

[www.AcademyOfMakeUpArts.com](http://www.AcademyOfMakeUpArts.com)

Tennessee's only media makeup school

# academy

of make up arts

**Course Catalog**  
2012

## CONTENTS

Contents.....	2
Mission.....	3
Classroom .....	3
Faculty.....	3
Hours of Operation .....	4
Address .....	4
Financial Aid.....	5
Introduction to Makeup Artistry - 24 clock hours.....	6
Advanced Makeup Artistry - 12 clock hours .....	6
Airbrush Makeup Artistry - 12 clock hours .....	6
Hair Bending - 12 clock hours .....	6
Character Makeup - 24 clock hours .....	6
Business Development - 12 clock hours .....	6
Freelance Makeup Artist Program - 96 hours.....	7
Grade Point Average Calculator.....	8
Class Schedule & School Calendar .....	9
Scheduling Options .....	9
Graduation .....	10
Lodging.....	11
Career Services.....	11
Complaint Policy .....	11
Refund Policy .....	11

---

# INTRODUCTION

Welcome to Academy of Make Up Arts, Nashville's Premier Media Makeup School. We pride ourselves in our innovative short-term, hands-on performance-based learning methods. We combine traditional fine- arts concepts with practicum based on realistic scenarios. We will provide students with the knowledge and confidence they need to become successful professionals in the beauty and entertainment industries.

*Academy of Make Up Arts is authorized by the Tennessee Higher Education Commission. This authorization must be renewed each year and is based on an evaluation by minimum standards concerning quality of education, ethical business practices, health and safety, and fiscal responsibility.*



## MISSION

At Academy of Make Up Arts, it is our mission to provide students with the most comprehensive short-term makeup artist training available- with an emphasis on professionalism and technical skills. It is our goal to help students to put the “artist” in make upartist. We strive to provide students with the daily motivation and support they need to develop their confidence.



## CLASSROOM

Our classroom is designed with individual workstations, lighted mirrors, practice heads, HDTV for reviewing student work on screen, training videos and a variety of specialty equipment. Our class size is limited to ten (10) students so students get the attention they need to develop their skills. Freelance Makeup Artist Program students are issued a Kryolan Big Beauty Kit (\$600 value), a TEMPTU S-One Starter Kit (\$450 value) and a Kryolan Special Effects Kit (\$120 value) to keep.

## FACULTY

Ashley Eisenlohr is an accomplished makeup artist with over nine years experience in the makeup industry. She began her career at Estee Lauder in 2002, majored in Fine Arts at Virginia Commonwealth University, obtained certification as an Advanced Pro Makeup Artist from Makeup Artist Studio in 2006, has completed continuing education classes with MAC, TEMPTU, Napoleaon Perdis and Middle Tennessee State University theater. Ashley has worked for big names in commercial and video such as Viacom, Playboy, Wal-Mart, and Colonial Williamsburg to name a few. She has also worked with dozens of brides and entertainment personalities.

---

## AREA INFORMATION



### LOCATION

Academy of Make Up Arts is conveniently located just minutes from the Nashville International Airport and downtown Nashville on Murfreesboro Pike. AMUA is convenient to Briley Parkway, I-40, I-24 and I-65.

### HOURS OF OPERATION

Monday-Thursday: 9:00 AM- 4:00 PM

### ADDRESS

Academy of Make Up Arts, LLC  
1321 Murfreesboro Pike, Suite 731 Nashville, TN 37217

### APPOINTMENTS

To schedule an appointment to tour the institution or meet with an Admissions Adviser, please call (800)595-5490

---

# ENROLLMENT



The enrollment process for all students is as follows:

- Complete the Application for Enrollment Form
- Be at least 18 years of age or have parental consent
- Submit proof of high school graduation or GED
- Submit a non-refundable \$100 application fee

To complete the admissions process, candidates must submit supporting documents to the Admissions Department and take any required skills tests and/or entrance exams.

The registration fee must be paid prior to enrollment and all tuition arrangements must be made prior to enrollment with the Admissions Department. Please call to set up an appointment for registration. Students must confirm that they have secured finances to begin school. Tuition must be paid in full two weeks prior to class start date. If registering for a class that begins in less than two weeks, balance is due at time of enrollment.

One week prior to the class start date, students must attend an orientation to review student rules, career goals, meet instructor and review materials needed for class. Late enrollment is *not* permitted. Prior training may satisfy some prerequisite requirements for applicants in the advanced level courses. Evaluating prior experience and knowledge can only be achieved on a case-by-case basis, and admission is determined by the academic and school directors.

## FINANCIAL AID

You must meet credit history, income, and employment requirements to qualify for a private payment plan. Because of these eligibility requirements, most students will need to apply with a co-signer in order to qualify. Even if you meet the eligibility requirements, having a co-signer may improve your chances for approval and help speed the approval process.

