



SFX, Makeup & Hair for Film & TV

Technical handbook 2025

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Sponsors

Coleg Cambria

WorldSkills UK

WorldSkills UK is an independent charity and a partnership between employers, education and governments. Together, they are raising standards in apprenticeships and technical education to enable more young people get the best start in work and life.

They are leading the charge to ensure that all young people have equal access to high quality apprenticeships and technical education, by:

- inspiring young people through their careers advice resources, to choose excellence through apprenticeships and technical education as a prestigious career route on their path to reaching their potential, whatever their background.
- developing excellence in young people by testing and assessing their skills and knowledge against their peers through their national and international competitions programmes, improving their confidence and potential.
- innovating to mainstream global excellence to help improve the standard of teaching, training and assessment through international benchmarking to help young people, employers and the UK economy succeed.

They are also part of WorldSkills, a global movement supported by over 80 member countries, which celebrates young people achieving world-class standards in the biennial 'skills Olympics'.

[This link](#) can be used to access more information about WorldSkills UK and the work it undertakes:

Sector Overview

SFX, Makeup artists for Screen use the human body as a canvas to create a desired character or appearance through the skilful use and application of makeup, hair styling, wigs and SFX or prosthetics under strict time constraints. They need to have a range of common makeup artistry skills including special effects as well as natural and high fashion, they spend hours developing their model into the desired finished product.

The competition focuses on the role and tasks of a Makeup Artist working in TV, Film and the media, working on a given theme over a number of hours using the specialist skillset needed for the creative industry sector with excellent attention to detail and the ability to work well under pressure – all whilst demonstrating patience, concentration, good time management and excellence in client care.

Career Pathway

Career options for available include, becoming a makeup artist, doing clients for evenings and events, bridal makeup, makeup for photo shoots and editorial makeup, fashion shows and e-commerce along with starting a career as a trainee in the TV and Film industry or Theatre.

Competition Cycle

Date	Stage
3 March-28 March 2025	Registration
March- 25 April 2025	Entry
April – 27 June 2025	National Qualifier
10 July	Announcement finalist
October	Bootcamp
25-27 November 2025	National Finals

Competition Overview

About the Competition

This competition assesses the skills and abilities of competitors entering the field of Creative Media Makeup and Special Effects, Makeup and Hair for Film and TV.

This competition consists of:

- An Entry stage, a remote assessment in which you must complete work in your own time and submit this for judging;
- A qualifying heat, which will be face to face
- You must attend and complete a series of tasks on a specific day, or a set of tasks that you will be sent and must be completed within a given timescale;
- A UK national final, taking place in November as part of WorldSkills National Finals.
- Selection for International

Core competencies

Competitors taking part in this competition should be able to demonstrate the following competencies:

- Professional demeanour
- Safe working practices
- Professional attitude
- Effective interaction with the client
- High level of skill and dexterity
- Management of time allocation
- Ergonomic working methods

Qualifications

This competition is mapped out and suitable for those on L3 qualifications in media and hair makeup , hair styling/wig making such as:

L3 production arts hair styling and wig making for performers

L3 diploma in media make up creative hair design

Students who are not currently studying hair but have experience or previous qualification may apply where tutors feel student has the skills necessary to participate in competition.

Assessment Criteria

For this competition, the breakdown will help in how you can go from being competent in the skill to excellent and what the judges will be looking for.

Core Competence	Competent	Excellence
Professional demeanour	Competitors should present with a clean, tidy professional appearance. Hair, makeup and outfit should be suitable for an industry job.	Competitors should appear enthusiastic, courteous and respectful of others. Stay relaxed and calm giving the appearance of confidence. No matter what a competitors style, their appearance should be immaculate, chosen makeup should be flawless and excellently applied, hair should be appropriately styled, out of the face, not trailing onto clients. Clothes should be clean and well fitting

		allowing for movement whilst working. Shoes should be flat and comfortable.
Safe working practices	Competitors need to show safety with equipment, products and their surroundings.	Competitors should be able to display their knowledge of safe practice, inclusive of hygiene, brushes should not appear stained, all products and equipment should be clean and tidy, labelled correctly. There should be no trip hazards. Chairs positioned correctly for posture. There should be care taken when working on eyes and face, competitors using too much pressure or poor technique look unprofessional.
Professional attitude	Competitors should be able to deal with the competition with a good attitude towards their work, the judges and other competitors.	A friendly approachable attitude showing confidence without being cocky. Being respectful of models and their comfort. Competitors who instruct models clearly and concisely with a friendly manner, appear more professional. Looking fed up and bored, over confident or over excited seem unprofessional.
Effective interaction with the client	Competitors should show a professional attitude towards their models. Respect should be obvious, making sure of their comfort at all times.	Clients/models should be given instructions and spoken to throughout. Explaining steps too them helps them be a better model and enables a professional working environment.

