

## Syllabus for Make Up Artist and Skin Care Assistant

<b>Course Name</b>	<b>Make Up Artist and Skin Care Assistant</b>
<b>Sector</b>	Beauty And Wellness
<b>Course Code</b>	B&W/2023/MUSA/223
<b>Level</b>	3
<b>Occupation</b>	Make Up Artist, Make Up Sales Advisor, Make Up Advisor, Make Up Blogger, Media Make Up Artist. Creative Make Up Artist, Character Make Up Artist.
<b>Job Description</b>	The job of a Make Up Artist and Skin Care Assistant involves ensuring health and safety during makeup treatments, promoting and selling beauty products and services, effective client communication, offering makeup services for various occasions and media, and providing advanced skincare and facial treatments as aftercare services.
<b>Course Duration</b>	Total Duration 390 Hrs (T-90, P-180, OJT-60 and ES-60)
<b>Trainees' Entry Qualification</b>	Grade 10 OR Grade 8 with two years of (NTC/ NAC) after 8 <sup>th</sup> OR Grade 8 pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 yrs relevant experience OR Previous relevant Qualification of NSQF Level 2 with one yr experience OR Previous relevant Qualification of NSQF Level 2.5 with 6 months experience
<b>Trainers Qualification</b>	1.Educational Qualification:- Graduation in any field 2.Technical Qualification:- ➤ Diploma in the Beauty Culture / Cosmetology/ Make up approved by AICTE with 2(two) years working experience in relevant field.  OR ➤ NTC/NAC passed in Hair & Skin Care /Basic Cosmetology trade with 3(three) years working experience in relevant field.

**Structure of Course:**

Module No.	Module name	Outcome	Compulsory / Optional / Elective	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
1.	Foundation of Professional Makeup and Workplace safety	Prepare self, client, and workplace for makeup treatment while ensuring health and safety.	<b>Compulsory</b>	10	20	30
2.	Marketing and sales in Beauty Industry	Promote and sell products and services to clients	<b>Compulsory</b>	10	20	30
3	Client communication & Professionalism	Demonstrate effective communication skills by conducting a successful client consultation, building trust, and identifying client preferences and needs	<b>Compulsory</b>	10	20	30
4	Basic Makeup Artistry & its application	Demonstrate occasion wise and need based basic Makeup	<b>Compulsory</b>	10	20	30
5.	Diverse Makeup Application – model, bridal, party etc.	Perform a diverse range of makeup styles, including party, casual, model, fantasy, and bridal makeup, showcasing ability to adapt to various client needs and occasions	<b>Compulsory</b>	20	40	60
6.	Creative Makeup	Demonstrate the ability to perform makeup for various media including TV, film, theatre, and photography, including application of airbrush makeup.	<b>Compulsory</b>	20	40	60
7.	Facial Treatments and Skincare Techniques	Perform advance skincare and facial treatment as aftercare services.	<b>Compulsory</b>	10	20	30
8	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain.	<b>Compulsory</b>	--	60	60
9	Employability Skill		<b>Compulsory</b>	60	--	60
TOTAL:				150	240	390

**SYLLABUS:**

**Module No. 1: Foundation of Professional Makeup and Workplace safety**

(Prepare self, client, and workplace for Makeup treatment while ensuring health and safety.)

**Learning Outcomes**

1. Prepare self and work area
2. Prepare tools, equipment and products
3. Consult with client
4. Arrange proper lighting for MAKE UP
5. Maintain personal hygiene using appropriate products.

