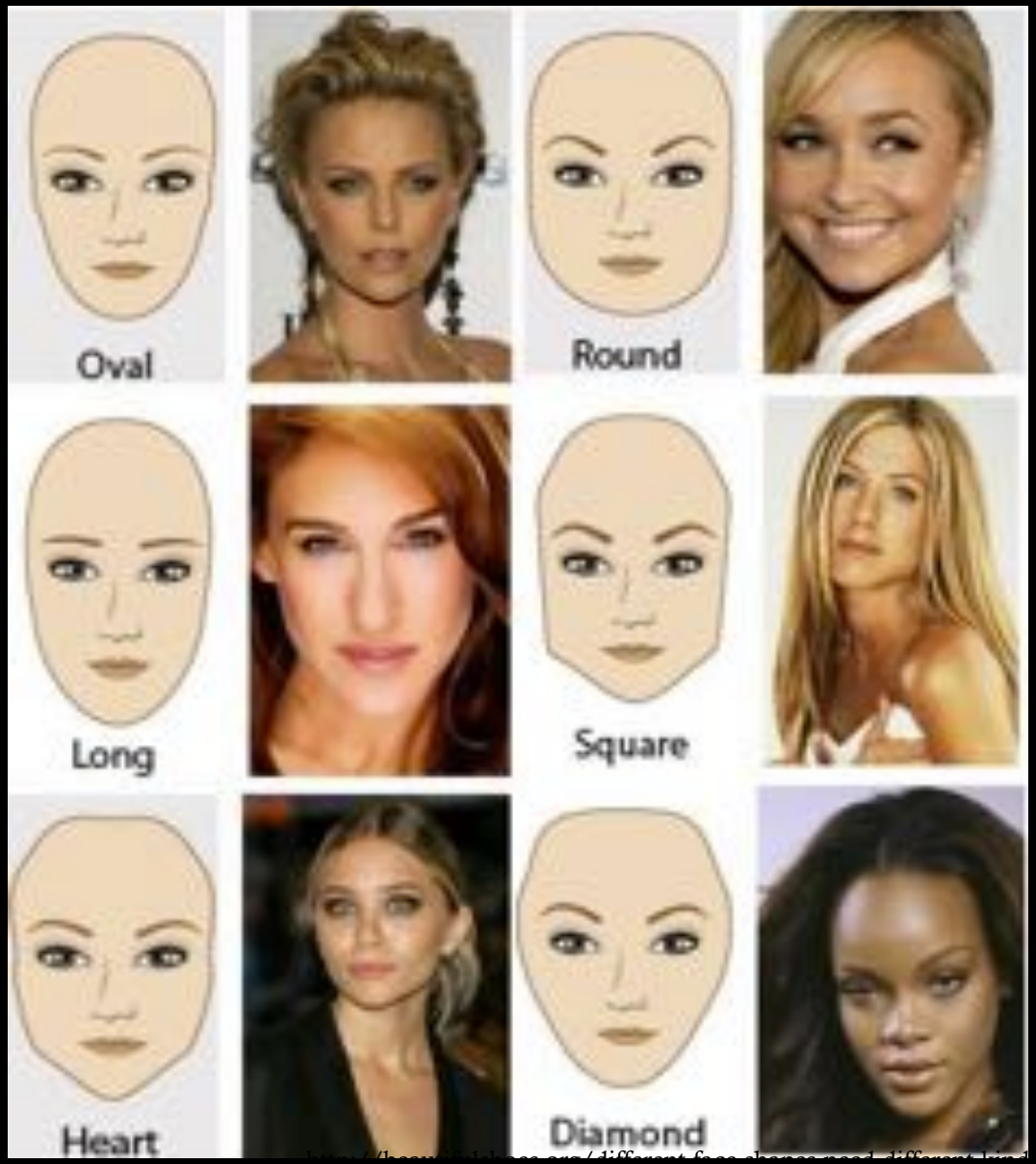
Why are YOU here?

