



THE MAKEUP ARTIST GUILD AWARDS ASIA PACIFIC

2023

THE DOCUMENT

ALL YOU NEED TO KNOW FOR THE AWARDS ENTRY

UNITING,
NURTURING AND
EMPOWERING
ARTISTS

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THE MAKEUP ARTIST GUILD AWARDS ASIA PACIFIC

2023

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THE 2023 MAGAP AWARD CATEGORIES

AUSTRALIAN MAKEUP ARTIST OF THE YEAR
HALL OF FAME

ARTIST CATEGORIES

STATE AWARDS - MAOTY (X5)

BEAUTY MAOTY

CREATIVE MAOTY

EDITORIAL MAOTY

MACRO MAOTY

EVENT MAOTY X 5 STATES

MAKEUP DESIGN TV COMMERCIAL / MUSIC VIDEO

MAKEUP DESIGN FOR TELEVISION SHOW OR SERIES

MAKEUP DESIGN FILM

SPECIAL EFFECTS MAOTY

NEW FORCE EMERGING TALENT MAOTY

STUDENT MAOTY

MAKEUP VIDEO OF THE YEAR

MAKEUP SHOT OF THE YEAR

THE BUSINESS CATEGORIES

EDUCATION BUSINESS OF THE YEAR

EDUCATOR OF THE YEAR (INDIVIDUAL

MAKEUP BRAND OF THE YEAR

MAKEUP ACCESSORIES BRAND OF THE YEAR



LET'S DO THIS! THE 2020 MAGAP AWARDS



WE'VE GOT YOU
EVERY STEP OF THE WAY WE'VE GOT
YOUR BACK.
HAVE A QUESTION CONTACT US.
WE ARE HERE TO HELP.

ADMIN@THEMAGAP.COM

JUDGING

WE ENSURE A FAIR ADJUDICATION
FOR ALL ENTRANTS.
WE HAVE SECURED HIGH LEVEL
NATIONAL & INTERNATIONAL
JUDGES

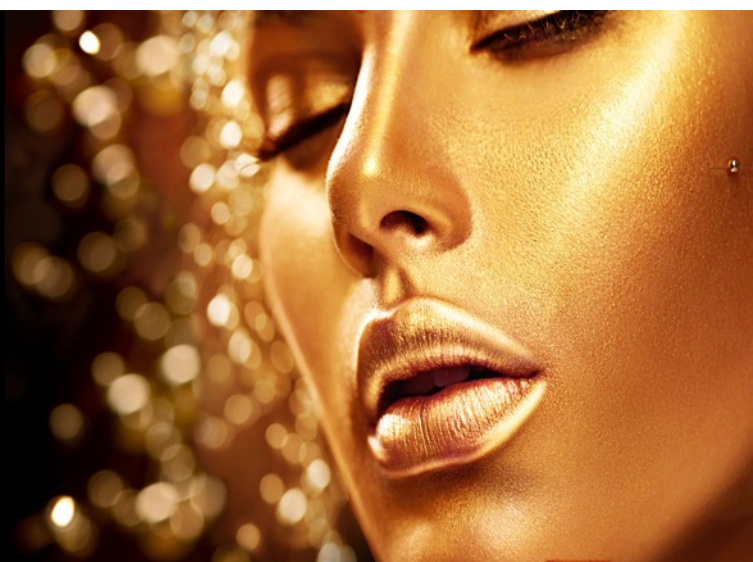


STATE AWARDS

BE RECOGNISED AND BOOST YOUR
PROFILE WITHIN YOUR HOME STATE
ENTER 2 CATEGORIES AND YOU'RE
ELIGIBLE TO ENTER THE STATE
AWARD

2023 MAKEUP ARTIST OF THE YEAR

TO BE IN THE RUNNING
YOU MUST ENTER
3 ARTIST AWARD CATEGORIES
(ONE BEING STATE MAKEUP ARTIST)



2023 MAGAP AWARDS



THE AWARDS

WE celebrate the talented achievements of industry excellence across the diverse genres of makeup artists and associated businesses within our region. When we all come together as a community we break down the barriers and work together to be stronger as an industry. The community we have created throughout our previous live events has been a major step forward in uniting our industry and appreciating the diverse set of skills all of the artists bring to the table. Our mission is to Unite, Nurture and empower artists. What better way to do that is there than to celebrate the wide range of achievements across our industry.