**Theory Content:**

1. Prepare yourself, the client and work area for makeup
2. Communicate and behave in a professional manner
3. Follow health and safety working practices
4. Prepare the client for makeup
5. Describe how to select products, tools and equipment to suit client for makeup

**Practical Content:**

1. Describe the content and how to use the items in the first aid kit
2. Describe how to report accident and incidents.
3. Prepare the reception area.
4. Receive client record from the receptionist and select the place and product for treatment accordingly.
5. Inform the supervisor/expert about the last treatment/ history of client and precautions or contra-indications, if any.
6. Demonstrate establish client's requirements
7. Make available fresh linens, gown, head-band, equipment and tools
8. Demonstrate how to introduce services and products to the client
9. Give accurate and relevant information to ensure realistic client expectations
10. Sterilize and sanitize used tools/ equipment. Clear and reorganize the workstation for the next client.
11. Clean workplace (floor, tables, desks, beds, chairs and other furniture, and also curtains, doors & windows and other fixtures etc.) using appropriate tools.
12. Follow workplace procedures related to disposal in accordance with salon standards

**Tools & Equipment needed :**

- Beauty Trolley
- First Aid Kit
- Fire Extinguishers
- Sterilizers
- Record Book
- Bowl

**Module No. 2: Marketing and sales in Beauty Industry**

(Promote and sell products and services to clients)

**Learning Outcomes**

1. Promote and sell beauty products Selling opportunities
2. Differentiate between market and the concept of the marketing
3. Recognize the promotional methods suitable for product and service
4. Recognize the methods used to attract and retain customers.

**Theory Content:**

1. Promoting services and products to the client - benefits to the salon
2. Importance of product and service knowledge
3. Communication techniques used to promote products and services
4. Differences between the terms 'features' and 'benefits'
5. Managing client expectations Vs. interpreting buying signals
6. Evaluate the effectiveness of advertising services and products to a target audience
7. Importance of setting sales target/objectives
8. Write memos and e-mail to customers, co-workers, and vendors to provide them with work updates.

**Practical Content:**

1. Role play to market promotional material.
2. Demonstrate establish client's requirements
3. Identify products and services to meet the requirements of the client
4. Identify business development service providers, the services they provide and those whom permissions are necessary to enable small business to operate
5. Give accurate and relevant information to ensure realistic client expectations
6. Identify the need for packaging a product.
7. Recognize the promotional methods
8. Record the client and treatment details accurately Identify the reasons of recording stock
9. Provide after care advice.
10. Study simple profit and loss statement, balance sheet and cash flow budget.

**Tools & Equipment needed:**

- Computer with Printer and Internet facility
- Paper
- Pencil
- Eraser
- Sharpener
- Pen
- Notebook

**Module No. 3: Client communication & Professionalism**

(Demonstrate effective communication skills by conducting a successful client consultation, building trust, and identifying client preferences and needs.)

## Learning Outcomes

1. Communicate effectively within the rules of the workplace/salon while interacting with team members, management.
2. Understand how to prepare for a consultation
3. Identify the use of a consultation card
4. Listen/receive and interpret information from clients / colleagues / management correctly for reporting in written or oral form.
5. Use appropriate workplace language and related technical vocabulary.
6. Communicate information regarding the salon services and products.

## Theory Content:

1. Introduction to Client Interaction & Non-verbal communication:
  - Understanding the significance of client relationships
  - Role of effective communication in the beauty industry
  - Building trust and rapport with clients
  - The power of body language in client interactions
  - Maintaining eye contact and active listening
2. Creating Positive First Impressions
  - Greeting techniques for clients
  - The art of the handshake and its impact
  - Engaging clients through physical touch
3. Client-Centred Consultations
  - Importance of sitting next to the client by keeping the position of your chair lower than the eye level of your client
  - Focusing on direct communication vs. mirror interactions
  - Establishing a comfortable and welcoming atmosphere
4. Client Information Gathering
  - Inquiring about referral sources
  - Understanding client preferences and self-perception
  - Identifying client expectations and needs
5. Understanding Personal Care Habits of client
  - Discovering the client's skincare and haircare routines
6. The Art of Asking Permission
  - Requesting client consent before makeup application
  - Building client trust and confidence
  - Setting the stage for a positive experience inside the salon
7. Leveraging Client Referrals
  - Strategies for asking clients for referrals
  - Expanding your client base through word-of-mouth marketing
  - Building a loyal clientele
8. Effective Communication Skills
  - Developing active listening skills
  - The power of effective questioning and empathy
  - Managing difficult conversations and client concerns
9. Beauty Industry Vocabulary
  - Key terminology in beauty therapy and makeup artistry