The Right Attitude

- An opportunity to be yourself, not a made up self.
- Think about highlighting features, not hiding them.
- Not averaging, but balancing
  - i.e. blush directions for different face types

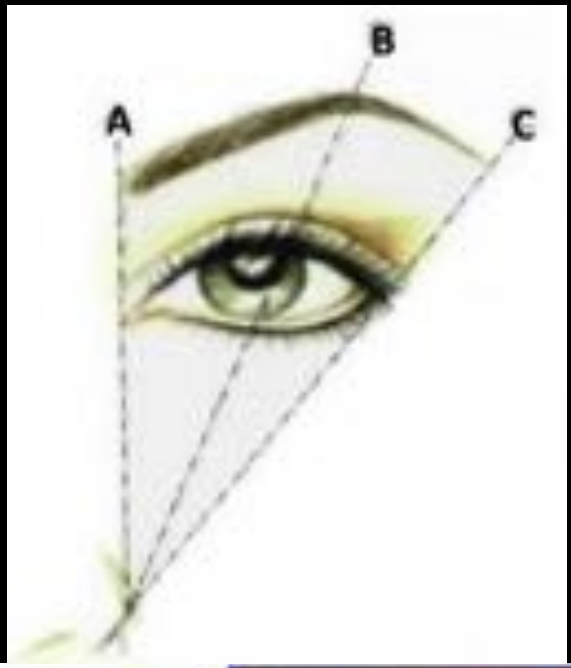
IndianMakeUpGirl

Different Faces = Different Styles



Step Zero: Eyebrows

- Avoid sad clown expression
- It's geometry!
  - Get a straight pencil
  - Make a line with two points:
    - If A < C, opens up eye
    - If A > C, saddens the face



