

# Mission Statement for Project

For far too long traditional modes of teaching theatrical makeup within university training programs have privileged the global minority. Historically, mass media and the cosmetics industry have defined beauty norms by featuring lighter skin tones and smoother hair textures.

It is time to disrupt these norms and model the best, most inclusive practices we want to see in the industry.



# University of Michigan Project Team / Partners

## Professor Sarah M Oliver

- Dept. of Theatre & Drama, costume technology & design
- PI- MOOC, Center for Academic Innovation & CRLT Faculty Development Fund grant



## Professor Christianne Myers

- Dept. of Theatre & Drama, costume design
- PI- Arts Initiative grant

## Center for Academic Innovation

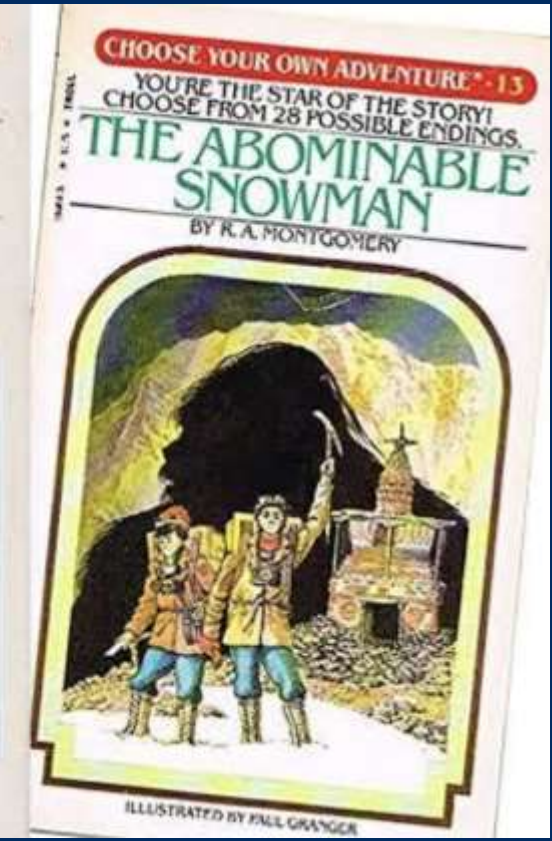
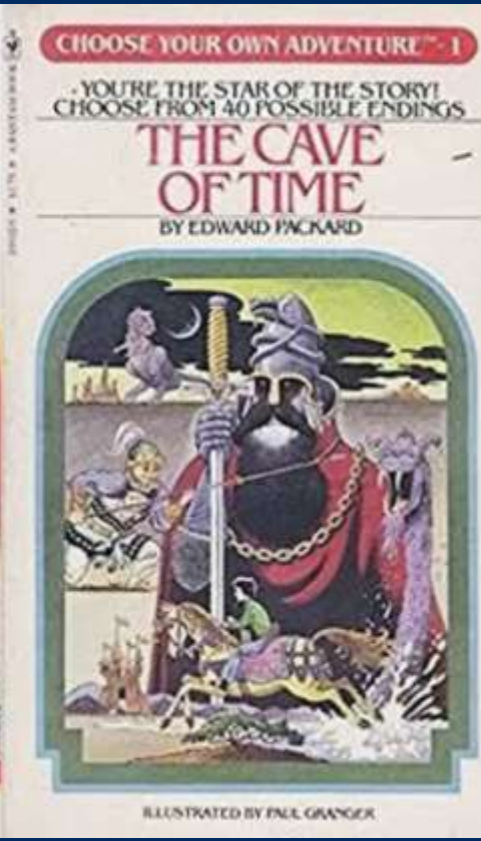
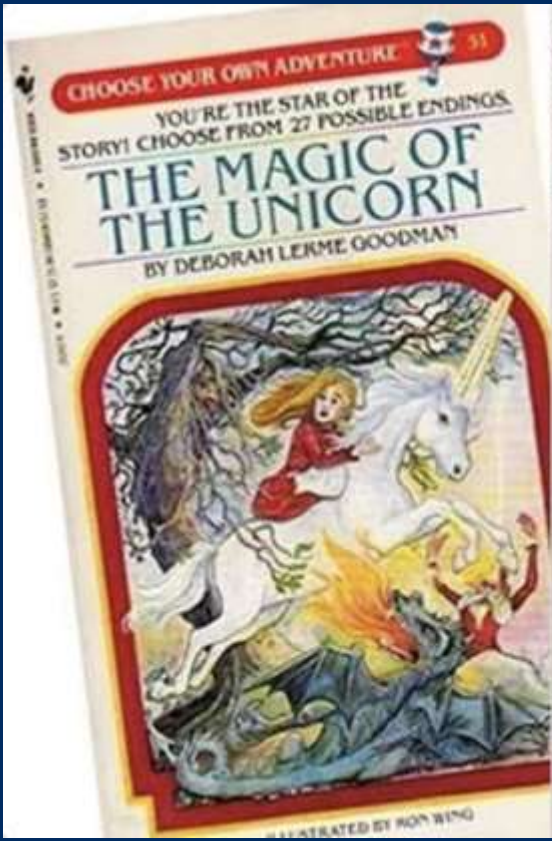
- Jae Schueren, Project manager
- Jacob Aguinage, Learning Experience Designer
- Micah Vanderhoof, Media Designer