- Enhancing professional communication with industry-specific language
- Practicing effective communication in a salon or makeup setting

#### 10. Importance of Teamwork

- Recognizing the significance of teamwork in the beauty industry
- Collaboration within a salon or spa setting
- Positive impacts of team dynamics on client satisfaction
- Achieving organizational goals through teamwork
- Enhancing service quality through mutual support
- Developing a strong and cohesive work culture

#### **Practical Content:**

- Role-play scenarios for client interaction
- Practicing active listening and maintaining eye contact
- Greeting techniques and role-play exercises
- The art of the handshake and its importance
- Client-Centered Consultations and Comfort:
  - Role-play consultations with classmates
  - Seating arrangements to establish comfort and rapport
  - Starting Your Client Consultation Form
- Role-play exercises to practice client information gathering Identifying client preferences and needs through dialogue
- Role-play exercises to practice client interviews regarding Personal Care Habits like skincare and haircare routines and their implications for beauty services
- Record customers discussions in the call log
- Role-play scenarios for seeking client consent before makeup application, building client trust and confidence through respectful communication (Role reversal: students take turns as clients and makeup artists)
- Group discussions on effective communication strategies in simulated salon scenarios to practice effective communication

#### **Tools & Equipment needed:**

- Computer with Printer and Internet facility
- Paper
- Pencil
- Eraser
- Sharpener
- Pen
- Notebook

### **Module No. 4: Basic Makeup Artistry & its application**

**(Demonstrate occasion wise and need based basic Makeup)**

**Learning Outcomes**

1. Set up work area and prepare client for makeup.
2. Obtain information from clients with respect to the variables affecting the makeup which include; Facial shape, Skin type, Skin condition, Occasion, Time, Market trends, Venue of event (indoor/outdoor), Climatic condition, Clients' demands
3. Make pre make up arrangements
4. Consult and communicate with the client tactfully and accurately

**Theory Content:****1. Client Seating and Lighting**

Procedures for assisting the client onto a couch or seating them correctly.

The significance of good/natural lighting in makeup application.

**2. Understanding Client Needs**

Knowledge of factors influencing makeup choices, including facial shape, skin type, skin condition, occasion, time, market trends, venue, climatic conditions, and client preferences.

**3. Auxiliary Services**

Importance of auxiliary services such as consultation and skin analysis before starting makeup application.

Preparing the client mentally and physically for the makeup process.

**4. Preparing the Canvas - Cleansing and Prepping**

Procedures for cleansing, toning, and moisturizing the client's skin.

The use of pre-base (where appropriate) to create a smooth canvas for makeup application.

**5. Client Information and Analysis**

Gathering essential client information, including contact details and medical history.

Conducting a thorough skin analysis.

Creating a makeup chart to plan the makeup look.

Providing home skincare advice for clients.

**6. Makeup Product Selection**

Compiling a list of suitable makeup products for various skin types and occasions.

Considering client-specific product preferences and sensitivities.

**7. Makeup Products and Implements**

The function of different makeup products (e.g., foundation, eyeshadow, lipstick) and makeup tools (e.g., brushes, sponges).

Demonstrating the correct use of makeup implements.

**8. Effects of Light on Cosmetics**

Exploring how different lighting conditions (indoor, outdoor, natural, artificial) can affect the perception of makeup.

Adapting makeup techniques to achieve desired results in different lighting situations.

