

ICON

COURSE GUIDE 2024

CELEBRATING
20 YEARS OF

ICON SCHOOL OF MAKEUP

Release your

**INNER
ARTIST**

Charlotte
COSMETICS *xxx*
Masterclass

COACHING BY
6+ INDUSTRY
PROFESSIONALS



ICON SCHOOL OF MAKEUP

YOUR CAREER IN MAKEUP ARTISTRY STARTS HERE!

WHERE THE TOP MAKEUP ARTISTS IN NEWCASTLE TRAINED



If you've always had a passion for makeup, and the idea of creating stunning looks and making others feel incredible gets your heart racing, then hold onto your makeup brushes because this course is an absolute dream come true!

Introducing our Professional Makeup Artist Course - it's your gateway to a world of endless possibilities in the Makeup industry. We've carefully curated a diverse and industry-relevant curriculum that will have you ready to hit the ground running as a professional makeup artist the moment you graduate.

But wait, there's more! To mark our 21st anniversary, we've upped the ante and supercharged our offerings. We've added brand-new, thrilling subjects to make sure you're armed with the skills to conquer anything in this extraordinary field.

The subjects you'll delve into are not just any run-of-the-mill lessons; they're handpicked, industry-specific knowledge that'll teach you how to thrive in this fast-paced world of makeup. We've got two intakes every year, and our commitment to your success doesn't end with graduation. We provide continuous mentoring, both during and after your training at ICON because we're invested in your success, just like the countless graduates who've gone on to achieve greatness.

So, are you ready to embark on this exciting journey? Let's make your makeup dreams come true! 🎉🌟🎊

Charlotte
COSMETICS xxx

Silk
oil of morocco

MODELROCK

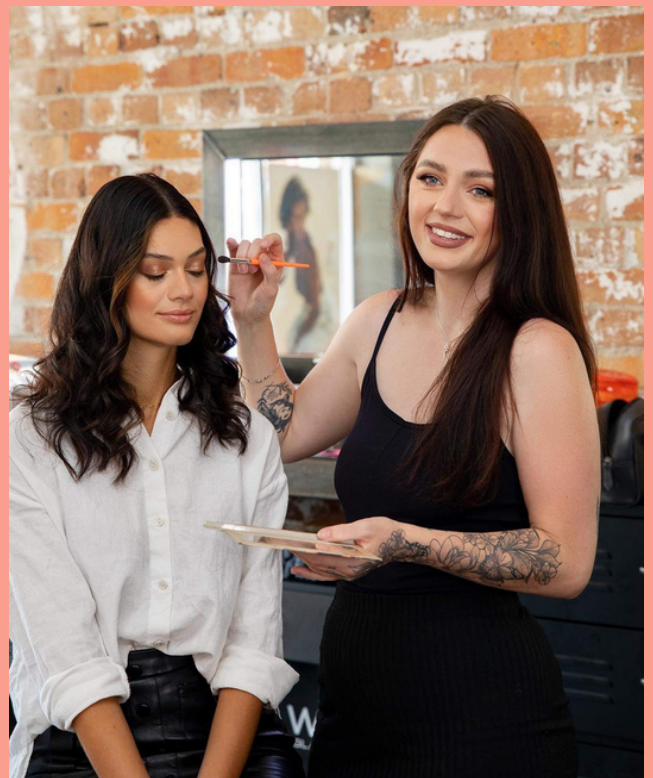
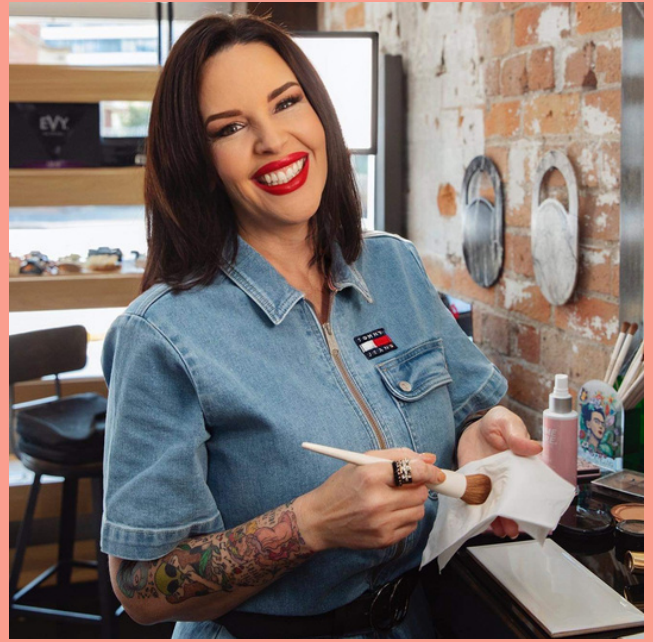
ICON TRAINERS