WHY ENTER

Being a finalist or taking out an award allows you to use the title **finalist or winner**. When marketing yourself, brand or business this is a nice accolade to have sitting next to your name. Boosting your profile inside and outside of the industry.

We celebrate and embrace diversity, uniqueness and equality.

UNITING,
NURTURING AND
EMPOWERING
ARTISTS

At the MAGAP our mission is to
UNITE, NURTURE & EMPOWER.

When we all come together we can
work towards making our industry and
the career paths within it, a sustainable
and successful future for all artists.



RULES & REGULATIONS 2023 MAGAP AWARDS

GENERAL RULES AND REGULATIONS

ELIGIBILITY

All work entered into 2023 MAGAP Awards must be created or produced during the Awards Period. **The 2023 Awards Period is 1st July 2021 – 31st JANUARY 2023 (EXTENDED)** and not previously entered into the MAGAP Awards. For Artist categories that require stills images the images may be created within awards periods or gone to print during the awards period. For TV, Film and TVC & Music Video, release must be within the awards period. For all specific requirements please see each award breakdown for detailed requirements and eligibility.

The MAGAP Makeup Artist Guild Awards Asia Pacific Awards are open to artists who are Australian or international artists who are currently residing in Australia.

Age: You must be 16 years of age or over to enter. If you're an entrant under the age of 18 a consent form by a parent or legal guardian must be signed and uploaded to your entry. The Parent and or legal guardian must agree that the official rules and regulations are agreed and adhered to for their minor.

Employees and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, of The MAGAP Business are **not** eligible to enter the awards.

Entries that do not follow the rules and regulations criteria will be disqualified and no refund will be provided. It is up to the entrant to follow and adhere to the guidelines set out in this document along with the category guidelines online. The state of the art, online awards platform will guide you through the entry process and prompt you where you have missed anything to ensure that this is an easy process. Our system will not let you submit your entry if there is missing content and is very user friendly to adhere a smooth entry process.

ENTRY SUBMISSION DEADLINE

Sunday 31st JANUARY 2023 11:59pm – judging commences on the FEBRUARY 8TH 2023

All entries must be paid in full, You can add, change or rework your entries up until the closing date 31st December 2022.

All entries, inclusive of images will be submitted via the MAGAP awards site

<https://themagap.awardsplatform.com/> from the 4th of November 2022

ONCE YOU HAVE SUBMITTED AND PAID – YOU ARE ABLE TO MAKE CHANGES UP UNTIL THE ENTRIES CLOSURE DATE

ENTERING

The awards website will guide you through your entry seamlessly. Prompting you to upload and submit for each category. The system won't allow you to submit if you have missing elements. You can work on your submission, save it and come back to working on it at any time. Once you have submitted and paid you can make changes up until the entries closure date 31st December 2022. For your written sections, we advise to create a word document for your written part of the submission and then copy and paste it into the awards platform site. This will also help you manage your wordcount easily as well.

YOU WILL NEED

A BIO

Short blurb about yourself or business and the type of work you do – This will be shared with media if you are a finalist or winner so ensure it represents you as an artist or business/

HEAD SHOT OR BRAND LOGO

Ensure this is high resolution as we will use it if you are a winner/finalist across The MAGAP, Social, AV during the awards night and potential media partners. – JPEG / PNG FILE

IMAGE RELEASE

Release forms **where applicable** – **Your images will never be used by MAGAP for its advertising purposes.**

If you're a winner please see **page 7** under winners of how an image may be used once you have signed release forms. Without your release forms and consent the only place the images will be seen would be the MAGAP Website, Socials and Awards night. If your shots **cannot** be shared on social media advise us in the shot written brief (online entry) that accompanies the image. If you are **under the age of 18** a consent form signed by a legal guardian.

MODELS

If creating images for Awards, you can use any particular type of model for your shoots, with the exception of the **Event category**, here you must use images of **real clients**, that you have worked on.

