

**FACE2FACE MAKEUP AWARDS 2020**  
 CREATIVE MAKEUP  
 SUNDAY October 4 | 10.30am – 2.30pm

**JUDGING GUIDELINES**

**BRIEF: *Portrait of My Creative Dreams*** – You have been invited to be part of a creative portrait series that explores where your creative daydreams went during the isolation period of 2020. Design a Creative Makeup (from the shoulders up) that illustrates your creative makeup dreams during the makeup industry's 2020 pause.

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 from 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>          This section addresses areas 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>          Quality of application, design, relevance to the brief</p>	1 - 5
<p><b>4. Overall Look</b>          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