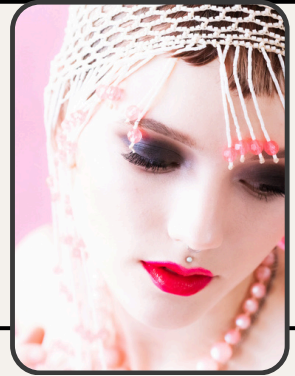
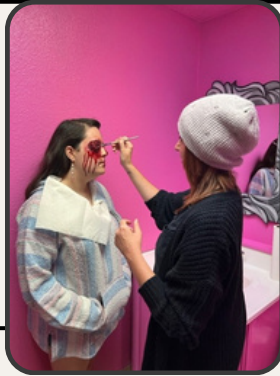




# **SOUTHWEST**

*MAKEUP INSTITUTE*

2024 SCHOOL  
CATALOGUE



HELLO!

SOUTHWEST MAKEUP INSTITUTE is a professional makeup artistry institution that offers an immersive, flexible program making a career in makeup artistry accessible to anyone with any lifestyle. Our education opportunities are geared towards individuals with a serious passion for makeup and a desire to hone in their skillset and prepare for a successful career in film & TV, bridal, beauty, or editorial industries. We take our job very seriously shepherding the next generation of working PROs through our incredible mentorship program: A 4 week immersive concentration in the field of makeup artistry with a reputable, seasoned PRO.

Our course covers all aspects of professional makeup artistry and our on-the-job mentorship training prepares our students to hit the ground running upon graduation.

Are you ready for it?

**Southwest Makeup  
Institute  
6821 Montgomery  
Blvd. NE Suite E  
Albuquerque, NM  
87109**

**Open by  
appointment only**

**Approved as an  
Exempt Private  
Institution by the  
New Mexico  
Department of  
Higher Education**

# 12 Week Course

## 8 WEEKS OF COMPREHENSIVE CORE EDUCATION

**Weeks 1-4** cover every aspect of beauty from sanitation and tool/kit specifics, to our Base Method and Bridal Makeup Mastery, Avant Garde, High Fashion, and Mixed Media Makeup.

**Weeks 5-8** cover every aspect of film and TV production makeup from wound washes and bruising, cuts, scratches, gashes, and Western makeup to set etiquette, script reading, and continuity. In week 8, students complete a certification exam and exit interview.

## 4 WEEK MENTORSHIP

**Weeks 9-12** are comprised of an on-the-job work training mentorship with one of our partnered vendors: A long list of the most talented, seasoned, and reputable professional makeup artists in the state.

## WHAT YOU'LL GAIN

Upon graduation, you'll become a member of our amazing creative community of working professional artists; a support network built to help you succeed.

- A fully built professional resume
- 15 Union days for the IATSE Local 480 chapter
- Professional Makeup Artistry Certification

## JOB OPPORTUNITIES

Southwest Makeup Institute is also a resource for local beauty businesses, providing immediate job placement for well qualified graduates. **\*We do not, however, guarantee employment.**



# MEET THE OWNER

Noël Dalton has been a working makeup artist since she turned 18; apprenticing for a private label head artist to launch a new makeup line. She has “dipped a toe” in all aspects of the industry; working in Film & TV, brand representation, freelance makeup artistry, commercial & editorial work, and LOTS of bridal and beauty makeup. Throughout her almost 18 year career, Noël has had the opportunity to work with celebrity clients, travel with an internationally published photography team around the nation, build education programs for local beauty schools and train hundreds of aspiring MUAs.

As the only PRO makeup artist in the state teaching progressive courses for MUAs for the past 15 years, she was the perfect candidate to launch New Mexico’s first and only makeup school: Southwest Makeup Institute. The school was founded with the desire to offer amazing education opportunities in order to create a gainfully employable workforce to the local film industry. Over the past 5 years, Southwest Makeup Institute has made countless connections to support their students, including the ability to grant graduates **1/2 of the required film union days for union membership.**

Noël is passionate about makeup artistry, but even more passionate about helping others establish the creative career of their dreams.