JUDGING BREAKDOWN ARTIST CATEGORIES

IMAGES AND VIDEO SUBMISSION WHAT TO THINK ABOUT

- Makeup application
- Makeup technique and level of difficulty
- Delivery of the brief
- Quality of the images or video
- Overall look and feel of the images and video
- **Highly retouched images** – be mindful that images may be marked down dependant on category where **too much** retouching takes away from the quality of work



THE CATEGORIES RULES & REGULATIONS MAGAP AWARDS

GENERAL RULES AND REGULATIONS

WRITTEN SUBMISSION

- Relevancy of answers to the questions provided
- For most of the creative artist categories the written submissions is a short overview of what you created in each image or video submitted
- Answers can be a dot point format - nice and simple

JUDGING BREAKDOWN BUSINESS CATEGORIES

Judging will work across the entire entry submitted

ONLINE VOTING – JUDGING – only for makeup shot and makeup video

Where online voting is used as part of the judging process this will equate to 40% online vote

60% professional judging panel

Online voting will **start 4th January** and **close 21st January 2022**

A link will be sent to you for you to share to gain votes.

PROPERTY of entry submissions

Once you have entered the awards and submitted files, please take note that they are now part of your submission and will not be returned to you, please ensure you have your own file copies. You can download and save a PDF copy of your entry from the awards platform.

TERMS USED IN THIS DOCUMENT

Entrant: refers to the individual or business entering the award

Collection : the images submitted related to stills

Talent: refers to the person with whom the makeup is on

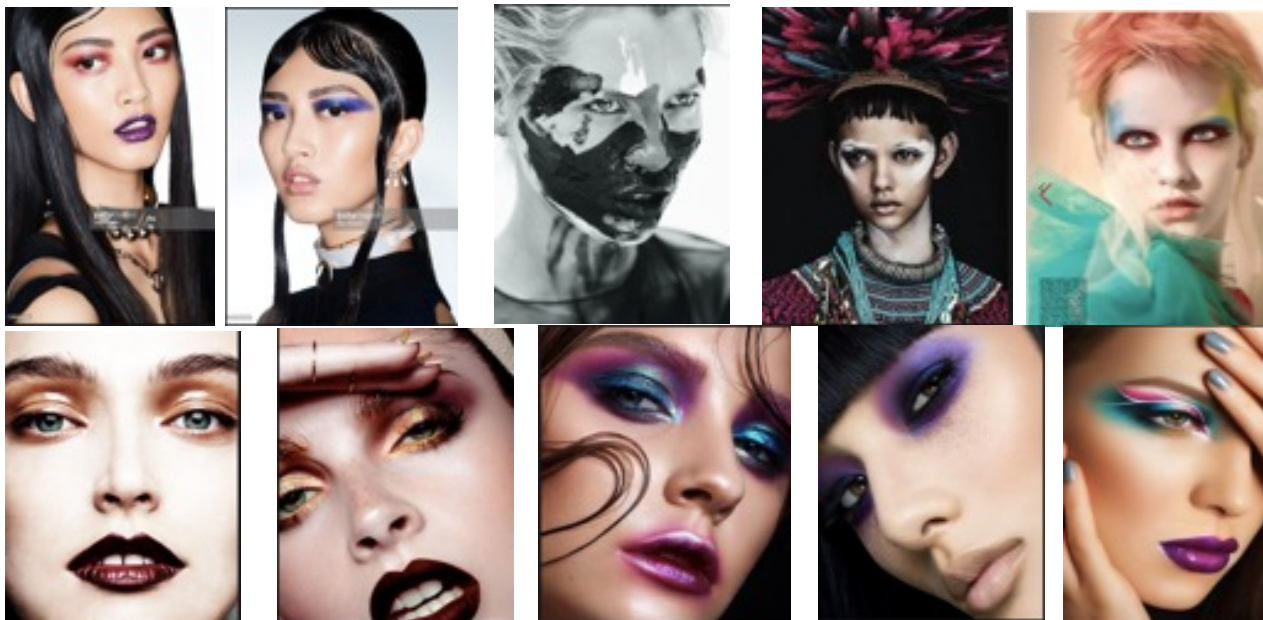
Photographer: refer to with whom the image was taken by if different to the entrant

Awards Period : The period of time in which you can enter work from

IMAGE SUBMISSIONS

CROPS that work best to showcase your work in some of the stills categories

BEAUTY CROPS



MACRO BEAUTY CROPS





THE CATEGORIES RULES & REGULATIONS MAGAP AWARDS

FINALISTS & WINNERS

THIS COULD BE YOU SO PLEASE READ ...