### ***AMUA Payment Plan Requirements:***

- Complete required financial forms
- Demonstrate proof of financial stability
- Qualify for and agree to monthly payment terms
- Down payment of 1/3 of the total cost of the program 30 days prior to class start date
- Balance is divided over 12 or a 18 monthly payments
- No interest
- No pre-payment penalties

**Note:** Students enrolled in AMUA Payment Plan may complete courses once enrolled, but will not receive their Official Certificate of Training until the balance has been paid in full.

---

## COURSES OF STUDY

### INTRODUCTION TO MAKEUP ARTISTRY - 24 CLOCK HOURS

This module is designed to teach students the fundamentals of beauty and corrective makeup for the media of photography, film, TV and bridal. Students will learn how to choose appropriate foundation colors, how to custom blend foundations, facial feature correction, concealing, hi- lighting, contouring, choosing appropriate pigments and proper eye-lining and lip-lining techniques. Includes Kryolan Big Beauty Kit (\$600 value)



### ADVANCED MAKEUP ARTISTRY - 12 CLOCK HOURS

This module is designed to expand and reinforce the creativity and imagination of students. Training includes the understanding and use of non-conventional elements and fantasy designs.



### AIRBRUSH MAKEUP ARTISTRY - 12 CLOCK HOURS

This module teaches students the basics of airbrush makeup including maintenance, troubleshooting, airbrushing for HD, airbrush tattooing and stenciling. Includes Temptu S-One Intro Airbrush Kit (\$450 value)

### HAIR BENDING - 12 CLOCK HOURS

This module is designed to give students an overview of hairstyling for the makeup artist and teaches students modern styling techniques for photography. Students should also gain an understanding of period hairstyles from the 1900's to today. Kit not included. (Avg. \$120)

### CHARACTER MAKEUP - 24 CLOCK HOURS

This module is designed to teach students the various aspects of TV and film makeup artistry, including set etiquette, character development, bald cap application, application of facial hair, simulated injuries and realistic diseases, appliance applications, age and character progression, horror characters, medical dressings and treatment and period designs. Kryolan FX included.



### BUSINESS DEVELOPMENT - 12 CLOCK HOURS

In this module, students will participate in a two-day photo shoot in which they apply their new skills on real models, actors and musicians in an editorial-style photo shoot with a top fashion photographer. Introduction to Makeup Artistry, Advanced Makeup Artistry, and Hair Bending are prerequisites to this photo shoot. Students will receive an industry-standard portfolio to showcase hi-quality prints of their work to future clients. (\$1000 value).

---

# MAKEUP ARTIST CERTIFICATION PROGRAM

## FREELANCE MAKEUP ARTIST PROGRAM - 96 HOURS

Registration: \$100.00

Tuition: \$3791.55

Kit Fees: \$1160.00

Total: \$4951.55

***Courses Included:***

- ✓ Introduction to Makeup Artistry
- ✓ Advanced Makeup Artistry
- ✓ Airbrush Makeup Artistry
- ✓ Hair Bending
- ✓ Special Effects
- ✓ Portfolio Development

***Supplies Included:***

- ✓ Kryolan Big Beauty Kit
- ✓ Temptu S-One Intro Airbrush Kit
- ✓ Kryolan Special Effects Makeup
- ✓ 11 x 14 Itoya Portfolio
- ✓ (6) Professional Images



Students will earn a Certificate of Training and be eligible to apply for discounts of up to 40% off from MAC, Smashbox, Stila, Nars and more. Successful students will also be eligible to apply for a MAC Pro Membership and attend exclusive MAC Master Classes.

---

## STUDENT PROGRESS, GRADING & ATTENDANCE



Students are monitored to measure development and progress using performance skills tests and critiques. All tests and critiques are graded by the 10-point scale. These points are then converted to grades and students must score 70% or greater. Homework must be completed and presented for grading on the final day of class.

Because of the consolidated nature of our programs, AMUA places strong importance on attendance. Students are expected to be on-time and prepared for every class. Students may not be absent more than (1) time in any course. Students who must be unavoidably absent must make up their classes and projects by making arrangements with the instructor prior to the end of each course. Absences remain on student's records; permanent records are often requested by directors and producers prior to hiring.

Students must maintain a GPA of 2.0, a C-grade in order to remain in good academic standing. Individual courses will be assessed at the half-way point of each course. Students must successfully complete each course in order to move on to the next one. Daily grades are recorded based on instructor evaluations.

Examinations for each course are in the form of a practical skills test which requires student to demonstrate proficiency in the skills and techniques covered in each course.



