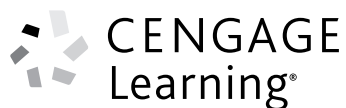


MILADY STANDARD

# Makeup Workbook

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**Milady Standard Makeup Workbook**  
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# How to Use This Workbook

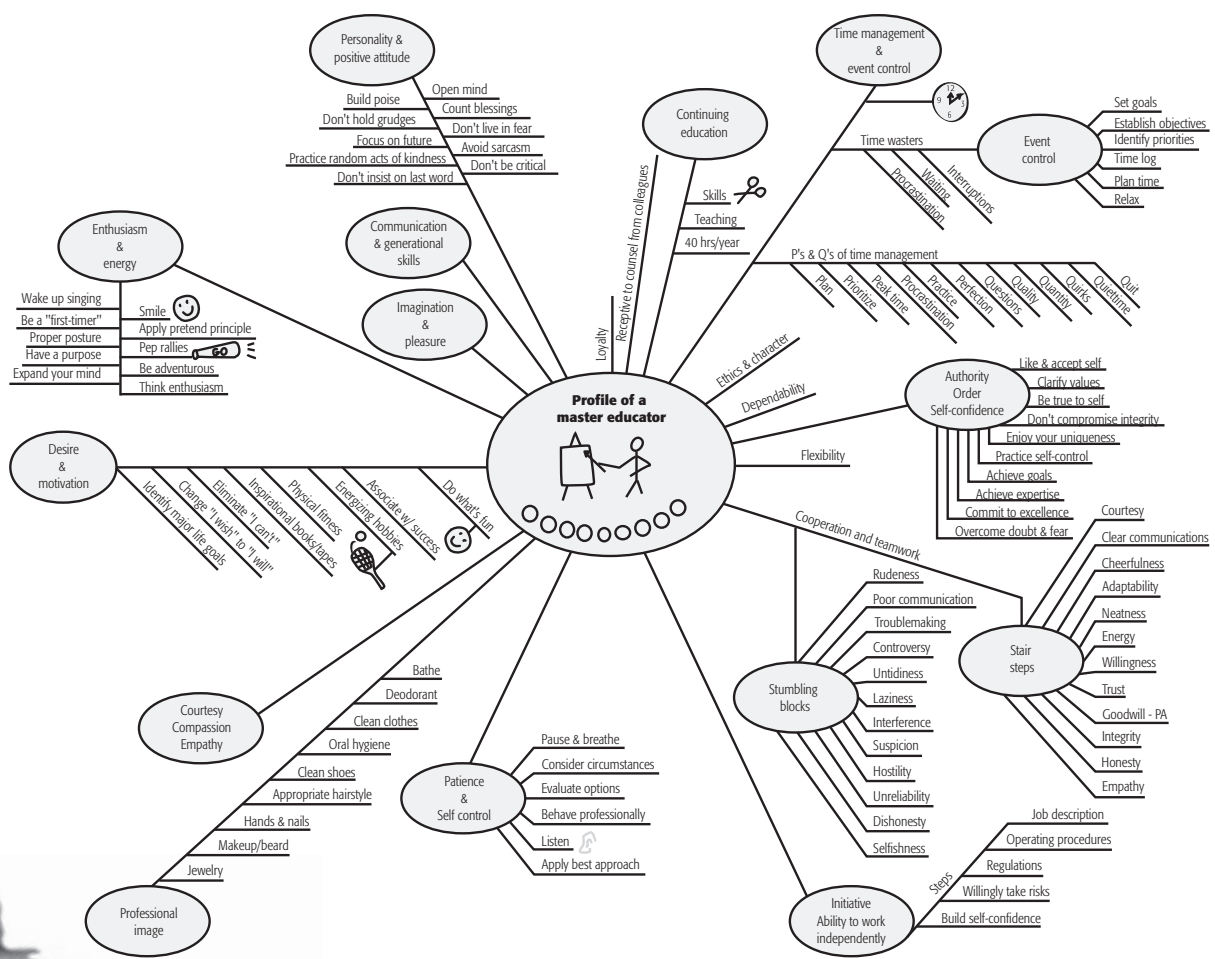
This workbook has been specially designed to help you, the student, to achieve the objectives of each lesson that is presented in the *Milady Standard Makeup* textbook. Its purpose is to emphasize important information and reinforce the key concepts that will aid in mastering the textbook content. The activities include personal research projects, mind mapping, matching exercises, crossword puzzles, word search puzzles, and much more.