Our ICON trainers and guest lecturers are passionate Makeup Artists currently working, in various parts of the industry.

They have worked in retail on weddings events, Trade shows runways, Magazine shoots Film and TV

So you will be in great hands during your training, at ICON as our love for the industry is unwavering

Come & experience the quality training yourself





ABOUT THE ICON

SCHOOL OF MAKEUP

COURSE

Course Description

The course is delivered within a class-room setting through demonstration, detailed instructions and guidance to the group and or the individual. The classroom is purpose designed to simulate working as a makeup artist.

This course is designed to give people who are at school or working full time the opportunity of studying as a makeup artist.

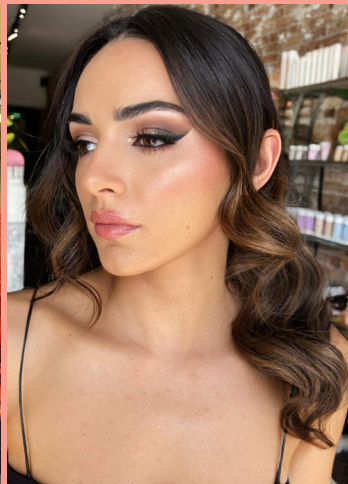
Students undertaking this course must be motivated, disciplined and prepared to do homework & assignments as required.

This course will give the student a detailed and fast paced opportunity to learn the skills and gain the knowledge to allow them to work in the following areas as a makeup artist:

- Bridal & Wedding & event Makeup
- Red Carpet Glamour Looks
- Makeup for Male Models and Older Models
- Fashion & Runway Looks
- Creative Makeup for
- Day & Evening Looks
- Halloween. Theatrical &/or
- Makeup for Performance Characters
- Photography & Film
- and much more!

The course is competency-based learning, that is via observation of the student's ability to demonstrate skills and knowledge. Assessment is via observation during practical work: via professional portfolio photo shoots: via written work & assignments and on successful completion of a final written & practical assessment of each module.

During the course, the student gets to apply the school's makeup on other students and also to be the model, experiencing both roles. During most practical classes, the student will require an external model (e.g. older woman, male model. females suitable for bride and fashion looks, etc)





ABOUT THE ICON COURSE

SCHOOL OF MAKEUP

WHAT YOU GET



All notes for course

Notepads , Stationary and folders etc

A Professional Set of Brushes worth \$99

Makeup artistry essentials kit worth over \$500

ICON SCHOOL OF MAKEUP TOTE worth \$50

YOU DO NOT NEED TO BUY ANY MAKEUP
as we Use of ALL of the Makeup Kit at ICON School of Makeup whilst training in class



Props for photo shoots are available at ICON for some photo shoots, if required e.g. Bridal Photo shoots.

Access to wholesale and contacts for many brands to help you build your kit at a amazing price

25% Discount on all makeup and hairstyling retail instore

On-going mentoring & work experience opportunities after you've successfully completed the Makeup Artistry Course



WHAT YOU NEED

There is a small list of 6 items you are required to purchase by week three all the items are inexpensive and accessible

We love a uniform but understand every body type , preferences and personalities are different so our uniform is a black shirt provided by you that we get branded with the icon logo for class