# Goals: Creation of Massive Open Online Course (MOOC)

- Reach a global community of learners, including secondary schools and community theatres.
- Exponentially increase access to our current performance and production majors in a “choose your own adventure” structure.
- Allows students and/or instructors to tailor their learning to the skills they need at the time.




# Course “Choose Your Own Adventure” structure



# Course Skills and Techniques

## Who this course is for:

- Ideal for performers or professionals looking to apply hair and makeup on diverse casts for live performances and on-camera work. Individuals with only minimal experiences applying makeup and doing hair can greatly benefit.



**Zahara Fuller (she/her/hers)**

High School Student | Detroit, Michigan | 16

*"I love theatre, it's my favorite part of school. But our drama teacher only seems how to do makeup on the white kids, and our school can't afford another teacher who knows how to work with people like me."*

**Engagement**

Few hours  Unlimited Time

New  Experienced

Skim  Thoroughly Read

Distracted  Focused

Mobile  Desktop

**Summary**

Zahara knows that there are hair and makeup techniques for the BIPOC students in her school. They are evident in the local salons and beauty shops all around her neighborhood, but she doesn't see these skills permeating her classroom or teachers' curriculum.

**Educational Background**

- Sophomore at King High School
- Does own makeup for school and most of her play performances

**Learner Motivations**

**Appreciates**

- Multi-step directions broken into one action per step
- Lecture videos broken into small chunks (7-10 mins)

**Avoids**

- Long lecture videos (more than 10 mins)
- Complicated diagrams or graphs

**Accessibility Needs/Other Considerations**

- New to MOOCs, found course through a Google search
- Hard of hearing, relies of closed captioning at times

Secondary

# Course Skills and Techniques

## Learning Outcomes:

- Learn foundational techniques for applying stage makeup for all complexions and bone structures.
- Learn inclusive language and basic techniques for theatrical hair and wig preparation.
- Analyze text and utilize color theory to develop characters through makeup and hair application.



**Secondary**

### Olivia-Rose Ponce (she/her/hers)

High School Teacher | Brooklyn, New York | 40

*"I've always wanted to teach in the schools I attended as a kid, but now that I'm here I feel that my teaching experience hasn't prepared me well enough to prepare black and brown students in makeup and hair prep."*

#### Engagement

Few hours  Unlimited Time

New  Experienced

Skim  Thoroughly Read

Distracted  Focused

Mobile  Desktop

#### Summary

Olivia-Rose taught for nearly 20 years in upstate New York, after earning her teaching certification from NYU. She felt confident in her teaching skills. She's moved back to her childhood home of Brooklyn to share her knowledge with students like her, but now sees her experience is primarily with white students and isn't sure how to transfer those skills to the full range of diverse New York students.

#### Educational Background

- B.A. Performance Studies from NYU
- M.A. Education Theatre from NYU
- High School Teacher for 16 years in upstate New York

#### Learner Motivations

##### Appreciates

- Varied assessment types (not just quizzes)
- Ability to earn a certificate

##### Avoids

- Visual clutter
- Caucasian-centric instructional examples

##### Accessibility Needs/Other Considerations

- Working on course as professional development
- Unfamiliar with MOOCs, resources need to be easy to find

# Guest Contributors



**Alex Michaels**  
Drag Artist Alexis Michelle  
University of Michigan Alumni



keup

maels  
Michelle and UM Alum



# Course Video Example





# Couse Practice Guides & Exercise Examples

Demonstration of Old Age Makeup

## Shadow



- After you apply your base foundation layer, you can begin adding shadow to emphasize the recessed parts of the face.
- You should use a color slightly deeper than your skin tone.
- Begin applying foundation with a makeup sponge along the side of the forehead and along the contour of your cheekbone.

