

FACE2FACE MAKEUP AWARDS 2020
 BEAUTY EDITORIAL – PHOTOGRAPHIC CATEGORY

JUDGING GUIDELINES

BRIEF: *Love Letter to My Makeup Artist Heart* – Celebrate what you love the most about being a Makeup Artist. Design two Beauty Images using colours, textures and techniques that bring you the most inner joy... like a visual love letter to your own makeup artist heart that reminds you of the passion you hold for your craft.

We know 2020 has been a year like no other, so this year, the photographic category will allow for:

- Makeup artists to be their own model
- Makeup artists to be their own photographer
- Makeup artists to complete the photo shoot outside of a studio (i.e. at home)

Judging will take all of the above into consideration.

Judges please note:

- **Scores are out of 5: 5 BEING EXCELLENT - 1 BEING POOR.**

- Please clarify with Becca Gilmartin if there are any queries in regards to judging criteria.

- Competitors do not view final judging sheets however a judge's comments for each competitor is an opportunity for support and growth as an artist. Please include support as well as any constructive criticism that will facilitate professional growth. Artists will be back in the competition area for feedback after Makeup & Grooming Stage announcements.

1. Makeup Application	
Foundation Application (incl. concealer)	1 - 5
Blush / Contour	1 - 5
Eyes (incl. lashes, liner)	1 - 5
Lips	1 - 5
2. Overall Makeup Application	1 - 5
Quality of application, design, relevance to the brief, overall quality of work.	
3. Overall Look	1 - 5
Hair, styling, nails, etc, do not affect judgement on makeup application. However overall appearance is taken into consideration. Judging should take into consideration effort and styling decisions in overall look.	