Step Zero: Eyebrows

Long face: Go for flat eyebrows

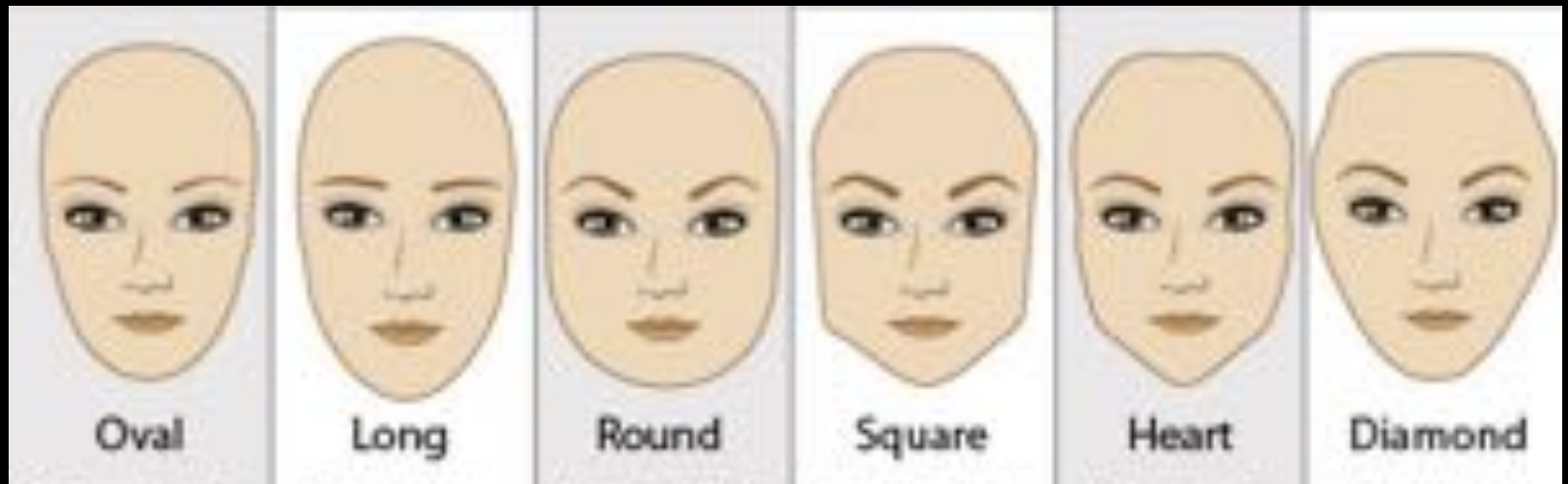
Oval/Round face: Go for angled eyebrows

Angled face/sharp features: Go for round or soft curved eyebrows

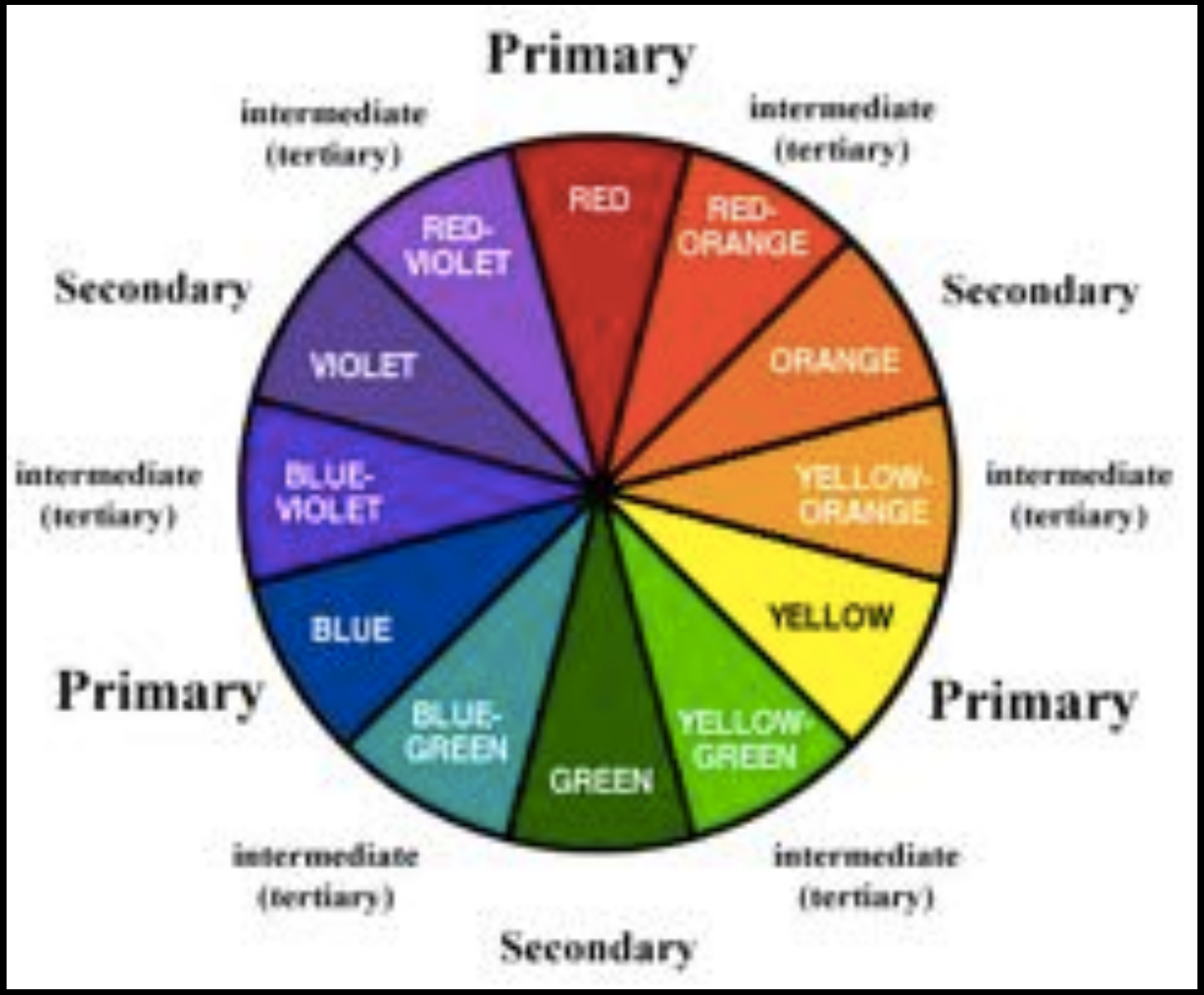
Square/Short face: Go for high arched eyebrows