<p>High level of skill and dexterity</p>	<p>Competitors should be able to show a high level of makeup, body painting, hair, prosthetics and design skills. Each mandatory specified task should be carried out to a professional standard.</p>	<p>Practicing on multiple occasions enables a quicker, more confident and more professional application. Competitors who work quickly and confidently in a controlled manner appear more professional.</p> <p>Research all technical aspects. Realism is key.</p> <p>Hair should be perfectly wrapped for bald cap application, cap edges should be smooth and seamless.</p> <p>Prosthetic edges should be blended seamlessly.</p> <p>Makeup should be flawless and suit the brief, be applied with precision and perfectly colour matched.</p> <p>Hair and wigs should be professionally styled, applied and be realistic to the eye.</p> <p>A creative interpretation shown on a mood board presented professionally to industry standard.</p>
<p>Management of time allocation</p>	<p>Competitors should be able to complete tasks on time, showing confidence in their work.</p>	<p>Competitors should not appear to rush or panic. Practice before hand helps to know the routine and timings for each step of the design. Appearing to work effortlessly in a controlled but swift way appears more professional.</p>
<p>Ergonomic working methods</p>	<p>Competitors should be able to show they are working in the best</p>	<p>Competitors should think carefully about the set up of the working station to</p>

	<p>possible way with the space provided, Work stations and equipment should be set up and kept in a suitable manner throughout.</p>	<p>enable the most professional presentation. Is everything easily accessible to allow for the quickest and easiest application, chairs in the correct position and height.</p>

Entry Criteria

- Competitors must be familiar with the core competencies and be currently studying for an appropriate Level 3 Makeup qualification.

Competition specific rules

- Female models can be topless, but pre-applied nipple pads must be worn for any body painting.
- Make up must cover only where specified in your brief.
- All make up mediums can be used, as long as it is applied hygienically and safely i.e. airbrushing, water colour, cream make up etc.
- Bald caps and prosthetics, where mandatory must not be pre-adorned or pre painted. Hair should not be pre wrapped or styled.
- Wigs, blocks and all products and equipment should be provided by the competitor or college.
- Costumes, if used, must be designed and made by the competitor. Costume must not cover work where specified.
- Mood Boards must be displayed during competition, these can be digital providing the display stays live for the entire competition and it does not take up space needed for your working process.
- Competitors and models are expected to work in a professional manner throughout the competition.

Pre-competition Activity

Before registering to enter students and apprentices to take part in a WorldSkills UK Competition, it can be helpful to enable them to practice, test and challenge their technical and mental skills by getting involved in pre-competition activity. As well, the following activities could be used to support prospective competitors to get a feel for what will be expected of them in a WorldSkills UK Competition, whilst still in an environment with which they are familiar:

- On and off the job training and work experience
- WorldSkills UK or other externally run competitions
- Internal competitions e.g. internal to an employer, specially designed competitions - using WSUK competition briefs
- Local competitions e.g. in colleges and training providers.

Digital Badges



As recognition of the participation and achievement of learners who take part in the competition you will be awarded a Digital Badge from WorldSkills UK. This credential has been awarded to those who have participated in our competition-based training programme. In taking part in this programme there has been a commitment to developing technical, employability and personal skills to a high standard using benchmarked assessments, leading to higher skills development. At each stage of the competition activity there has been personal and professional growth as well as developing skills, knowledge and behaviours in vocational and technical education.

The digital badges are sent via Credly to your email and can be shared on social media platforms and in your email signature. For a short outline of the value of Digital Badges, look at our short video at <https://www.worldskillsuk.org/digital-credentials/> (45 secs).

Entry Stage

Competitors will be required to complete 2 SFX, Hair & Make-Up designs which reflect a Brief. Provide evidence of the realised designs along with evidence of understanding the brief, the industry and the role of a Makeup Artist.

National Qualifier

Competitors will be required to complete 4 separate tasks to include, styling textured hair, bald cap application, use a combination or makeup, postiche and or prosthetics to age a face and the safe and professional removal of all of the above.

National Final

Phase 1 of the finals for 2025

For phase one of this final event, you will be expected to recreate some facial bruising and superficial injury from a picture you will be given in advance.

Phase 2 of finals - LIVE 2025

For phase 2 of this final event, you will be expected to, wrap the hair of your model ready to fit a wig, block, style and apply a wig to suit a previously given brief.

Phase 3 of finals - LIVE 2025

For phase 3 part 1 of this final event, competitors must design and produce a 1 minute presentation video as if for a pitch to secure the role of hair and makeup artist on a commercial job with a previously given brief, giving insight into your thought and design process along with championing one way of making the makeup industry one step cleaner or greener (this opinion does not need to correlate with your design for the competition).

For Phase 3 part 2 of this event, Competitors will be required to design and realise a creative face and upper body piece along with matching hair design from the previously given brief, (this could be an advertising campaign or TV show or movie character.) Competitors should also design and display a professional standard mood board.

Judges Top Tips

- Practice as many times as possible beforehand, timings are everything when it comes to competition.
- Practice all skills, a good SFX, Hair & Makeup Artist needs to be competent at a good range of skills.
- Don't over complicate your design, do what you know you can do to an excellent standard in the time given.
- Don't rely on hiding shoddy work under costume, you're being marked at every stage, poor workmanship will be spotted.
- Check all equipment beforehand, along with making sure you have absolutely everything you need.
- Be aware of models' comfort throughout.
- Research to the fullest. Judges want to see that you understand your craft.
- Always be aware of H&S plus Hygiene rules. Covid-19 Rules must be strictly adhered to where appropriate.
- Enjoy the experience, don't worry about what other people are doing, concentrate on your work.