

# FACE2FACE

## MAKEUP AWARDS

24 & 25 August 2019  
ICC Sydney

### FACE 2 FACE MAKEUP AWARDS 2019

CREATIVE MAKEUP

SUNDAY August 25 | 10.30am – 2.30pm

### JUDGING GUIDELINES

**BRIEF:** Instagram Killed the Avant-Garde Star – Instagram has become one of the most revolutionary tools for today's makeup artists, yet many criticise the abundance of makeup creativity on this platform as over-saturation and the death of avant-garde makeup. Is avant-garde makeup really dead? Design your ultimate 'instagramable' makeup that you believe is the essence of avant-garde, creative self-expression and experimentation.

The winner of this category will be the person who demonstrates excellence in creativity, makeup application skill and professionalism. The award is open to makeup artists anywhere in the world at any stage in their career.

#### 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.

<p><b>1. Competitor Professionalism</b></p> <p>This section addresses area including and not limited to:</p> <p>Hygiene including products, tools and overall makeup application. Preparation for competition. Overall conduct appropriate for a makeup artist.</p>	1 - 5
<p><b>2. Makeup Application</b></p>	
- BASE Application (incl. concealer)	1 - 5
- Blush/ Contour	1 - 5
- Eyes (incl. lashes, liner as applicable)	1 - 5
- Lips	1 - 5
- Any SPFX application (where applicable....including any decorative items stuck on face)	1 - 5
<p><b>3. Overall Makeup Application</b></p> <p>Quality of application, design, relevance to the brief</p>	1 - 5
<p><b>4. Overall Look</b></p> <p>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 style decisions in overall look.</p>	1 - 5