Winners/ finalists are subject to verification of eligibility and identity per the official rules, which may include but not limited to, a background check. As of 2022 If you have been charged with a criminal offence, such as sexual discrimination, sexual misconduct, harassment in the workplace or any other damaging charges, which are applicable to a safe and inclusive work environment you may have your entry revoked and if you have won an award, you can be stripped of your title and disassociated with the awards. We want to create a safe, inclusive and respectful environment for all and will not tolerate racism, sexism, gender inequality or bullying. We aim to unite, nurture and empower artists throughout our region and we hold true to our values.

HOW TO USE YOUR NEW TITLE

When using your title as a Winner or Finalist you need to include the year for example

- Winner The MAGAP Australian Makeup Artist of the Year 2022
- Finalist 2022 The MAGAP Event Makeup Artist of the Year NSW.

WINNERS/FINALISTS & THE MAGAP

- By entering the awards you agree to up to 8 hours of media interviews, press, TV appearances but not limited to, in relation to holding the title, over a period of time. Time may be utilised over 1 full day or spread out over a couple of days. We will always make this convenient for you.
- WINNERS & FINALISTS - Work and collections may be showcased on The MAGAP Website & socials (**please advise if there is any work that we cannot use in these platforms**)

WINNERS/FINALISTS & MEDIA PARTNERS

When working with Media Partners to Promote and boost the profile of the winners on a global scale in the below forms.

- Written Articles / video interviews / TV appearances (potential)
- Use of head shots to accompany written articles
- A Published image of your work to accompany an article on you, this is for stills categories only, (up to a full page in size. (exempt from this is Editorial MAOTY). Business category may use another appropriate branded image
- Social Media share of images (if there are any images in your collection that cannot be shared you must tell us during the submission)

PUBLISHED IMAGE OPPORTUNITY – Promoting our winners / finalists

In order to have an image of your work published as a winner, we ask you to include at least one image in each category entry submission that;

- You have permission to use for this purpose
- Image must be a professional shot and magazine worthy (we will ask for a higher resolution of the image from each finalist if and when required)
- Obtained release forms from appropriate talent; such as a model, photographer, stylist they will be credited alongside your article and image.
- Credit the shot with your team details (all details added online during entry)
- Where possible supply social handles for the team on that shoot. (online during entry)

THIS IS OPTIONAL YOU WILL NOT BE MARKED DOWN FOR SUBMITTING YOUR ENTRY WITHOUT AN IMAGE TO BE PUBLISHED. THIS IS FOR POST AWARDS PR TO BOOST THE ARTIST/BRAND PROFILE

We understand that having an image of this calibre for your collection is sometimes not possible this is OK it's not a necessity but if you are a winner or finalist

THIS WILL NOT HAVE AN EFFECT ON THE JUDGING PROCESS.

Images may not be used in conjunction of an article as per the request of the publication and or media partner. Being a finalist or winner **does not** guarantee that your images will be published with our media partners.

*This is Subject to change at any time due to contractual agreements, circumstance or unpredicted events



THE MAKEUP ARTIST GUILD AWARDS

ASIA PACIFIC

AWARDS PRICE LIST

CATEGORY	EARLY BIRD ENTRY FEES		ENTRY FEES	
	MEMBER	NON MEMBER	MEMBER	NON MEMBER
ARTIST AWARDS	\$125 +GST	\$175+GST	\$145 +GST	\$195 +GST
BUSINESS AWARDS	\$125 +GST	\$175+ GST	\$145 + GST	\$195 + GST
EXEMPTIONS				
STATE	\$ 50 +GST	\$ 100 + GST	\$ 70 +GST	\$ 120 + GST
STUDENT	\$ 60+ GST	\$ 100+ GST	\$ 80+ GST	\$ 120 + GST
MAKEUP VIDEO	\$ 60 + GST	\$ 110 + GST	\$ 70 + GST	\$ 120 + GST
MAKEUP SHOT	\$ 60 + GST	\$ 110 + GST	\$ 70 + GST	\$ 120 + GST

