

Title	Research, develop, visually communicate and apply a make-up design concept for a given work		
Level	3	Credits	6

Purpose	People credited with this unit standard are able to research, develop, visually communicate and apply a make-up design concept for a given work.
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Classification	Performing Arts General > Entertainment and Event Technology
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Available grade	Achieved, Merit, and Excellence
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Criteria for Merit	<p>In researching, developing, visually communicating and applying a make-up design concept for a given work, the candidate:</p> <ul style="list-style-type: none"> – describes the links between the given work, and their make-up design concept; – refines their make-up design concept by considering and incorporating feedback from a creative collaborator(s); – demonstrates creativity in visually communicating their make-up design concept; – demonstrates skilful technique in applying the make-up design concept to the performers in the given work.
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Criteria for Excellence	<p>In researching, developing, visually communicating and applying a make-up design concept for a given work, the candidate:</p> <ul style="list-style-type: none"> – justifies the links between the given work and their make-up design; – refines their make-up design concept by evaluating and incorporating feedback from a creative collaborator(s); – demonstrates creativity and originality in visually communicating their make-up design concept; – demonstrates command of technique in applying the make-up design concept to the performers in the given work.
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Guidance Information

- 1 This unit standard can be awarded with an *Achieved*, *Merit* or *Excellence*. For the *Achieved* grade to be awarded, the outcome must be achieved as specified in the

outcome statement. For *Merit* or *Excellence* grades to be awarded, the candidate must meet the *Merit* or *Excellence* criteria specified above.

2 Definitions

Audience proximity means the distance between the performer and their audience.

Command of technique means working efficiently, and demonstrating sustained control over all techniques used when applying make-up to meet the design concept.

Given work is a whole or substantial piece of a text or choreography for a performance context. The performance context may include – dance, kapa haka, scripted drama, music performance, moving image production, physical theatre, devised work, performance art. The text or choreography used must be specified by the teacher/tutor.

Make-up includes hair design including design and application of facial hair; for example, moustache, and wigs.

Originality means either the creation of a unique design concept, or a unique interpretation and adaptation of a pure style.

Skilful technique means demonstrating well-practised control of techniques when applying make-up to meet the design concept.

Technical considerations means the use of make-up for reasons other than those associated with the character or role, such as reducing shine and covering skin blemishes.

3 Evidence of research may be collected via written, visual or oral methods such as a video diary, annotated sketches, diagrams, or written description.

4 Candidates being assessed against this unit standard must demonstrate safe working practices at all times. These may include – safe hygiene practices; replacing, cleaning and storing products and equipment; safe use of tools, following manufacturer's instructions. Evidence of this may be provided by, for example, a teacher/tutor attestation or candidate's reflective statement. A useful reference for safe working practice is the Entertainment Technology New Zealand publication *A Guide for Safe Working Practices in the New Zealand Theatre and Entertainment Industry*, 2011, which can be accessed at <http://www.etnz.org>.

5 Legislation

Copyright Act 1994

Health and Safety at Work Act 2015, and their subsequent amendments.

6 Recommended for entry: Unit 26688, *Demonstrate and apply knowledge of make-up for an entertainment and event context*; and Unit 27701, *Demonstrate and apply knowledge of make-up design for an entertainment and event context*.

Outcomes and performance criteria

Outcome 1

Research, develop, visually communicate and apply a make-up design concept for a given work.

Range a given work with a minimum of four performers each requiring a different make-up design.

Performance criteria

- 1.1 Research informs the make-up design concept in terms of the requirements for the given work.
- Range requirements may include but are not limited to – character and/or role creation or enhancement; communicating images, themes, feelings and moods; special effects; historical or cultural accuracy; audience proximity; lighting; colour correction; technical considerations.
- 1.2 Research informs the make-up design concept through consultation and feedback from a creative collaborator(s).
- Range creative collaborator(s) may include – director; choreographer, costume designer, lighting designer; a minimum of one creative collaborator is required.
- 1.3 Make-up design is communicated visually in sufficient detail to allow the realisation of the characters.
- Range visual communication may include – hand drawing using template, multi-media presentation (2D or 3D); detail may include – products and techniques used for eyes, lips, face, hair.
- 1.4 Make-up products and application techniques are selected and applied using safe working practices and in accordance with the design concept.
- Range techniques may include – the application of foundation, highlighting, shading, colour mixing, stippling, aging, thinning, altering features, brush technique.

Replacement information	<p>This unit standard was replaced by unit standard 32370 and unit standard 32371.</p> <p>This unit standard replaced unit standard 14955.</p>
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This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	18 April 2013	31 December 2022
Revision	2	17 July 2014	31 December 2022
Rollover and Revision	3	26 October 2017	31 December 2022
Review	4	29 April 2021	31 December 2022

Consent and Moderation Requirements (CMR) reference

0099

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.