

# GOAL MODEL SCHOOL OF MAKEUP

## Professional Makeup Artist Certification Program Guide

### 1. Course Information

Instructor: Monique Smith

Email: [info@goalmodelmakeover.com](mailto:info@goalmodelmakeover.com)

Location: 9319 Midland Blvd, Suite B, Overland, MO 63114

Training Schedule:

- Tuesday & Thursday: 6PM – 8PM
- Saturday: 10AM – 12PM

Course Description:

This 8-week hands-on certification program teaches aspiring makeup artists professional artistry techniques, sanitation, client experience, branding, and business development to prepare students for real-world beauty careers.

Overarching Goals:

- Help each MUA develop strong artistry skills
- Build confidence that pours over into their artistry
- Improve application speed and efficiency
- Improve blending, sharpness, and overall makeup quality
- Strengthen remembrance of application steps
- Increase use of the CDOP Safety Method
- See each MUA have fun with her creativity
- Prepare students for real-world beauty industry opportunities

### 2. Materials & Prerequisites

Required Supplies:

- Professional makeup kit
- Brush set
- Notebook/workbook
- Mirror and lighting
- Reliable transportation
- 6 live models throughout the program (ages 6 and older)

Prerequisites:

No prior makeup experience required. Beginner friendly.

Hands-On Technical Training:

Each week includes hands-on technical training alongside instruction.

Students will practice techniques in the following order:

1. Mannequin
2. Their own face
3. Live model

MUA students are encouraged to involve their support system by asking friends and family to serve as models during Weeks 3–8.

### **3. Grading Policy & Scale**

Hands-On Makeup Application – 50%

Participation & Attendance – 20%

Professionalism & Preparedness – 15%

Final Portfolio & Graduation Requirements – 15%

Workbook Quizzes:

- Open Workbook Quiz #1 – Week 4
- Open Workbook Quiz #2 – Week 6
- Final Exam – Week 8

Graduation takes place on the final day of class.

Grading Scale:

90% – 100% = Excellent

80% – 89% = Good

70% – 79% = Satisfactory

Below 70% = Needs Improvement

### **4. Cohort Schedule**

1st Cohort: March – May

2nd Cohort: June – July

3rd Cohort: August – September

4th Cohort: October – November

### **5. 8-Week Course Schedule**

Week 1:

Introduction & Foundations Of Makeup

Sanitation, CDOP & Hygiene

Masterpiece Method Introduction

Week 2:

Skin Analysis & Skin Prep

30 Minute Natural Glam Technique

Week 3:

Professionalism and Customer Service

Setting the Atmosphere for a Great Customer Experience and Raving Reviews

First Live Model Practice

Week 4:

Tools and Product Knowledge

Right Product Right Tool Technique

Open Workbook Quiz #1

Live Model Practice

Week 5:

Brows

Natural Glam Techniques

Hands-On Technical Training

Live Model Practice

Week 6:

Full Glam

Photo and Bridal Makeup

Open Workbook Quiz #2

Live Model Practice

Week 7:

Business Basics

Branding & Marketing Development

Live Model Practice

Week 8:

Branding, Brand Name, Logo, Marketing, Social Media Platforms, Consistency

Final Exam

Final Application

Live Model Practice

Graduation

## **CDOP Safety Method**

CLEAN

Hands, tools, brushes, surfaces

## DISINFECT

Products and work area properly

## OBSERVE

Watch for infections or irritation

## PROTECT

The client, yourself, and your reputation

## 6. Masterpiece Method & Technical Expectations

Students will learn the GOAL Model Masterpiece Method 11-Step Makeup Application Style along with the signature 30-Minute Natural Glam Technique.

Measurable Progress Includes:

- Faster application timeframes
- Cleaner blending
- Sharper lines
- Increased confidence
- Stronger customer interaction
- Better remembrance of application steps
- Increased use of the CDOP Safety Method

Students will complete repeated hands-on practice throughout the program to strengthen technical mastery and professionalism.

## 7. GOAL Model MUA Pricing Scale

Graduation Day Final Application Scoring:

0–49 Points

Charge \$10–\$20 per face.

Keep practicing and investing in your craft.

Take additional makeup training classes.

50–60 Points

Charge \$30–\$50 per face.

Continue practicing and investing in your artistry.

61–79 Points

Charge \$55–\$75 per face.

Take advantage of masterclasses and additional certifications.

80–100 Points

Charge \$90–\$175 per face.

Develop your signature look and charge premium rates.

Students may receive opportunities to:

- Accept clients at GOAL Model Beauty & Style Studio
- Collaborate on future GOAL Model productions and projects

Scoring Categories:

- Quality of Artistry & Use of CDOP Safety Method
- Timeliness
- Kit Quality
- Professionalism
- Customer Service

## **8. Policies & Resources**

Attendance & Late Work:

Students are expected to attend all scheduled classes and arrive on time.

Professionalism:

Students are expected to maintain professionalism, cleanliness, and respect during all sessions.

Academic Integrity:

All work must be original and demonstrate honesty and professionalism.

Accommodations:

Students requiring accommodations should contact the instructor before the program begins.

## **9. Program Investment**

Makeup Artist Certification – \$3,000

Makeup Certification & Business Basics – \$3,600

Required Deposit – \$500

Flexible payment arrangements may be available.

**YOUR FUTURE IN BEAUTY STARTS HERE**