Small eyes: Keep eyebrows near eye (low arch)

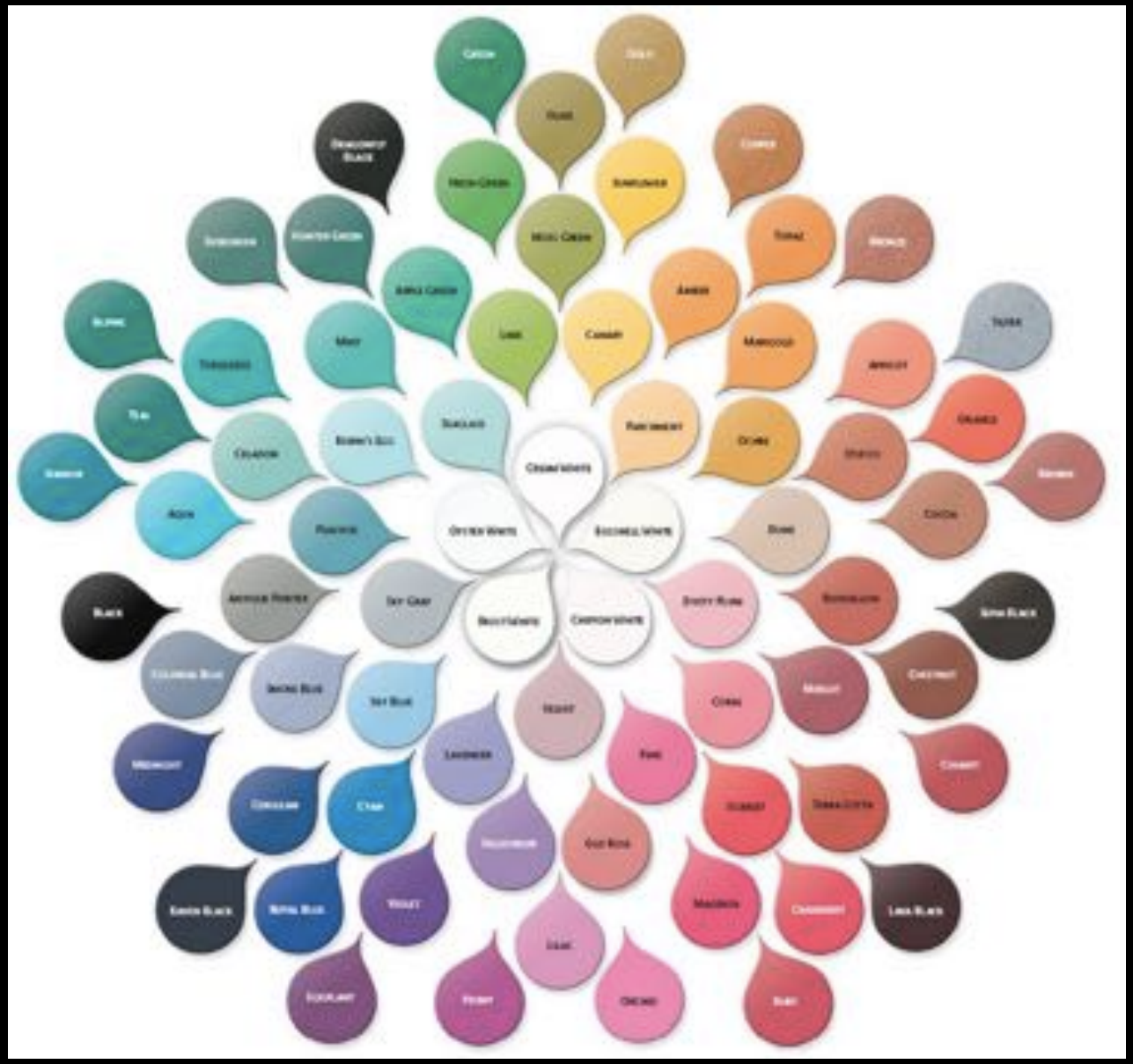
Big eyes: Keep eyebrows away (high arch)