**Practical Content:**

1. Analyze skin tone. Identify primary, secondary, complementary colours, and grey scale, tonal value, hue and shades. Practicing colour theory through hands-on exercises.
2. Recognize face/eye shapes and performs appropriate correction to enhance or balance facial features.
3. Apply colour corrective creams to address specific skin concerns.
4. Demonstrate how to select products and implements according to skin type and client's requirements.
5. Demonstrate how to use different products according to skin type (e.g., dry, oily, sensitive) and client's requirements. Practical sessions focusing on makeup application for diverse skin types.
6. Demonstrate impact of lighting conditions on makeup application
7. Demonstrate procedures to ensure any product allergy and infectious treated and covered with appropriate soothing products
8. Demonstrate how to revisit for recognition of face/eye shapes and use appropriate correction
9. Identifying different nose and lip shapes. Demonstrate how to recognize nose/lip shapes and use appropriate correction to enhance facial balance.
9. Demonstrate correct use of cosmetics including foundation, eyeshadow, lipstick, and more.
10. Apply cosmetics in proper sequence to achieve good results.
11. Safety Precautions & Providing aftercare recommendations for clients to maintain their makeup.

**Tools & Equipment needed:**

- Notebook
- Charts with pictures
- Equipment Trolley
- Make up Brush Kit
- Spatula
- Make up Palette
- Make up Sponges
- Make up Blenders
- Head band
- Ring Light
- Reflector
- Multipurpose Beauty Chair

**Module No. 5: Diverse Makeup Application – model, bridal, party etc.**

**(Perform a diverse range of makeup styles, including party, casual, model, fantasy, and bridal makeup, showcasing ability to adapt to various client needs and occasions)**

**Learning Outcomes**

1. Perform party makeup.
2. Perform casual makeup
3. Perform model makeup.
4. Perform fantasy makeup
5. Perform bridal makeup.



**Theory Content:**

## 1. Colour Theory and the Colour Wheel

- Introduction to colour theory and the colour wheel.
- Understanding warm and cool colours and their use in makeup.
- Exploring the psychological and emotional impact of colours in makeup.
- The role of colour choices in creating makeup looks that suit different occasions and individuals.

## 2. Recognizing Different Face Shapes

- Identifying and classifying various face shapes (e.g., oval, round, square, heart).
- How face shape influences makeup application and contouring techniques.

## 3. Party Makeup Procedure

- Step-by-step procedure for creating glamorous party makeup.
- Tips and techniques for bold and eye-catching party looks.

## 4. Casual Makeup Procedure

- Step-by-step procedure for achieving natural and everyday makeup looks.
- Emphasizing simplicity and enhancing natural beauty.

## 5. Model Makeup Procedure

- Procedures and techniques for creating makeup looks suitable for modeling and photography.
- Enhancing facial features for the camera.

## 6. Bridal Makeup Procedure

- Comprehensive procedure for bridal makeup, including pre-wedding consultation and makeup trial.
- Techniques for achieving long-lasting and photogenic bridal looks.

**Practical Content:**

1. Prepare the client for makeup application, including draping and providing protective apparel
2. Demonstrate how to understand colour schemes according different times of the day and occasions.
3. Demonstrate how to analyze clients' facial features and requirements and design the makeup plan accordingly.
4. Demonstrate how to use color corrective products based on the color wheel to conceal skin imperfections and blemishes using the suitable colour corrective products understanding the warming and cooling colours (the colour wheel). Hands-on practice in color correction techniques.
5. Demonstrate how to select by understanding the product mixing technique and application technique of foundation using brush/ sponge, to the centre of face and evenly blended out to sides of the face to achieve coverage.
6. Demonstrate how to select and apply contour and highlight products to enhance facial features
7. Demonstrate how to Perform - party makeup, casual makeup, model makeup, bride makeup., fantasy make up. Adapting makeup styles to suit different occasions and themes.
- 8 Select colour palate according to idea or theme for fantasy make up. Creating imaginative and artistic makeup looks.

