

FACE2FACE MAKEUP AWARDS 2020

FASHION EDITORIAL

SATURDAY October 3 | 11.00am - 12.00pm

JUDGING GUIDELINES

BRIEF: *Beauty Editorial LIVE* – Your favourite fashion designer is excited to be launching their first range of jewellery. They have booked you to be the Makeup Artist on an upcoming Beauty Editorial that will be the first to feature the new jewellery range. In this live category, design a Beauty Editorial makeup fit for the pages of your favourite fashion magazine that will complement this Fashion Label's new jewellery range.

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. Competitor Professionalism This section addresses areas including and not limited to: Hygiene including products, tools and overall makeup application. Preparation for competition. Overall conduct appropriate for a makeup artist.	1 - 5
2. Makeup Application	
- Foundation Application (incl. concealer)	1 - 5
- Blush/ Contour	1 - 5
- Eyes (incl. lashes, liner)	1 - 5
- Lips	1 - 5
3. Overall Makeup Application Quality of application, design, relevance to the brief	1 - 5
4. Overall Look 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.	1 - 5