

FACE 2 FACE MAKEUP AWARDS 2017

BEAUTY EDITORIAL – Laud Magazine

JUDGING GUIDELINES

BRIEF: *My Beauty Brand* - Imagine a world where you are about to launch your very own Makeup Brand. Create the first two beauty images that will advertise your brand in the pages of elite glossy magazines.

Judges please note:

- Scores are out of 5. 5 BEING EXCELLENT - 1 BEING POOR.

- Please clarify with Becca 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 after Main Stage announcements for feedback.

1. Makeup Application	
Foundation Application (incl. concealer)	1 - 5
Blush/ Contour	1 - 5
Eyes (incl. lashes, liner)	1 - 5
Lips	1 - 5
Overall Makeup Application - Quality of application, design, relevance to the brief, overall quality of work.	1 - 5
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 styling decisions in overall look.	1 - 5