Demonstration of Old Age Makeup

## Shadow Lines



- Now create a shadow line under the jaw that creates a jaw line.
- This curved line enhances the contour work you did earlier.

Demonstration of Old Age Makeup

## Shadow Lines



- Next, create shadow lines around the mouth.
- These lines start on the lip and pull up and out.

Demonstration of Old Age Makeup

## Shadow Lines



Before



After

Creating the Worksheet

## Taking the Photos



Keep a neutral face- No smiling!

- Make sure the lens of the camera is at the eyeline of the model.
- Check that the crown of the head and the tip of the chin are not cropped off.
- For the profile, ensure that it is "true" and that no part of the other half of the face is visible.
- If possible, keep the hairline & ears visible.

Creating the Worksheet

## Customize the Worksheet

1. Download the pdf of the worksheet
2. Add the line drawings, scaling them to fill the space
3. Edit any labels
4. Save the worksheet!
5. Make a copy or print it out for each project



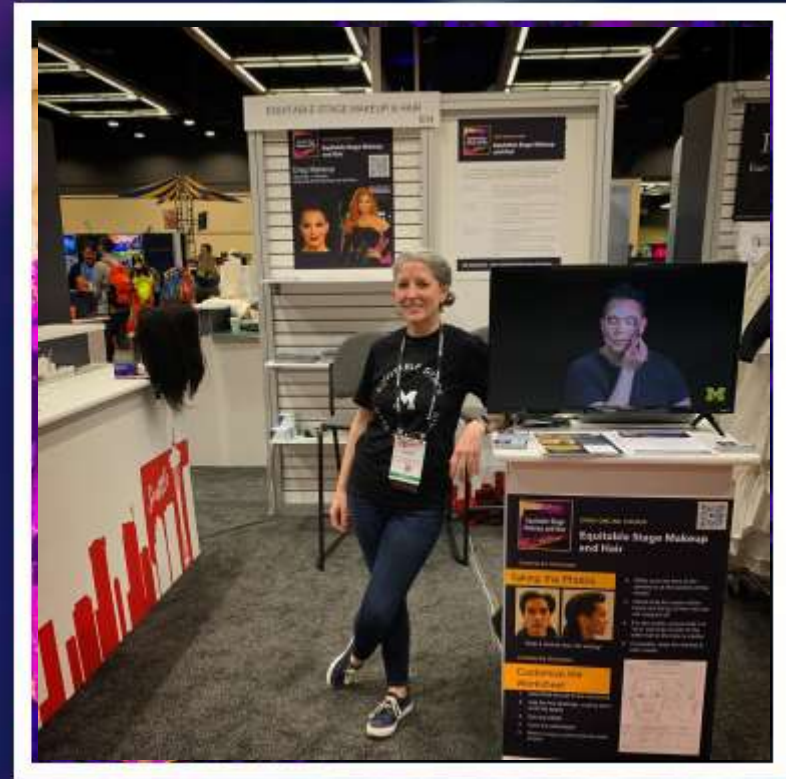
# Course Video Example



# United States Institute for Theatre Technology, 2024 Conference Seattle, WA

The United States Institute for Theatre Technology hosts an annual conference and trade Expo.

Funding from the Arts Initiative helped support our presence at the spring conference attended by 3000 members.