# PROFESSIONAL MAKEUP ARTISTRY CERTIFICATION

**Length:** 12 WEEKS

**Duration:** Self-paced, remote theory  
& fundamentals done via Google Classroom weekdays

## **Sunday 10:00am - 3:00pm x 8 weeks**

Hands-on clinical practice following instructor demos. Model portfolio shoot done at the end of class time. \*Certification exam and exit interviews will take place on the last Sunday. Student's final books and styled shoots due the last Friday of 4-week mentorship term.

## **Mentorship - Days of the week vary x 4 weeks**

An on-the-job training with one of our vetted and approved partners. Students will participate in a wide variety of opportunities including opera, weddings, photoshoots, and productions.

## **Tuition**

Non-refundable registration fee

**\$500.00** \*Amount is deducted from tuition.

**\$3,850** per 12-week program

\*Processing Fees applied for online payments

\*\*Payment plans are available

Program Materials Included: Professional Makeup Kit, Course Handouts, Curriculum, Student Workbook, Portfolio Shoot and Images, Professional Discounts, Professional Certification.

# CURRICULUM

**Week 1** - Sanitation, kit exploration, workstation setup, intro to ethics, brushes & tool kit basics, facial anatomy & bone structure mapping, eye shapes, beauty makeup

**Week 2** - Color theory, bridal makeup mastery, mature makeup, advanced industry ethics & expectations

**Week 3** - Editorial makeup, advanced makeup, intro to mixing mediums, producing a styled photoshoot

**Week 4** - Mixing mediums & mixed media makeup, makeup through the decades, avant-garde & high fashion makeup, high fashion & decades projects

**Week 5** - Union membership, chain of command, set etiquette & continuity — Applications: Western Week, male grooming/facial hair modification

**Week 6** - “Out of the Kit” special effects: Cuts, scratches, veins, burns, bruising, black eye

**Week 7** - “Out of the Kit” SFX continued; tattoo cover & application, intro to prosthetic “transfers”

**Week 8** - Certification exam, student exit interviews, final styled shoots, makeup business presentations

# ADMISSIONS

## **Requirements.**

- No course prerequisites.
- Students must be 18 years of age or older at the time of enrollment and provide proof of age (Driver's License or State ID).
- Under 18 years of age is accepted only with parental consent.
- High school reading level is required.
- A criminal background check is not enforced.
- Registration Fee. Upon registration, there is a NON-REFUNDABLE REGISTRATION FEE of \$500.
- Contact. You can contact admissions directly by emailing the Director of Education: [Support@southwestmakeupschool.com](mailto:Support@southwestmakeupschool.com) or calling 505-288-6827

# NOTICES

**Southwest Makeup Institute** is not accredited by a US Department of Education recognized accrediting body.

**Right of Reschedule.** Southwest Makeup Institute reserves the right to reschedule a class or course if deemed necessary and with good cause.

**Job Placement.** Though we have a mentorship program and alumni support, Southwest Makeup Institute does not guarantee job placement for those completing our workshops or program.

**Union Days.** Southwest Makeup Institute does not guarantee union entry or job placement in the Film & TV production industry. Students will be required to complete and submit their own union application, including completion of the total union days required, which is currently 30 days. Our program offers 15 union days, or 1/2 of the required days, without having to work on a union-covered production.

**Complaints.** We believe in strong student relationships and that all conflicts can be resolved with us directly. However, If you feel you have made all attempts to settle a conflict with our school and it's not to your liking, COMPLAINTS AGAINST THIS SCHOOL MAY BE REGISTERED WITH THE NEW MEXICO DEPARTMENT OF HIGHER EDUCATION: 2044 Galisteo St #4, Santa Fe, NM 87505



# Code of Conduct:

Students are expected to adhere to a professional code of conduct. Respect instructors, staff, and fellow students. Maintain a positive and inclusive learning environment. Attend all classes and mentorship sessions punctually.

In the event students are falling behind on weekly course work, and not arriving to clinical practice days prepared and ready to work, they will receive a written warning. 3 warnings result in termination from the program, no exceptions. No refunds will be given in the event of termination from the program, no exceptions.

## **Rules and Regulations:**

- Use of mobile phones during class is prohibited. Lab and equipment safety protocols must be followed.
- Respect the confidentiality of class materials and fellow students' work.
- Adhere to the dress code during hands-on practical sessions. Dress code is as follows:  
Black clothing only (logos, embellishments, designs may be in color as long as the garment is professional and the base is black)

Comfortable, clean shoes; no crocs or tennis shoes (may be activewear shoes as long as they are clean and look professional.