9. Demonstrate how to apply products, procedures and equipment safely and efficiently
10. Demonstrate how to record the clients skin type skin condition and age group, procedure accurately and store information securely in line with the organizations policies
11. Demonstrate how to Dispose of waste materials safely and correctly in compliance with organizational policies

Tools & Equipment needed:

- Make-up brushes
- Make up Sponges
- Make up Blenders
- Spatula
- Head band
- Make-up palette
- Spatula
- Gowns
- Mirror
- Makeup cosmetics.
- Equipment Trolley
- Ring Light
- Reflector
- Multipurpose Beauty Chair
- Sterilizer

## **Module No. 6: Creative Makeup**

**(Demonstrate the ability to perform makeup for various media including TV, film, theatre, and photography, including application of airbrush makeup)**

### **Learning Outcomes**

1. Select Makeup products & Equipment
2. Perform Makeup for TV and Film
3. Perform Makeup for Theatre / Stage
4. Perform Glamour Makeup for Photography
5. Perform Air brush make up
6. Perform Portfolio shoot

### **Theory Content:**

#### **1. Character Makeup**

- Define character makeup and its role in makeup artistry.
- Explain the purpose of character makeup, including its use in theatrical productions, film, and special events.
- Discuss the benefits of character makeup, such as transformational capabilities and the

ability to create memorable, unique looks.

- Outline precautions to consider when applying character makeup, including product safety and hygiene.

## 2. TV & Stage Makeup

- Define TV and stage makeup and their significance in the entertainment industry.
- Explain the purpose of TV and stage makeup, including its role in enhancing visibility, expression, and character portrayal.
- Discuss the benefits of TV and stage makeup, such as its ability to withstand strong lighting, long performances, and audience scrutiny.
- Describe precautions to be taken when applying TV and stage makeup, including considerations for stage lighting and performer comfort.

## 3. HD Makeup

- Define HD makeup and its relevance in the era of high-definition cameras.
- Explain the purpose of HD makeup, focusing on its ability to create flawless, natural-looking skin under high-definition scrutiny.
- Discuss the benefits of HD makeup, including its capacity to minimize imperfections and enhance on-screen appearances.
- Detail precautions essential in HD makeup, such as color matching for precise skin tones and ensuring makeup appears seamless on camera.

## 4. Airbrush Makeup

- Define airbrush makeup and its emergence as a specialized makeup technique.
- Explain the purpose of airbrush makeup, emphasizing its ability to provide a flawless, long-lasting finish.
- Discuss the benefits of airbrush makeup, such as its lightweight feel, natural appearance, and suitability for various applications.
- Detail precautions specific to airbrush makeup, including equipment maintenance, proper technique, and product selection for airbrush application.

## 5. Portfolio Makeup

- Explain the purpose of portfolio makeup in showcasing the makeup artist's skills and versatility through a collection of diverse makeup looks.
- Discuss the benefits of portfolio makeup in building a professional makeup artist's portfolio, including its potential to attract clients and job opportunities.
- Highlight precautions related to portfolio makeup, including the importance of maintaining consistency and quality in the portfolio's makeup looks.

6, Discuss importance of maintaining client records.

### Practical Content:

1. Prepare the client for makeup application, and provide suitable protective apparel, ensure client comfort and safety.
2. Prepare the work area, materials, and equipment to meet the salon operating procedures, industry and legal requirement ensuring proper hygiene and sanitation in the workspace.
3. Demonstrate how to understand colour schemes according to different times of the day.

4. Demonstrate how to analyze clients' face and requirements and design the makeup plan accordingly
5. Demonstrate how to use kinds of foundation (Cream, Liquid, Gel, Cake, Powder), Concealers (foundation concealer, colour corrective concealer, camouflage concealer), Blushers (powder and cream), Eye shadow (cream, crayon, powder), Eyeliners (eyebrow pencil, powder brow colour), Mascara (liquid, cream, extensions, block), Lip cosmetics (lip pencil, lipsticks, lip glosses)
6. Select and choose a corrective technique and contour by highlights and shading to enhance facial features.
7. Demonstrate specialized Makeup techniques:--
  - Hi-definition make up,
  - T.V. & Film make –up
  - Theatre Stage make –up
  - Air brush make
  - Portfolio shoot make –up
8. Complete the procedure to the satisfaction of the client in a commercially acceptable time frame.
9. Record essential client information, including skin type, condition, and age group, accurately and securely in line with salon policies and legal requirements.