You are to answer each item in the workbook with a pencil after consulting the textbook and glossary for correct information. Items can be corrected or rated during class or individual discussions or on an independent basis.

Various tests are included to emphasize essential facts in the textbook and to measure your progress.

To help you and your students understand some of the active learning exercises you will use throughout the workbook, a brief explanation is provided here.

**Mind mapping** is used for developing an innovative and more creative approach to thinking. It simply creates a free-flowing outline of material or information. It is easy to learn, and when the technique is mastered, students will be able to organize an entire project or chapter in a matter of minutes. Mind mapping will allow students to release their creativity and engage both hemispheres of their brain. This technique has proved more effective than the linear form of note taking for most students. When mind mapping, the central or main idea is more clearly defined. The map lays out the relative importance of each idea or element of the subject



matter. For example, the more important ideas or material will be nearer the center, and the less important material will be located in the outer parameters. Proximity and connections are used to establish the links between key concepts or ideas. The result is that review and recall will occur more quickly and be more effective. As students develop the art of mind mapping, they will see that each one takes on a unique appearance, which even adds to their recall ability of different topics or subjects. An example of how all the qualities, skills, and characteristics of an educator could be placed in a mind map is provided.

## RUBRICS

Rubrics are used in education for organizing and interpreting data gathered from observations of student performance, and you will see an example in Chapter 9. It is a clearly developed scoring document used to differentiate between levels of development in a specific skill performance or behavior. A rubric is provided in the practical skills chapters of this study guide as a self-assessment tool to aid your students in behavior development.

They will be asked to rate their performance according to the following scale:

- (1) **Development Opportunity:** There is little or no evidence of competency; assistance is needed; performance includes multiple errors.
- (2) **Fundamental:** There is beginning evidence of competency; task is completed alone; performance includes few errors.
- (3) **Competent:** There is detailed and consistent evidence of competency; task is completed alone; performance includes rare errors.
- (4) **Strength:** There is detailed evidence of highly creative, inventive, mature presence of competency.

Space is provided for comments to assist you in improving your performance and achieving a higher rating.

Best wishes for success!

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# chapter 1 The Evolution of Makeup Artistry

Date: \_\_\_\_\_

Rating: \_\_\_\_\_

## WHY STUDY THE EVOLUTION OF MAKEUP ARTISTRY?

Explain why it is important for a makeup artist to understand the evolution of makeup artistry.

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## Word Scramble: History of Makeup

Use the hints to unscramble the words.

*juud*

\_\_\_\_\_

Hint: dark green ore of copper

*eemdemts*

\_\_\_\_\_

Hint: first black eye shadow

*pelparf*

\_\_\_\_\_

Hint: young independent women in the 1920s

*incmaicr icda*

\_\_\_\_\_

Hint: bright red acid used in making lipstick

*aoplrl*

\_\_\_\_\_

Hint: pale, colorless complexion

*leaagn*

\_\_\_\_\_

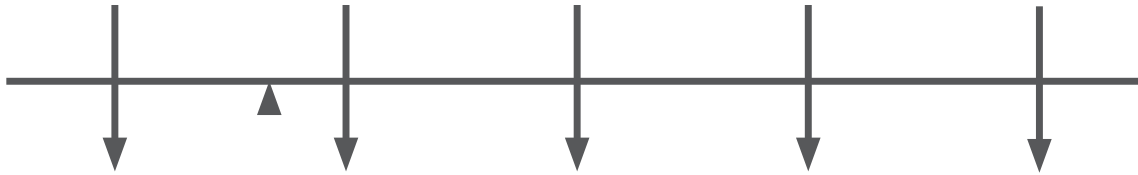
Hint: used to make mesdemet

## Timeline: Historical Timeline

Using the material contained in the textbook and any other resources available, create a visual timeline of the history of makeup. The top of the line will indicate the year, decade, or time period, and the bottom of the time line will indicate drawings or pictures (cut and pasted) of makeup looks or tools that represent that era.