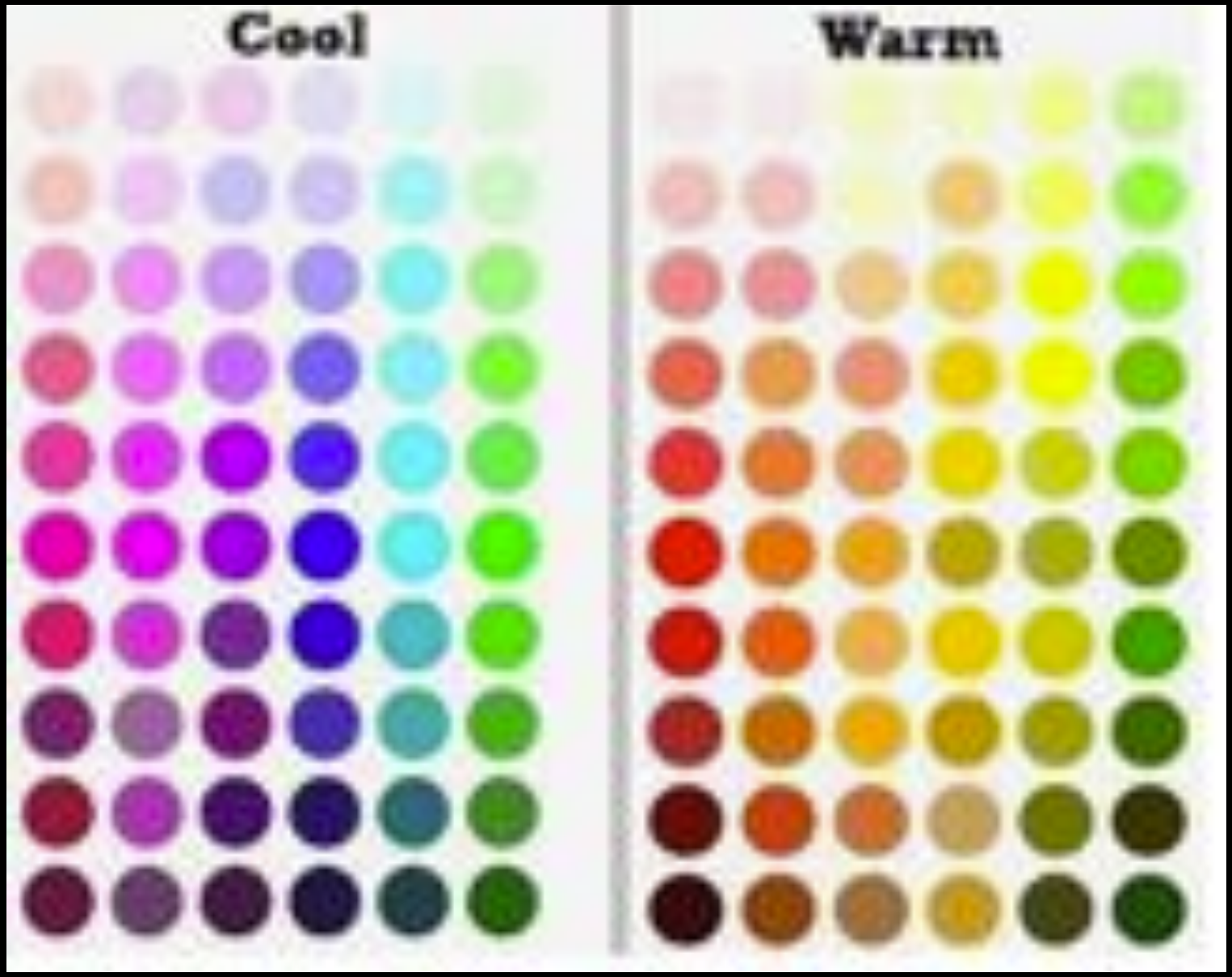
Colors!