No tank tops

Crop tops must look professional and be paired with a cardigan or something over it

No open toed shoes

Hair and makeup must be done – it may be minimal, but please do not come to clinical practice days or mentorship sessions looking like you rolled out of bed or didn't have time to arrive styled and ready.

Yoga/activewear pants are acceptable if styled professionally.

Black jeans are acceptable

No hoodies

## **Payment:**

Tuition fees are due before the course start date. Payment plans may be available upon request. Late payments may incur additional charges. Students with active payment plans must be making agreed upon payments by their due date or their school attendance will be paused until payment resumes. Tuition is required to be paid in full no later than the last day of Core classes. Students with unpaid tuition will not be allowed to move on to their mentorship phase. Certification and union days will be withheld until all fees are paid.

### **Dropping from the Course:**

Students may be dropped from the course for the following reasons:

- Continuous violation of the code of conduct, including unprofessional behavior.
- Non-compliance with safety & sanitization regulations.
- Failure to meet attendance requirements (Students are required to attend all Sunday hands-on practice sessions.)
- Outstanding unpaid fees.
- Substantial unprofessionalism, which may include disrespectful behavior, harassment, or any conduct deemed inappropriate by the institution.
- Consistent failure to complete assignments and projects as outlined in the curriculum.
- Failure to adhere to the confidentiality clause, including the unauthorized sharing of course materials.

The institution reserves the right to assess each situation on a case-by-case basis and take appropriate action, which may include dismissal from the course and withholding certification.

### **Work-Study Mentorship Training:**

The mentorship phase involves practical training in a real-world setting. Students are expected to actively participate, demonstrate learned skills, and seek guidance from mentors. Completion of the mentorship phase is essential for course certification.

Responsibilities during this phase may include but are not limited to:

- Observation-only opportunities
- Hands-on opportunities
- Errands for your mentor
- Washing brushes
- Organizing kit items
- Resetting workstations by cleaning the area and removing & cleaning/disinfecting items
- Cleaning, organizing
- Whatever help your mentor requires
- Anticipating and filling visible needs for help or assistance

### **Certification:**

Successful completion of core classes and work-study mentorship training is required for course certification. Certification is based on attendance, performance, and adherence to the code of conduct. In the event a mentor is unhappy with the student's performance during the 4 week term, a complaint may be submitted to the institution and you may be required to complete a 2nd 4 week mentorship term. Reasons you would be required to complete a second mentorship term:

- Consistent punctuality issues
- Arriving with attitude
- Failure to comply with the mentor's needs or requirements set forth during the term
- Unprofessional attitude, personal appearance, or lack of participation

**Refund Policy:**

Tuition fees are non-refundable after the course has commenced. Students who wish to withdraw from the course before the start date may be eligible for a partial refund, subject to the following conditions:

- A written request for withdrawal is submitted at least 1 week prior to the course start date.
- An administrative fee of 10% may be deducted from the refund, plus the nonrefundable \$500.00 registration fee.
- No refunds will be issued after the course has commenced, except in cases where the institution cancels the course.
- In the event of course cancellation by the institution, a full refund of tuition fees will be provided to enrolled students.
- Refunds will be processed within 60 days of the institution's receipt of the withdrawal request.
- Refunds will be issued using the original payment method.

**Confidentiality:**

Students acknowledge that course materials, including but not limited to lectures, presentations, demonstrations, and proprietary information provided by the institution, are confidential and the exclusive property of the course. Students agree not to share, reproduce, distribute, or disclose any course materials to any third party without the explicit written consent of the institution. Remote learning components, including online lectures and virtual discussions, are also covered by this confidentiality clause. Any violation of this confidentiality agreement may result in immediate dismissal from the course, legal action, and other appropriate consequences.

Students further understand that the sharing of confidential materials may compromise the integrity of the course and the learning experience for others.

# *THANK YOU*

WE'RE EXCITED TO GET TO KNOW YOU!



**SOUTHWEST**  
*MAKEUP INSTITUTE*

**EMAIL**

hello@southwestmakeupschool.com

**WEB**

southwestmakeupinstitute.com