#### **Tools & Equipment needed:**

- Make-up brushes
- Make up Sponges
- Make up Blenders
- Spatula
- Head band
- Make-up palette
- Gowns
- Mirror
- Makeup cosmetics.
- Equipment Trolley
- Ring Light
- Reflector
- Multipurpose Beauty Chair
- Sterilizer

#### **Module No. 7: Facial Treatments and Skincare Techniques**

Perform advance skincare and facial treatment as aftercare services.

#### **Learning Outcomes**

1. To perform different skin and beauty care techniques such as skin analysis, Skin Cleansing face polishing,
2. Study of cosmetics

#### **Theory Content:**

- Analyze various skin types (e.g., oily, dry, combination) and common skin conditions (e.g., acne, aging, sensitivity).
- Explain the significance of skin cleansing in maintaining healthy skin.
- Discuss the benefits of cleansing, such as removing impurities and preparing the skin for treatments.
- Detail the step-by-step process of effective skin cleansing, including:

- Face soaking
- Cleansing techniques
- Selection of suitable cleansing products
- Explore the range of face polishing products, their effects on the skin, and the benefits of regular exfoliation.
- Understand the role of exfoliation in promoting skin renewal and radiance.
- Identify possible contraindications for face polishing, skin reactions, and allergic responses.
- Learn how to assess client suitability for exfoliation treatments.
- Outline the face polishing process, covering:
  - Selection and application of suitable exfoliating products
  - Safe and effective techniques for face polishing
  - Considerations for different skin types
- Explain the purpose of using face masks and their advantages in addressing specific skin concerns.
- Describe the step-by-step procedure for applying face masks
- Analyze client skin and hair types to determine their unique needs to select appropriate skincare and haircare products.

### **Practical Content:**

1. Demonstrate the proper organization of sterilized/disinfected equipment, including bowls, cotton, and other essential tools, for service delivery.
2. Select the materials and products for the client's skin type/characteristics, needed to cleanse, tone and moisturize the face.
3. Identify the client's skin condition/texture and differentiate between conditions such as acne, dryness, sensitivity, and aging.
4. Differentiate between various types of specialist skincare products and methods including their indications and contraindications.
5. Demonstrate the safe application of face polish, ensuring it is applied only to areas safe for the client's skin type.
6. Massage by applying masks and skin care
7. Perform safe manual black head extraction using comedone extractor/ Sbisper tools
8. Perform aftercare services by recommending basic home care routine for skin protection and maintenance

### **Tools & Equipment needed:**

- Therapy Bed,
- Beauty Stool/Chair,
- Beauty / Equipment Trolley
- Magnifying Glass / Dermoscope /Skin Analyzer
- Bowls
- Dry Sterilizer
- Comedone Remover/Extractor or Sbisper
- Face Steamer
- Pack Brush
- Beauty Studio
- Covered Dustbin, etc.

**Module No. 8: OJT**

**Learning Outcomes:** Work in real job situation with special emphasis on basic safety and hazards in this domain

**Practical Content:**

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours.**)

