



LEVEL 1 ARTISTRY COURSE

BASIC/INTERMEDIATE

Industry Makeup Academy

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Welcome

We are very excited you have decided to join the Industry Makeup Academy training classes! This should prove to be a fun and thorough learning experience. Industry Makeup Academy provides sessions with tons of information and interactive education. To make the most of your learning experience, please download the attachment, watch the video and review links in the description bar.

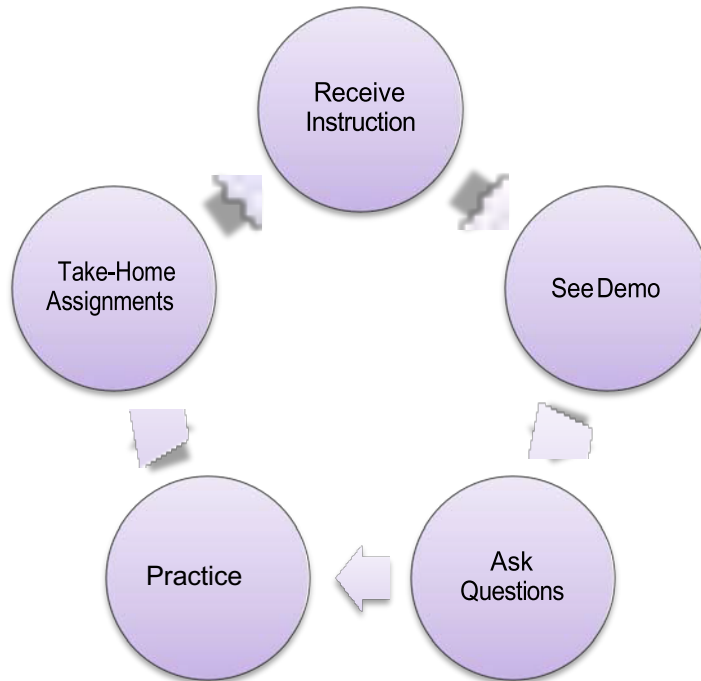
- ❖ Please be ready to participate. Have your tools, makeup kit, pen and a paper to take notes during every section. We recommend making a running list of questions to ask the instructor during your live calls.
- ❖ IMA will mail you your professional makeup artist kit if you've purchased the full 32 hour course with kit option. Please allow for a week for IMA to send the kit via mail.
- ❖ Make sure to complete every section in order to move to the next section. You must complete both level one and two and all assignments to receive your certificate.
- ❖ There will be mandatory homework assignments to show that you have mastered each module. An instructor will reply to homework assignments as needed with 48 hours of submission.
- ❖ It is your responsibility to have adequate lighting and a camera or phone to document your makeovers and to support the video calls. We suggest natural lighting facing your eyes or studio lighting that is referenced in our Amazon Store.
- ❖ It is your responsibility to schedule your 30 minute one on one call with an instructor after you complete each section. This is an added-on bonus for your makeup experience so please take advantage of it. If you would like to schedule additional time with the instructor, each 30 minutes is an additional \$62.50. Just let your instructor know and they will send you a separate invoice.
- ❖ At the end of your 32 hour course, you will be able to download a copy of your Makeup Artist Certification. IMA will also mail you a hard copy. Please allow a week for IMA to send the certificate via mail.

Feedback: You are encouraged to ASK QUESTIONS. This class thrives off feedback. If you are confused about a subject, don't be afraid to ask your instructor during your live call.

Tools: You will have several tools and experiments to help you along. We will provide you with downloadable workbooks and your kit items. Your workbook has pages for notes in each section, but you may also want to bring an additional writing pad and pens.

Class Operation:

The class is designed in 3 basic steps. You will receive instruction, watch a demo, then practice the given subject.



- You may be given a take-home assignment. Please take it seriously and submit your materials. We're talking about makeup, not Algebra. Don't worry; it will be fun!
- Instructors: Instructors at Industry Makeup Academy have various levels of experience, and we are here to help you take a step in the right direction. If you have a question, save it for your live session or send an email. Just be aware that our inboxes are often full, so if it's an urgent matter, it's best to pick up the phone. **Leave a message if you do not get an answer.

Thank you again for choosing Industry Makeup Academy. We hope you enjoy your time here!

What You Should Expect to Learn

Level 1 Basic/Intermediate

- ❖ Basic Skincare for Self-Use and Client Recommendations
- ❖ Tools of the Trade/Set-Up
- ❖ Basic Hygiene
- ❖ Setting Up/Cleaning Up
- ❖ Complexion
- ❖ Brow Shaping
- ❖ Strip Lash Application

- ❖ Color Theory
- ❖ Eye shadow Techniques
- ❖ Application Techniques

- ❖ Finishing off the Look

- ❖ Building your kit

- ❖ Put Your Look to the Test

- ❖ Wrap up, Practice & Test