### GRADE POINT AVERAGE CALCULATOR

Letter Grade	Percentage	Point Value
A	90-100	4.00
B	80-89	3.00
C	70-79	2.00
D	60-69	1.00
F	0-59	0.00

---

## TRANSFERABILITY OF CREDITS:

Credits earned at Academy of Make Up Arts, LLC may not transfer to another educational institution. Credits earned at another educational institution may not be accepted by Academy of Make Up Arts, LLC. You should obtain confirmation that Academy of Make Up Arts, LLC will accept any credits you have earned at another educational institution before you execute an enrollment contract or agreement. You should also contact any educational institutions that you may want to transfer credits earned at Academy of Make Up Arts, LLC to determine if such institutions will accept credits earned at Academy of Make Up Arts, LLC prior to executing an enrollment contract or agreement. The ability to transfer credits from Academy of Make Up Arts, LLC to another educational institution may be very limited. Your credits may not transfer and you may have to repeat courses previously taken at Academy of Make Up Arts, LLC if you enroll in another educational institution. You should never assume that credits will transfer to or from any educational institution. It is highly recommended and you are advised to make certain that you know the transfer of credit policy of Academy of Make Up Arts, LLC and of any other educational institutions you may in the future want to transfer the credits earned at Academy of Make Up Arts, LLC before you execute an enrollment contract or agreement.



## CLASS SCHEDULE & SCHOOL CALENDAR

AMUA recognizes the following holidays:

New Years Day, Martin Luther King Jr.' s Birthday, President's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving Day & Friday after, Christmas Day.

## SCHEDULING OPTIONS

### Full-Time

Clock Hours: 96

Meets: Monday-Thursday 9-3

Duration: 4 Weeks

### Part-Time

Clock Hours: 96

Meets: Sunday-Monday 8-8

Duration: 4 Weekends

### Boot Camp

Clock Hours: 96

Meets: Sunday-Sunday 8-8

Duration: 8 Days

### 2012 Offerings

- March 5-29
- April 2-26
- September 3-27
- October 1-25

### 2012 Offerings

- February 5-27 (S,M)
- August 4-26 (S,S)

### 2012 Offerings

- May 14-24
- November 5-15

---

# RULES OF CONDUCT

These rules are to be followed by all students at all times. There are no exceptions to the following rules. It is our aim to help students establish and maintain professional skills throughout training for both artistic and business disciplines.

- Attend all classes. If you must be absent, notify the school personally by calling.
- Always be on time for class and stay until the end of class.
- Always be prepared; bring all supplies and materials needed for class.
- Cell phones are not to be used in class for any reason. Messages can be left with the office and cell phones can be checked during designated breaks.
- Notify the instructor if you are unable to attend class. Two absences are grounds for academic probation; three absences are grounds for termination from the program.
- Conduct yourself in an appropriate and professional manner at all times.
- Complete all assignments and projects on time as required by the instructor.
- Adhere to schools drug and alcohol-free policy. No drug or alcohol use is permitted during class, during projects including photo shoots and school events.
- Abide by school's dress code: no flip-flops, no shorts, no see-through clothing, no mini- skirts, no visible underwear, and no navels or mid-drifts are to show at any time.
- Always leave the classroom, work area and restroom clean and neat.
- Always be courteous and respectful to classmates and staff.



## GRADUATION

### Graduation Requirements

In order to successfully complete training at AMUA and be eligible for graduation, students must meet the following criteria:

- Maintained 90% attendance throughout the program
- Have achieved a minimum of 2.0 GPA
- Have completed all projects and assignments for a final grade
- Be cleared of all outstanding fees before student is considered a graduate and is able to receive a certificate from the school.



Students who successfully complete our program receive a Certificate of Training sanctioned by the Tennessee Higher Education Commission.

At the end of each session AMUA holds a graduation celebration for graduates and staff. Friends and family of graduates are encouraged to attend.

---

# STUDENT SERVICES

AMUA offers a variety of services for its students including:

- Student IDs
- Advising sessions
- Lodging information
- Short-term childcare information
- Career services
- Discounts at certain makeup companies



## LODGING

Students may contact an Admissions Representative for assistance in arranging accommodations during training. Please visit the Student Relations section on our website for a current list of options.

## CAREER SERVICES

Career services are available to all students of AMUA, past and present. Appointments can be made in advance with a Student Liaison. Career services may include:

- Initial resume creation in introduction course
- Resume updates during and after training
- Portfolio creation and updates
- Prepare job search plan
- AMUA job board
- Bridal referral network
- Assistance with creation and production of business and marketing materials

## COMPLAINT POLICY

Students should direct grievances to the School Director at (800) 595-5490 or in writing to 1321 Murfreesboro Road, Suite 731, Nashville. If a student does not feel that AMUA has adequately addressed a complaint, the student may contact the Tennessee Higher Education Commission, Nashville, TN 37243-0830. Telephone: 615-741-5293.

## REFUND POLICY

Students have the right to a full refund of all charges, less the \$100 registration fee, if the student cancels the enrollment agreement prior to the first day of instruction. If a student has completed less than 60% of instruction and withdraws from the program after instruction has begun, the student will receive a pro-rated refund for the unused portion of the tuition and other refundable charges. The date of withdrawal is the date of cancellation and is the date the student notifies the school of the decision to cancel. The student will be charged for all days up to and including the date of withdrawal. All refunds are paid within (30) days of the cancellation of the contract.