**Module no. 9: Employability Skills (60 Hrs)****Introduction to Employability Skills**

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

**Constitutional values - Citizenship**

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

**Becoming a Professional in the 21st Century**

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

**Basic English Skills**

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

**Career Development & Goal Setting**

11. Create a career development plan with well-defined short- and long-term goals

**Communication Skills**

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

**Diversity & Inclusion**

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

**Financial and Legal Literacy**

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

**Essential Digital Skills**

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

**Entrepreneurship**

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

**Customer Service**

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

**Getting Ready for apprenticeship & Jobs**

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

**Learning Outcome – Assessment Criteria**

Module No.	Outcome	Assessment Criteria
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Module No.	Outcome	Assessment Criteria
1	Prepare self, client, and workplace for makeup treatment while ensuring health and safety	<p><b>After completion of this module students will be able to:</b></p> <p>1.1 Select suitable equipment and products required for Make up</p> <p>1.2 Prepare the products for Make up in constancy to the salon procedures and product / equipment guidelines</p> <p>1.3 Sterilize the tool and equipment as per standard procedure of the salon.</p> <p>1.4 Place the products in the trolley for the Make up</p> <p>1.5 Dispose waste materials in attachment to the salon and industry requirements</p> <p>1.6 Store materials securely in proper order.</p> <p>1.7 Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency with the salon's Policies</p> <p>1.8 Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>1.9 Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p> <p>1.10 Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>1.11 Ensure own personal health and safety, and that of others in the workplace though precautionary measures</p>
2	Promote and sell products and services to clients	<p><b>After completion of this module students will be able to:</b></p> <p>2.1 use effective selling and communication techniques to close sales of different products and/or services</p> <p>2.2 compare the suitability of products and/or services for clients</p> <p>2.3 compare the suitability of different selling techniques for different clients</p> <p>2.4 explain how to improve own selling techniques.</p> <p>2.5 evaluate the effectiveness of advertising services and products to a target audience</p>



Module No.	Outcome	Assessment Criteria
3	Demonstrate effective communication skills by conducting a successful client consultation, building trust, and identifying client preferences and needs	<p><b>After completion of this module students will be able to:</b></p> <p>3.1. Demonstrate active listening and effective communication skills during client interactions.</p> <p>3.2 Create a positive first impression by professionally greeting clients and confidently using handshake techniques.</p> <p>3.3 Arrange seating for consultations that foster comfort and maintain direct face-to-face communication.</p> <p>3.4 Gather relevant client information using appropriate language and understanding literacy level of the customer and identify expectations during consultations.</p> <p>3.3 Understand the impact of personal care habits on beauty services and offer personalized recommendations with services and products from the salon range.</p> <p>3.4 Consistently seek and obtain client permission before commencing makeup application or beauty treatments.</p> <p>3.5 Employ strategies to request client referrals and cultivate a loyal clientele.</p> <p>3.6 Exhibit effective communication skills, including actively listening, empathizing, and managing difficult conversations with clients.</p> <p>3.7 Accurately use beauty industry-specific vocabulary in both written and verbal communication.</p> <p>3.8 Participate in teamwork exercises, demonstrating collaboration, mutual support, and an understanding of its positive impact on client satisfaction and organizational goals</p>
4	Demonstrate occasion wise and need based basic Makeup	<p>4.1 Maintain personal hygiene, protection and appearance, according to industry and organization's requirements.</p> <p>4.2 Position the client comfortably for Make up</p> <p>4.3 Prepare client for makeup and perform sensitivity test on a suitable area.</p> <p>4.4 Select suitable equipment and Material according to make up.</p> <p>4.5 Cleanse and prepare the area prior to the treatment.</p> <p>4.6 Position and fix the artificial lashes accurately leaving the eye area free of excessive products.</p> <p>4.7 Use products, tools and equipment to suit the clients need, skin type, skin tone &amp; condition.</p> <p>4.8 Check the finished result is to the client's satisfaction.</p> <p>4.9 Fill record card.</p> <p>4.10 Provide suitable aftercare advice.</p>

