

# COURSE CURRICULUM: BEYOND THE BRUSH

**Instructor:** Shaidy | **Academy:** Beautistry Makeup Academy

## Phase 1: The Professional Standard (Foundations & Ethics)

- **Module 1: Sanitation & Bio-Security:** The non-negotiable core of being a pro.
  - OSHA guidelines and cross-contamination prevention.
  - Proper disinfection of cream vs. powder products.
  - Deep-cleaning vs. quick-disinfecting tools.
  - Understanding the Period After Opening (PAO) and product longevity.
- **Module 2: The Professional Kit:** Building an efficient and hygienic setup.
  - The Professional Setup: Organization for efficiency and speed.
  - Brushes, Sponges, and Powder Puffs: Selection and maintenance.
  - The "Must-Haves": Specialized tools and the professional palette.

## Phase 2: The Science of Color & Skin (Theory)

- **Module 3: Color Theory Mastery:** Rooted in the RYB model for pigment mixing.
  - Hue, Value, and Saturation/Chroma.
  - Color temperature (Warm vs. Cool) and harmonies.
  - Application to color correction (neutralizing redness, darkness, and dullness).
- **Module 4: Skin Science & Preparation:** Makeup is only as good as the canvas.
  - Identifying skin types (Normal, Dry, Oily, Combination, Sensitive).
  - The 5-Step Skin Prep: Remove, Cleanse, Tone, Hydrate, and Prime.
  - Ingredient analysis: Humectants, Emollients, and Occlusives.

## Phase 3: Artistry & Visagism (Technical Skill)

- **Module 5: Morphology & Visagism:** Achieving the "Ideal" balance.
  - Face shape analysis: Wide, Narrow, and Mixed.
  - The Contouring Guide: Using light to bring forward and shadow to push back.
  - The "Mathematics of Eyebrows": Mapping based on facial reference points.
- **Module 6: Complexion Mastery:** Customizing the perfect base.
  - Foundation undertone identification (Warm, Cool, Neutral).
  - Mixing and adjusting foundations using color pigments (Neutralizing pink/yellow).
  - The art of "Luminosity": Selecting the right depth for diverse skin tones.

## Phase 4: Detail Artistry & Professional Growth (The Finish)

- **Module 7: The Eyes & Lips: High-definition techniques.**
  - Eye anatomy and eyeshadow placement (Smokey, Cut Crease, Halo, Foxy Eye).
  - Eyeliner styles for different eye shapes (Cat-Eye, Greek, Diagonal).
  - Lip corrections: Balancing volume and defining the Cupid's bow.
- **Module 8: The Business of Artistry:** Setting them up for long-term success.
  - Building a career: Bridal, Film/TV, Fashion, and Education.
  - Sourcing and pro-discounts: Navigating industry suppliers.

## Phase 5: The Business of Artistry

- **Module 9: Business Legalities & Logistics**
  - The Professional Foundation: Choosing a business structure (LLC vs. Sole Proprietorship).
  - **Contracts & Policies:** Why you need service agreements, bridal contracts, and a firm cancellation policy.
  - **Invoicing & Accounting:** Managing expenses, tracking income, and preparing for tax season as a creative
  - **Insurance:** Protecting your business, your kit, and your clients.
- **Module 10: Branding & Aesthetic Identity**
  - **Defining Your Brand:** Developing your unique "vibe" (e.g., Boho-Glam, High-Fashion, or Natural).
  - **Visual Branding:** The importance of consistent colors, logos, and a professional website.
  - **The Portfolio:** How to curate your work to attract the clients you actually want.
- **Module 11: Pricing for Profit & Client Experience**
  - **The Math of Pricing:** Calculating your COGS (Cost of Goods Sold) and setting rates that reflect your expertise.
  - **The Client Journey:** From the first inquiry email to the final touch-up—creating a luxury experience.
  - **Bridal Business:** Managing large parties, timelines, and trial runs.
- **Module 13: The Graduation Project (Practical & Business)**
  - **The Final Exam:** A full-face application on a live model within a professional time limit.
  - **Business Launch:** Presenting a completed "Business Kit" (Price list, social media plan, and business card/digital portfolio).

