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# FOUNDATION IN TV, CINEMA & THEATRE

# DIFFERENCES IN TV, FILM AND THEATRE MAKEUP

## TV:

- **Characteristics:** Television screens (often HD), bright/harsh studio light
- **Techniques:** Medium to full coverage foundation (matching the skin), translucent powder, subtle contouring/highlighting, natural eye and blush tones, natural lipstick shade, setting spray

## FILM:

- **Characteristics:** Large screens/HD home theatres, lighting varies
- **Techniques:** High-definition foundation (matching the skin), setting powder sparingly, subtle/natural contouring/highlighting, natural/realistic eye and blush tones, natural lipstick shade, setting spray

## THEATRE:

- **Characteristics:** Live audience from distance, bright lighting, need for boldness
- **Techniques:** High-coverage foundation (darker color tone), setting powder generously, strong contour/highlighting, bold eye, blush and lipstick colors, setting spray

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# APPLICATION OF EACH FOUNDATION TYPE

## LIQUID MAKEUP

brush, sponge, fingers

## CREAM MAKEUP

brush or sponge for an even finish

## STICK MAKEUP

directly from the stick (blended with a brush or sponge)

## SERUM MAKEUP

dropper and blended with fingers, brush, or sponge

## MOUSSE MAKEUP

fingers or a sponge for a lightweight feel

## MINERAL MAKEUP

dense brush (ideal for sensitive skin)

## POWDER MAKEUP

brush, puff sponge

## TINTED MOISTURIZER

fingers for a sheer finish or a brush for slightly more coverage



# FOUNDATION COLORS & SHADES IN TV, FILM AND THEATRE MAKEUP

## TV:

- **Considerations:** HD cameras, bright/harsh light (potential washing out of colors)
- **Color selection:** Accurate skin tone/undertone colors (medium/full coverage)

## FILM:

- **Considerations:** Various lighting conditions, frequent change
- **Color selection:** Accurate skin tone/undertone colors (sheer coverage)

## THEATRE:

- **Considerations:** View from distance, Intense/colorful lights (can alter makeup color)
- **Color selection:** Darker skin tone colors, more pronounced colors enhancing features (full coverage)

# TOOLS TO APPLY FOUNDATION IN TV, FILM AND THEATRE MAKEUP

## SPONGES:

- **TV:** For stick, HD, cream foundation
- **Film:** Damp sponges for blending cream, liquid foundations
- **Theatre:** Stippling sponges/wedges for heavy cream or pancake foundations

## FOUNDATION BRUSHES:

- **TV:** Flat or domed, suitable for even layer of foundation
- **Film:** High-quality synthetic, for an even application
- **Theatre:** Dense/flat, for cream foundations

## CONCEALER BRUSHES:

- **TV:** Small/precise, for application and blending concealer
- **Film:** Small/precise, for application and blending concealer
- **Theatre:** Small/precise, for application and blending of concealer



# LONGEVITY OF FOUNDATION IN TV, FILM AND THEATRE MAKEUP

## TV:

- **Conditions:** Controlled studio conditions, bright/consistent lighting
- **Factors:** Several shooting hours, frequent touch-ups, lighting may cause sweat
- **Management:** Regular touch ups, essential use of primer/powder/setting spray

## FILM:

- **Conditions:** Various environment and lighting conditions
- **Factors:** 10-12 shooting hours, frequent touch-ups, sweating is a major issue
- **Management:** Frequent touch-ups are crucial, essential use of long lasting foundation/primer/powder/setting spray

## THEATRE:

- **Conditions:** Live performance setting often with hot stage lights/physical exertion
- **Factors:** Need for longevity for the entire performance, high sweat concern
- **Management:** Limited touch-up opportunities, essential use of heavy-duty primer/long lasting foundation/generous amount of powder/ setting spray

# STEPS FOR TV MAKEUP

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- ✘ Prepare/clean/moisturize the skin
- ✘ Apply primer on the skin
- ✘ Apply a medium/full coverage foundation of exact skin color
- ✘ Apply a one tone lighter concealer for eye imperfections
- ✘ Set foundation by pressing translucent powder using powder puff/large brush on the skin
- ✘ Lightly contour/highlight the face with powder or cream makeup
- ✘ Apply setting spray

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# STEPS FOR CINEMA MAKEUP

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- ✘ Prepare/clean/moisturize the skin
- ✘ Apply primer on the skin
- ✘ Apply a suitable HD foundation
- ✘ Apply an exact skin tone/slightly lighter concealer for eye imperfections
- ✘ Set foundation with a translucent powder using a brush
- ✘ Apply a light contour and highlight subtly if needed
- ✘ Apply setting spray

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# STEPS FOR THEATRE MAKEUP

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- ✘ Prepare/clean/moisturize the skin
- ✘ Apply primer on the skin
- ✘ Apply a full coverage foundation of darker skin tone and build coverage if needed
- ✘ Apply a slightly lighter tone full coverage concealer
- ✘ Set foundation by pressing a translucent powder with a powder puff
- ✘ Intense contour/highlight to accentuate features
- ✘ Apply setting spray

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# SKIN TYPES & THEATRE MAKEUP

## Skin type considerations:

- Comfort
- Longevity
- Appearance

## Adapting to skin types:

**Oily skin:** Mattifying primer, oil-free/powder based foundations, generous amount of setting powder, regular touch-ups

**Dry skin:** Hydrating primer, cream/liquid foundations, normal amount of setting powder

**Combination:** Versatile or comb of primers, balanced foundations, generous amount of setting powder on T-zone

**Sensitive:** Hypoallergenic primer, foundations free from fragrances etc. (mineral preferably), hypoallergenic setting powder