PLEASE NOTE THERE IS NO HIDDEN FEES OR ADDED FEES WE HAVE YOU COVERED LITERALLY

BUT

WHAT WILL I LEARN? @

ICON

SCHOOL OF MAKEUP



WHAT WE COVER

- Makeup
- Corrective Makeup Via Contouring and shading
- Colour Concepts for makeup artists
- Creating Face Charts
- Designing a makeup plan
- Building a professional Makeup Kit
- How to Sanitise & Maintain your kit & Work area
- Brow Mapping & defining techniques
- Multiple lash application and defining techniques
- Day Makeup
- Evening Makeup
- Special Occasion Makeup
- Bridal makeup
- Mature Makeup
- Full and Soft Glam Makeup
- Male Grooming Makeup
- Runway and Editorial Makeup
- .Photoshoot Makeup
- .Festival & Euphoria style looks
- Business
- Building Your Brand
- Marketing your Brand
- Creating content for social Media
- Creating captions for images
- Managing your business
- Managing your social Media
- Quoting and Creating Price lists
- . Industry Networking
- Industry Etiquette
- for Weddings & Events Photoshoots & On set
- AND..... Much More <3



Units OF COMPETENCY

- Design, Apply & Remove Makeup
- Design & Apply Makeup for Photography
- Design, Apply & Remove Creative Makeup
- Contribute to Health and Safety of Self and Others
- Advise on Beauty Products & Services
- Provide Salon / Studio Services to Clients
- Use Social Media Tools for Collaboration and Engagement
- Market the Small Business
- Monitor & Manage Small Business Operations
- Work Collaboratively on Makeup Productions

OUR NEW CLASSES

Brow mapping -

Understanding the golden ratio for brows

Advanced Eyeliner -

In-depth on trend liner techniques

Colour Pop -

Coloured Glam makeup

Cream or the Crop -

Makeup using all cream product

Euphoria glam -

Crystals graphic liner and festival looks

The Reel Deal -

Instagram real creation



COURSE PRICING



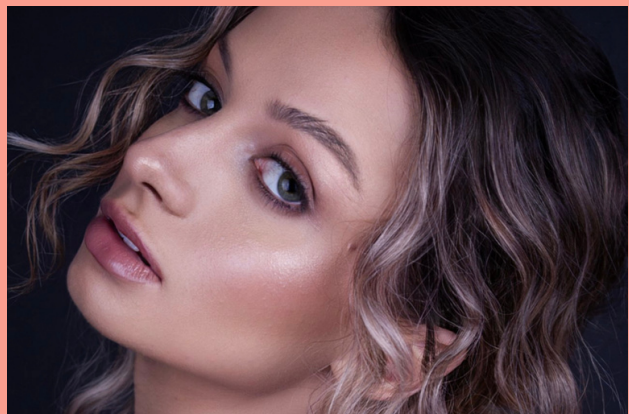
17 WEEK
MAKEUP ARTISTRY COURSE
\$2999

18 WEEK
MAKEUP ARTISTRY COURSE
\$3299



ADDITIONAL COSTS

4 WEEKS
PROFESSIONAL PORTFOLIO
PHOTOGRAPHY
8 SHOTS INCLUDED
\$200
Payable to photographer



MAKEUP ARTIST COURSE ENROLMENT FORM 2024

Personal information

Name

Age

Address

Email

Phone

FEBUARY INTAKE
19 FEB - 03 JUL

JULY INTAKE
22 JUL - 02 DEC

What did you want to get out of our professional makeup artist course?

Payment Type (Please Tick)

18 Week Full Payment \$3299

17 Week Full Payment \$2999

INTEREST FREE PAYMENT PLAN

Contact us regarding our free payment plan options via iconschoolofmakeup@gmail.com

Please Tick to knowledge that you agree to our terms and conditions

. To secure your space in our course you are required to pay in full or contact us regarding a payment plan along with your enrolment form to email above

.If you terminate your contract with 6 weeks notice prior to course start date all fees are refundable minus a \$199 admin fee

. If You terminate your contract with less than six Weeks notice you will be offered to transfer your enrolment to another course within 12 months

. 90% attendance for you to meet the requirements and receive your attendance .Enclosed shoes and icon tshirt (provided is required to be worn for all lessons after uniform is received

Please make payment to Account name: Icon School Of Makeup

BSB code: 802-985 Account number: 117480091