Module No.	Outcome	Assessment Criteria
5	Perform a diverse range of makeup styles, including party, casual, model, fantasy, and bridal makeup, showcasing ability to adapt to various client needs and occasions	5.1 Prepare client and work area for make up. 5.2 Carryout a skin analysis and sensitivity test. 5.3 Select products, materials and equipment required for the Make- up. 5.4 Follow health and safety working practice. 5.5 Use products, tools and equipment to suit the clients need, skin type, skin tone & condition. 5.6 Check the finished result is to the client's satisfaction. 5.7 Fill record card 5.8 Provide suitable aftercare advice
6	Demonstrate the ability to perform makeup for various media including TV, film, theatre, and photography, including application of airbrush makeup.	6.1 Maintain personal hygiene, protection and appearance, according to industry and organization's requirements 6.2 Maintain safe & effective methods of working when providing TV, Film, Theatre, Portfolio, Glamour and Airbrush Make-up 6.3 Consult, plan, & prepare for TV, Film, Theatre, Portfolio, Glamour and Airbrush Make-up 6.4 Select products, materials and equipment required for the Make- up 6.5 Clean and Sterilize Airbrush and other tools and equipment and put them together using the correct methods. 6.6 Position the client comfortably for Make up 6.7 Position proper lighting for Make up 6.8 Use Airbrushing techniques in a controlled method and at the correct distance from the body to acquire the desired effect 6.9 Apply Airbrush make-up in the correct Order 6.10 Use products, tools and equipment to suit the needed finished look for other make ups 6.11 Check the finished result is to the client's satisfaction 6.12 Touch up for continuity 6.13 Dispose of waste correctly as per industry norms and policies 6.14 Provide suitable aftercare advice
7	Perform advance skincare and facial treatment as aftercare services.	7.1 Set up service area to meet standard requirements of massage and provide gowns to the client for comfort 7.2 Mix and use treatment products according to salon procedures and manufacturer's instruction 7.3 Ensure client safety and comfort during the process 7.4 Store cleansing and treatment products in designated areas 7.5 Dispose waste following established procedures

Module No.	Outcome	Assessment Criteria
8	OJT	Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)
9	Employability Skill	As per guided curriculum

### List of Tools, Equipment & materials needed for 30 Trainees (Practical)

Sl No	Items Name	Specification	Qty
1	Make-up brushes set(professional)	Set of 29 brushes	15
2	Make up Sponges		30
3	Head band		30
4	Mirror Pannel		AS Required
5	Air brush make up machine		5
6	Ring Light (Yellow and White light)		5
7	Magnifying Glass		2
8	Dermascope		2
9	Beauty Studio		2
10	Comedone Extractor		15
11	Sibisper		5
12	Ring Light (Both Yellow & White)		5
13	Artificial Eye lashes		15
14	Face Steamer		5
15	Make up Blenders		30
16	Multipurpose Beauty Chair		10
17	Equipment Trolley		10
18	Dry Sterilizer		2
19	Hot cabinet		2
21	Air conditioner		As Required
22	Computer with Printer& Internet facility		2
23	First Aid Kit		1
24	Fire Extinguishers		1
25	Therapy Bed		3
26	Towel		5
27	Spatula		15

SI No	Items Name	Specification	Qty
28	Make up Palette		15
29	Reflector		3
30	Make up Box		5

### Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr. marks
Prepare self, client, and workplace for makeup treatment while ensuring health and safety.	B&W/0605/OC1	10	80
Promote and sell products and services to clients	B&W/0605/OC2	20	80
Demonstrate effective communication skills by conducting a successful client consultation, building trust, and identifying client preferences and needs	B&W/0605/OC3	20	80
Demonstrate occasion wise and need based basic Makeup	B&W/0605/OC4	20	80
Perform a diverse range of makeup styles, including party, casual, model, fantasy, and bridal makeup, showcasing ability to adapt to various client needs and occasions	B&W/0605/OC5	30	120
Demonstrate the ability to perform makeup for various media including TV, film, theatre, and photography, including application of airbrush makeup.	B&W/0605/OC6	30	130
Perform advance skincare and facial treatment as aftercare services.	B&W/0605/OC7	20	80
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	B&W/0605/OC8	0	150
Employability Skill-60 Hrs	DGT/VSQ/N0102	50	0