# Course Modules

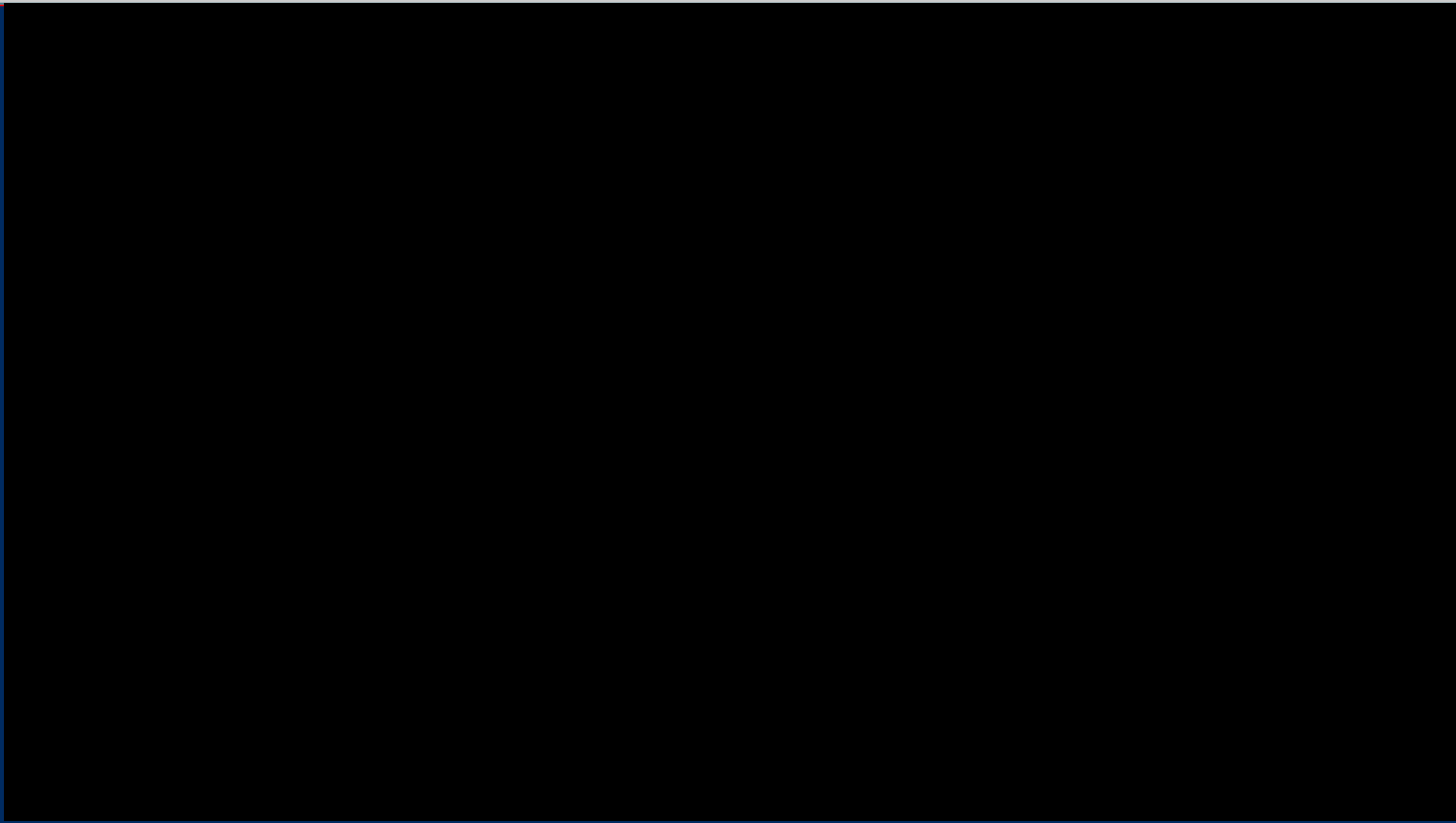
- Introduction to the course
- Module 1 – Setting the Stage (1 hour 15 mins)
- Module 2 – Designing Makeup for Your Face (4 hours)
- Module 3 - Basic Contour ( 4 hours 13 mins)
- Module 4 – Aging (3 hours 45 mins)
- Module 5 – Intro to Special Effects ( 4 hours 25 mins - OPTIONAL)
- Module 6 – Hair ( 3 hours - OPTIONAL)
- Module 7 – Drag (6 hours 20 mins - OPTIONAL)



# Camera ready for Professionals and Zoom



# Why Do This Work?



**Thank you!**

An advertisement for 'Equitable Stage Makeup and Hair'. The background is a photograph of a makeup station with purple and blue lighting. The text 'Equitable Stage Makeup and Hair' is written in large, white, bold letters. At the bottom, there is a dark blue rounded rectangle containing a yellow 'M' and the text 'FREE ACCESS'. To the right of this is a white rounded rectangle containing a yellow 'M' and the text 'ONLINE'.

**Equitable Stage  
Makeup and Hair**

**M** FREE ACCESS

**M**  
ONLINE