EARLY BIRD SPECIAL PAY FOR YOUR ENTRY CODE : USE DISCOUNT CODE
EARLYBIRD22 BEFORE THE 14TH NOVEMBER 2022

ONCE ENTRY IS CREATED, SUBMITTED AND PAID YOU CAN
MAKE CHANGES TO YOUR ENTRY UP UNTIL
THE 31ST JANURARY 2023

MAGAP MEMBERS RECEIVE UP TO \$50 OFF PER ENTRY
A DISCOUNT ON AWARDS TICKETS AND
BEAUTY BOSS EDUCATION EVENT TO BE HELD AROUND THE AWARDS

IF YOU'RE WANTING TO TAKE UP THE EARLY BIRD SPECIAL
And don't have your entry 100% ready use dummy images and text for your uploads
and come back and rework your entry anytime until 31st JANUARY 2023

MAGAP MEMBERSHIP PRICE LIST

2022 ANNUAL BUSINESS MEMBERSHIPS	\$299 +GST
2022 ANNUAL MAKEUP ARTIST MEMBERSHIP	\$160 +GST
2022 ANNUAL STUDENT MEMBERSHIP	\$ 99 + GST

[CLICK HERE FOR FULL
MEMBERSHIP BENEFITS](#)



LET'S DO THIS THE 2020 MAGAP AWARDS

THE ARTIST AWARDS

AUSTRALIAN MAKEUP ARTIST OF THE YEAR

\$NIL

ELIGIBILITY – Nominations come on a points scoring level

- Entered 3 Artist categories one of which must be the state award in which you reside.
- Entry example could look like: Event MAOTY, Editorial MAOTY and NSW State MAOTY
- You will be a finalist in the 3 categories
- Your entries for the 3 awards must be complete and adhere to all the rules and regulations set out in each category. It is the responsibility of the entrant, not the Awards program, to ensure all entry requirements are adhered to.
- The bulk of your work will need to be created through Australian business and to have resided in Australia for the most part (not including work travel or vacation) of the awards periods.

HALL OF FAME

\$NIL

This award is **not** eligible to enter and will be appointed and decided by industry heads

- Must have over 20 years of industry experience or more in the industry
- Be providing or provided an outstanding service/achievement to the Makeup industry

STATE MAKEUP ARTIST OF THE YEAR

To enter you must have;

- Entered 2 of the Artist Categories (makeup shot and video of the year are not included in the eligible categories)
- Each category award must be complete, rules and regulations adhered to
- 5 x State awards on offer NSW, QLD, VIC, WA/NT, ACT/SA/TAS
- You must reside in the state you have entered

Written submission

Write a summary of why you deserve to be Makeup artist of the year. Write about work you have done, what you offer to the makeup community, what you love about the industry, positions held. We want to know about you!

BEAUTY MAKEUP ARTIST OF THE YEAR

OPEN TO ALL MAKEUP ARTISTS

Submit 6 x beauty images showcasing varied beauty shots of your work throughout the awards period. Image submissions can be a story collection or separate unique shots. Please ensure each image has a different makeup and not just another angle of the same makeup, otherwise you will be marked down during the judging process. These looks can be created on a model or the artist can create the look on themselves.

Image submissions

- 6 x Images *please refer to page 7 (published image opportunity – not a necessity)
- Format: JPEG Portrait/landscape, high resolution max 5mb
- Model can be the same model or a variation of models across the collection

Written submission

- Write a short brief about each shot. E.g. Technique or trend used

CREATIVE MAKEUP ARTIST OF THE YEAR

OPEN TO ALL MAKEUP ARTISTS – USE OF THEME IS COMPULSORY - USE ONE OR BOTH IN SUBMISSION

A) Give me lines give me sweet little lines

B) Bejeweled

Entrant will submit a creative collection that pushes the makeup boundaries, based on one or both of the themes. **2023 THEME IS GIVE ME LINES/ BEJEWEL ME.** The theme must be featured in each shot in your submission. The theme can be interpreted any way you like. Shots are to be a Beauty crop or Macro. Please ensure each image has a different makeup and not just another angle of the same makeup, otherwise you will be marked down during the judging process. **The exception to the rule here** is if you are doing face and body art, 1 x shot of the face and 1 x shot of the body will be the equivalent of 2 shots for the level of detail involved. These looks can be created on a model or the artist can create the look on themselves.

THEME: GIVE ME LINES / BEJEWEL ME.