Primary
intermediate (tertiary)
intermediate (tertiary)
Secondary
Secondary
intermediate (tertiary)
intermediate (tertiary)
Primary
Primary
intermediate (tertiary)
intermediate (tertiary)
Secondary
RED
RED-ORANGE
ORANGE
YELLOW-ORANGE
YELLOW
YELLOW-GREEN
GREEN
BLUE-GREEN
BLUE
BLUE-VIOLET
VIOLET
RED-VIOLET

Colors!



Colors vs. TONES

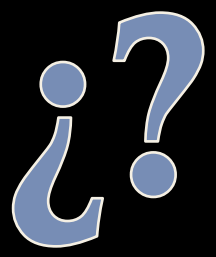


Match your colors to your skin TONE

Match your colors to your skin TONE

Make-up Application Process

- Clean face
  - little to no moisturizer
  - sunscreen
- Concealer
- Foundation/Base
- Eyes



- Blush
- Lips
- Hairspray

Make-up Application Process

- Clean face
  - little to no moisturizer
  - sunscreen
- Concealer
- Foundation/Base
- Eyes:
  - Primer/Base
  - Highlighters
  - Colors everywhere!
  - Highlighters
  - Eyeliner
  - Mascara
- Blush
- Lips
- Hairspray

Brow bone - highlight
Crease - contour
Middle lid
Upper lash line - Smut
Inner lid

Eye shape determines the proper placement of shadow. Learn the basic techniques below, before graduating to more sophisticated looks. But no matter how skillful you become, you have to start with the right products. That's why we suggest Colour Focus...shadow with a makeup artist's eye for colour.

Small Eyes:

- To open eyes, apply a frosted or pastel colour on the entire eyelid
- Use a darker colour in the crease
- Finish with a highlighting shade under the brow to give the eye more prominence

Almond Eyes:

- To add depth, use a light shade on the lid and extend outward to contour the entire area
- Apply a deeper tone of that same colour to the outer corner of the lid
- Blend a light shade under the brow for highlighting

Asian Eyes:

- To enhance the eyelid surface, apply a light shade under the brow area then divide the eye in half vertically
- Use a light, bright shadow in the half closest to your nose
- Finish with a darker tone in the outer half

Prominent Eyes:

- To help recess the look of your eyes, apply a dark, flat colour to the eyelid
- Extend colour into entire eye crease
- Use a pastel colour under brow to lighten and lift

Round Eyes:

- To elongate the eye, apply a subtle shade on lid and into crease
- Extend the shade to the outer eye corner and continue down along the lower lid
- Sweep the colour to just under the center of your eye

Deep-Set Eyes:

- To bring out the eye, use a light, bright colour on the entire eyelid
- Sweep a shimmery colour as highlighter under the brow
- Finish with a medium-to-dark colour in the eye crease

Hooded Eyes:

- To minimize a droopy lid, sweep a thin line of eyeliner upward and apply a bright, highlighting colour on entire eyelid
- Extend a darker shade into crease to contour area
- Finish with a pastel shade directly under the brow

H = HIGHLIGHTER
D = DEEP SHADE
A = ACCENT COLOR

pencil
liquid
Paul & Joe
Leonor Greyl
Jil Sander
Lanvin
Marc Jacobs
Erdem
Felder & Felder
DKNY
D&G
Georgio Armani
Y-3
Mugler
Moschino
Gianfranco Ferre
Costume National
Louis Vuitton
Stella McCartney
Manish Arora

Eyeliner

MASCARA

DOTTED LINE

LINED

SMUDGED

INNER RIMMED

What came first?

What came first?

What came first?

What came first?