Use the space to brainstorm ideas or organize notes. Then, use large poster board, colored markers, and any other items to recreate the history of makeup in a colorful and interesting manner.

(Year, decade, or time period)



(pictures or drawings)

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## Matching: Evolution of Makeup

Match the correct era or culture with their identifying descriptions on pages 4 and 5. There may be more than one answer for each description, but each description is used only once.

- \_\_\_\_\_ Geishas
- \_\_\_\_\_ 19th century
- \_\_\_\_\_ Romans
- \_\_\_\_\_ The Egyptians
- \_\_\_\_\_ Victorian Era
- \_\_\_\_\_ 1901–1920
- \_\_\_\_\_ Italian Renaissance
- \_\_\_\_\_ 1960s
- \_\_\_\_\_ 1920s
- \_\_\_\_\_ The Stuart Era
- \_\_\_\_\_ 21st century
- \_\_\_\_\_ African Face Painting
- \_\_\_\_\_ 1950s
- \_\_\_\_\_ The Middle Ages
- \_\_\_\_\_ 1970s
- \_\_\_\_\_ The Regency Era
- \_\_\_\_\_ 20th century
- \_\_\_\_\_ 1940s
- \_\_\_\_\_ Greeks
- \_\_\_\_\_ 1930s
- \_\_\_\_\_ England (18th century)
- \_\_\_\_\_ American Indians
- \_\_\_\_\_ French Restoration (18th century)

## Descriptions

1. Used natural cosmetics during ceremonies or in times of war.
2. The first recorded use of cosmetics dating back to approximately 3000 B.C.
3. Used cosmetics for aesthetics purposes rather than spiritual.
4. Made nail polish from heated sheep fat and blood.
5. Women bled themselves to paleness using leeches to accomplish pale skin to show signs of wealth.
6. Women accentuated their pale skin with bright pink lipstick.
7. The application of cosmetics to the faces and bodies of the tribal members was used during all religious ceremonies and declaration of war.
8. People began to move away from the pale look to more rosy cheeks and healthier color.
9. Heavier cosmetics and darker foundation became popular.
10. Rouge and lipstick emerged during this time.
11. Two laws were passed that discouraged the use of lipstick.
12. These women wore intricate makeup applications that included porcelain-white faces, dark brown brows, and red stained lips.
13. During this era, mostly men from the upper class wore cosmetics, and makeup became more feminized.
14. Any alteration of the natural skin color was frowned upon, and women started wearing makeup more discreetly.
15. The first commercial brand of facial cream was produced.
16. Makeup became fashionable in the United States and Europe as a result of the influence of Hollywood.
17. T. L. Williams produced the first retail mascara.
18. Women started using the “Cupids Bow” technique to create a perfectly shaped feminine lip shape.
19. Individuals began to be hired specifically to apply makeup.
20. No-smear lipstick was created by Hazel Bishop.
21. Hollywood starlets such as Marilyn Monroe, Elizabeth Taylor, and Bridget Bardot made a big impact on beauty styles.
22. Many women began to follow the trends of icons such as Twiggy and Edie Sedgwick, which included a heavy-handed makeup application and dramatic expression of the eyes.
23. Cosmetic companies began to cater to the needs of women with darker complexions.
24. The United States leads the cosmetic industry with \$52 billion in annual sales.
25. This culture believed that their cleanliness and beauty connected them to their spirituality and helped them ward off evil.

26. They applied natural cosmetics to their horses to communicate rank during times of war.
27. Women were known to tweeze their eyebrows, massage castor oil into their eyelashes, and use rice powder to dust their noses.
28. The “Beauty Doctor” was one of the first to tattoo lipstick on women’s lips.
29. The wand applicator for tube mascara was invented and introduced.
30. Fashion trends no longer involve emulating favorite celebrities; they are all about self-expression and are applied to accommodate every individual’s unique feature.