Image submission

- 4 x IMAGES–Create 4 different images each with a different makeup representing the theme
- Beauty Crop/Macro Crop ¾ or Full Body shot (¾ and full body only to be used where Body Art being used)
- Artists who create makeup on the face and body art can use 2 images from the same makeup one for face (beauty crop) and one for body (full body or ¾ or tight shot of body art)
- Format: JPEG, High resolution, no more than 5MB

Written submission

- Brief summary of the work created in the image



LET'S DO THIS THE 2020 MAGAP AWARDS

THE ARTIST AWARDS

EDITORIAL ARTIST OF THE YEAR

OPEN TO ARTISTS WHO WORK ACROSS ALL STILLS – ADVERTISING/ BEAUTY / FASHION / LIFESTYLE

This award recognises the best stills published makeup artists covering ad campaigns, advertorials, beauty, fashion and lifestyle and covers. These must be commissioned jobs where the Makeup Artist has delivered on a client brief for content creation and work has been published for advertising, PR, editorial, online or print magazines.

Image submissions

- 8 images showcasing a cross section of work created throughout the awards period
- Format: JPEG Portrait/landscape, High resolution, no more than 5MB

EVENT MAKEUP ARTIST OF THE YEAR

OPEN TO ALL MAKEUP ARTISTS who prep clients for events, bridal, red carpet. You will be required to submit 6 different looks you have created for real clients during the awards period. The 6 looks you submit can be shot from your phone or camera or can be professional shots that were taken from the event. Remember good lighting will show your work in the best light. Remember to crop the shot if it was a full length shot so we can see the makeup clearly – you can add the additional full length shot in the additional images to showcase your work
Talent in the image must be a real client

5 State awards on offer NSW, QLD, VIC, WA/NT, ACT/SA/TAS

Image submission

- 6 - 8 different makeups you have created for clients attending events. These images won't be published or uploaded anywhere. We will use at the awards night and on social media to showcase finalists and winners.
- Professional images or images from the phone or a camera are acceptable – ensure to crop so judges can see the makeup
- You can add additional images
- Format: JPEG, Portrait, High resolution, no more than 5MB

Written Submission

- Write a short image summary for each image

MACRO BEAUTY MAKEUP ARTIST OF THE YEAR

OPEN TO ALL MAKEUP ARTISTS

You will submit 6 x MACRO beauty images of your work created throughout the awards period. The images can be work you have created for clients or specifically for the awards platform. Show a diverse cross section of your macro work. These looks can be created on a model or the artist can create the look on themselves.

Image submissions

- 6 x Macro Images
- You can submit additional images of the same makeup on different angles in the additional images
- Format: JPEG Portrait/landscape, high resolution max 5MB
- Model can be the same model or a variation of models across the collection

Written submission

- Write a short image summary for each image

MAKEUP DIRECTION FOR TV COMMERCIAL / MUSIC VIDEO

To be eligible you must be the Makeup Director hired and worked as the artist on the job.

You can enter this category with different content multiple times there is no limit

Video submissions

- Upload URL link to the TVC or music video on YouTube/Vimeo or other sites
- Upload the MP4 Formats: accepted MP4, .MOV

Image submission

- Upload Mood Board (optional)

Written submission or (up to a 5min piece to camera and upload – format - landscape mp4, .mov)

- Tell us about the brief, your creative process and with whom you worked and how you brought the clients vision to life. Take us through your look or looks, techniques, application and products



THE CATEGORIES RULES & REGULATIONS

MAGAP AWARDS

THE ARTIST AWARDS

MAKEUP DESIGN FOR A TV SHOW OR SERIES

OPEN TO ALL H.O.D – IF MORE THAN ONE PLEASE ADVISE BOTH NAMES
TEAMS MAY ALSO BE ACKNOWLEDGED BY THE HOD

MAKEUP DESIGN FOR FILM

OPEN TO ALL FILM MAKEUP DESIGNERS – TEAMS MAY BE ACKNOWLEDGED

You can enter these categories more than once if you have worked across multiple productions during the awards period.

These are new awards for our agenda, please contact us for help during the entry process if required. Our online platform is state of the art and highly secure for a professional and seamless entry and judging process.

