



# 彩妆艺术与造型

## Makeup Artistry & Styling (PBSMS)

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## 20个月课程

### Months Course

- ▲ 80% 实践训练  
80% *Practical Skills*
- ▲ 20% 理论  
20% *Theory*
- ▲ 教学媒介语以中文为主，英文为辅  
*Medium of Instruction: Chinese & Simple English*
- ▲ 16岁以上即可报读，无需入学资格  
*Entry Requirement: 16 Years Old & Above*
- ▲ 课程的收费不包含彩妆、美甲、美发、美容产品及用具。  
*The course fee does not include cosmetic products and tools.*

本课程将栽培学生成为专业彩妆师，课程涵盖美容、时尚、新娘化妆、舞台、特效与发型设计的所有领域。

This course will train our graduates to be a Professional Makeup Artist. All areas from Beauty, Fashion, Bridal Makeup, Stage, Special Effects and Hairstyling will be covered.

此技职课程结合彩妆师必备技能、发型设计技巧、美容必备技能、美甲技巧、形象设计技能、时装设计技能、高级摄影彩妆(新娘、时装及走秀)，以及整体睫毛嫁接技能，全面培养学生在美妆与造型行业的专业能力。

This Vocational Course combines Makeup Artist Essential Skills, Hair Styling Techniques, Beauty Essential Skills, Nail Art Techniques, Image Designing Skills, Fashion Designing Skills, Holistic Lash Extension Skills, and Advanced Makeup for Photography – Bridal, Fashion, and Runway.

### 学生将学习 / Students will learn and be able to:

- ▲ 培养从基础至彩妆设计的实务能力，并以制作个人专业特辑作为学习总结。  
Develop their practical ability from fundamentals to makeup design and culminate with the production of a professional student portfolio.
- ▲ 在进行彩妆活动时，如何利用个人艺术天份与创意，结合梦幻彩妆，创造具全新创意的时尚外观。  
How to use their artistic talent and creativity in their makeup creations for complete creative fashion looks incorporating fantasy makeup.
- ▲ 新娘彩妆 – 成为专业新娘彩妆师所需具备的所有创意与技能，包括最流行的欧洲及亚洲等区域的新娘彩妆技能。  
Bridal makeup - All the creative and technical skills you need to be a professional bridal makeup. The popular bridal makeup techniques such as European, Asian etc.
- ▲ 研究时尚彩妆最新潮流的同时，学习摄影彩妆及时尚彩妆技巧。  
Makeup for fashion and photography, while examining and practicing the latest trends in fashion makeup application.
- ▲ 基本彩妆 – 各种自然彩妆、派对彩妆及新娘彩妆。  
Basic makeup-various natural makeup, party makeup and bridal makeup etc.
- ▲ 剧院和舞台化妆 – 用于表演、芭蕾舞、歌剧等。彩妆师的创意和技巧可用来创造特定角色。  
Theatre and stage makeup - used in shows, ballet, opera etc. The makeup artist's creativity and skills are used to create the desired character.
- ▲ 电影与特效化妆 – 将化妆师引入古代、当代及未来角色的梦幻世界里。化妆师协助演员塑造该角色所需的外表。  
Film and special effects - takes the makeup artist into a fantasy world with characters from the past, present and future. The makeup artist's task is in helping the actor complete the outer appearances of their character.
- ▲ 将美发与彩妆结合 – 改造外在形象，将美发与彩妆的最佳元素结合，形成深入与全面的培训，以迎合时尚、美容、商业、发型及新娘彩妆的发展趋势。  
Combined hair and makeup - a makeover and now incorporates the best elements of hair and makeup for intensive and comprehensive training for a career in fashion, beauty, commercials, session styling or bridal.
- ▲ 美甲 – 学习技能包括指甲洁净、修剪及抛光。此外也有资格提供指甲接长、人造指甲及水晶甲，基本上可从事任何与美甲有关的工作。  
Nail Art - skills includes cleaning the nails, trimming, and polishing. Also qualified to give nail extensions, apply artificial nails, acrylic nails, and basically do anything else connected with the beautifying of the nails.

## 课程内容 | COURSE OUTLINE

- 基础彩妆技巧  
Makeup Techniques Fundamental
- 基础发型设计技巧  
Hair Styling Techniques Fundamental
- 基础美容技巧  
Fundamental Beauty Techniques
- 摄影与数码影像  
Photography & Digital Imaging
- 商业营运与客户管理  
Business & Client Management
- 新娘彩妆艺术与发型设计  
Bridal Makeup Artistry & Hair Styling Artistry
- 创意配饰设计  
Creative Accessories Design
- 美甲护理与美甲设计技巧  
Nail Care & Nail Art Design
- 基础特效化妆  
Special Effects Makeup Fundamental
- 与工作相关的软技能  
Work-Based Soft Skills
- 职场英语  
Workplace English Communication
- 案例分析  
Case Study
- 高级时装化妆与发型设计  
High Fashion Makeup & Hair Styling
- 基础面部彩绘技巧  
Fundamental of Face Painting Techniques
- 高级面部及人体彩绘技巧  
Advanced Face & Body Painting Skills
- 戏剧奇幻与恐怖妆容  
Theatrical Fantasy & Horror Make-up
- 前卫发型设计  
Avant-Garde Hair Styling
- 时尚采样方法与缝纫技巧  
Sampling Fashion Method & Sewing Skills
- 专业特效化妆  
Professional Special Effects Makeup
- 基础整体睫毛嫁接  
Holistic Lash Extension Fundamental
- 高级化妆艺术展（毕业制作）  
Advance Make-up Artistry Exhibition (Major Project)

\* Please note that the modules listed are indicative and may be subject to change.



## 评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供彩妆艺术与造型的理论20%与实践80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Makeup Artistry & Styling skills, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups or individual to complete their projects.



## 考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK

英国国立西苏格兰学院高级专业文凭

Advanced Diploma awarded by West College Scotland, UK



## 就业前景 | CAREER PATHWAYS

彩妆师、美甲师、电影特效彩妆师、新娘化妆师、彩妆督导员、造型师、舞台化妆师、形象设计师、商业广告彩妆师、发型设计师、形象顾问等等。

Makeup Artist, Nail Technician, Special Effect Makeup Artist, Bridal Makeup Artist, Makeup Supervisor, Image Designer, Stage Makeup Artist, Stylist, Commercial Makeup Artist, Hair Stylist, Image Consultant, and etc.





培养从基础至彩妆设计的实务能力，并以制作个人专业特辑作为学习总结。  
Develop their practical ability from fundamentals to makeup design and culminate with the production of a professional student portfolio.



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