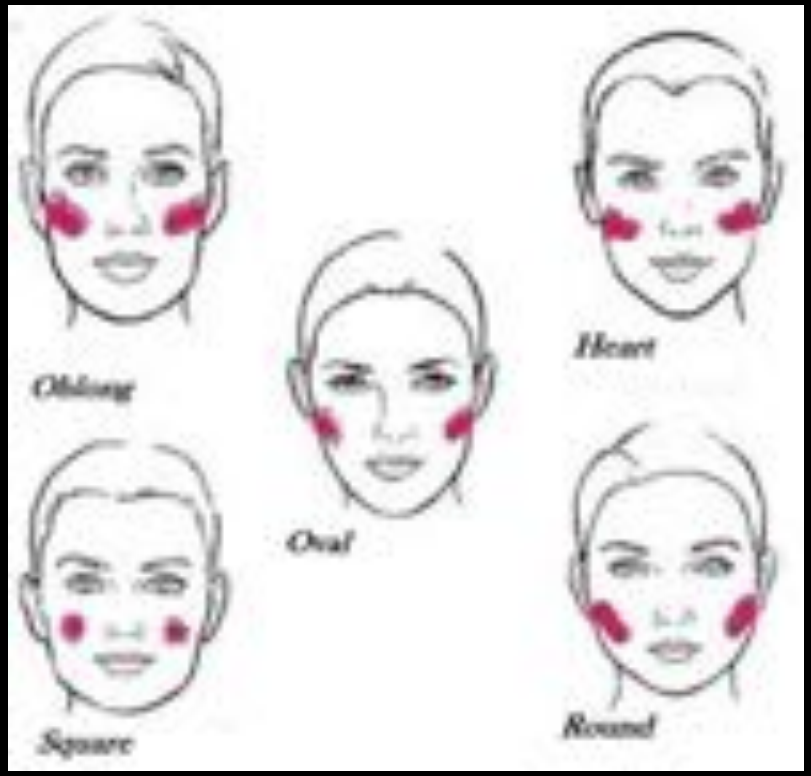
What came first?

What came first?

What came first?

Blush

- Direction of blush
  Balance the facial structure



Fuller Lips

Quick & Simple hair tricks

Tricks of the Trade

- Make your lighting match your event
- Don't have any blush?
  - Use your lipstick!
- "Color Stay" long-lasting: blend with others!
- Waterproof make-up: *Mascara *Eyeliner
- Things to bring with you to retouch:
  - Concealer (when you blow your nose)
  - Lips (when you drink, eat, kiss)
  - Eyeliner (when you cry)
- Hairspray your face!

  *Aerosol spray, NOT pump spray

SOURCES for FOLLOW-UP

- Smokey eyes: https://weheartit.com/entry/18273841
- Deep blue with starting black line: http://beautifulshoes.org/deep-blue-eye-shadow-tutorial/?related
- Awful make-up: http://www.forkparty.com/23801/26-girls-with-awful-makeup-pics
- Eyebrows: http://www.seoulbrow.com/2013/02/15/how-to-choose-your-eyebrow-shape-correctly-when-getting-ready-for-threading/
- Color Theory: http://stevesgrl.hubpages.com/hub/ColorTheory
- Color wheels:
  - http://4.bp.blogspot.com/-bGbs494I0bE/TfezdYBAIkI/AAAAAAAACE4/bhOvFea6T7E/s640/color-wheel-main2.gif
  - http://lipshipsandfashiontips.files.wordpress.com/2012/03/lifesizing-colors-colorwheel-1.jpg
- Skin colors/tones: http://zuri.in/2013/10/18/how-to-apply-lipstick/
- Eyeliner: http://beautifulshoes.org/a-lashline-study-for-beginners/
- Most eye snapshots: https://www.facebook.com/makeupmania4u
- Eyeshapes: http://media.onsugar.com/files/ons4/2009/12/51/673/6732261/29/Eye_Chart.jpg
- Parts of the eye: http://dreamscolorsandglitter.blogspot.com/2009/03/eye-diagram-makeup-map.html

Thanks!

And remember, don’t be afraid to play!

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