ELIGIBILITY

The production must have been released, gone to air/stream etc. for first viewing within the awards period. 1st July 2021 – 31st December 2022

The entry must be ONE of the below NOT all

- An Australian or NZ production
- Makeup designer resides in Asia Pacific – Australia or NZ (when not on production location)
- Makeup Designer is Australian or New Zealander

YOUR SUBMISSIONS NEED TO INCLUDE THE BELOW WRITTEN AND IMAGE SECTIONS

YOU HAVE THE OPTION OF UPLOADING ONE PDF DOC. WITH ALL REQUIRED COMPONENTS OR UPLOADING COMPONENTS INDIVIDUALLY ON TO THE AWARDS PLATFORM (THAT WILL GUIDE YOU).

Written submission (required) Enter on platform or add to the PDF

up to 1000 words

Showcase your creative design process from start to finish. Tell us about the brief, your inspiration, ideas and references and how you developed the look and feel of the makeup design. Talk about the makeup design as a whole and then choose between 1-3 characters (looks and or evolution of the makeup throughout the film) or scenes to break down into more detail that would be valuable to showcase the work.

Image submission (required) Enter on platform or add to the PDF

- Submit between 5-20 images of the process creating characters makeup created during the production,
 - Including drawings, inspirational images / face charts / Mood boards and where possible images of the characters
 - Format: JPEG, PNG - Digi's /polaroids from phone or camera some
 - higher resolution or quality images amongst your work where possible
- More images can be submitted at the bottom of the entry – additional images

UPLOAD ON TO AWARDS PLATFORM

Video Submission mp4, .mov files accepted

- Upload trailer – via URL Link (add YouTube or Vimeo link)
- Up to 3 (High Resolution) promotional images that were used for the production
 - to be used when announcing our finalists online and on AV during the awards night

Optional

The below you can upload to platform or share URL links to YouTube etc.

- Upload Footage of makeup prep, training days if you have mp4 .mov files up to 5 files
- Upload up to 3-5 x 5min clips from the production where you can
- Upload up to a 30sec – 1 minute clip, a straight clip or a mashup of scenes from the film, which we would play at the awards for our finalists and winner

Team Listing : Acknowledging your team: there will be a box to tick if you would like the team acknowledged, and you can list Names and titles during the entry process. If you are a winner or finalist, they will be acknowledged on social, online during finalist announcement and on the AV during the awards. Please check spelling and titles carefully. Only 1 trophy is provided for the makeup designer. If you would like additional trophies ordered for the team, they can be purchased at a cost.

Example

Title Name

Makeup Design

Makeup Artist

Stand by Makeup

Jane Smith

Samantha Jane

Joe Blow

Please ensure if using images provided by a production co. that you have authority to use. We will never use images for marketing the MAGAP purposes – we may use them for social and online when announcing finalists and winners and be used on the awards night on AV



THE CATEGORIES RULES & REGULATIONS

MAGAP AWARDS

THE ARTIST AWARDS

SPECIAL EFFECTS MAKEUP ARTIST OR TEAM OF THE YEAR

INDIVIDUAL OR TEAM ENTRY

ELIGIBILITY:

This award can be entered by an individual, if one artist designed and applied the makeup or the award can be entered by a team naming the makeup designer and listing artists involved. Only one trophy will be awarded for the entry. \Additional trophies can be purchased at an additional cost.

The SFX Makeup design may have been created for any style of production or content, as written here but not limited to;

- TV, film, live shows, theatre, events production, for the love of creating, online/digital.

Image submission required

- Provide images of 4 finished characters or prosthetics pieces created and or applied. Please ensure if it is from a TV / Film production that the production release date of production was within the awards period.
- Shots can be professional shots if you have them or from your camera or smart phone. Ensure the work can be seen clearly and of good resolution. Images will be used for judging and used across finalists and winner announcements social and AV on the awards night

Optional:

- additional images can be added to showcase the workflow and steps in the creation process. Upload Mood Board / drawings etc. for creative processes at the bottom of the images submission pages you can upload as many images as you like

Please ensure if using images provided by a production company that you have authority to use. We will never use images for marketing the MAGAP purposes.

Written submission - required

- Write up to 300 words to accompany each piece of work showcased in the images. Talk us through the brief, techniques used, concept of design and its evolution throughout the creative process, what the design was created for and any further details you wish to add.

Video submissions (optional)

- Videos documenting the work time lapse, how to, BTS etc.
- Upload a URL link to Vimeo/ YouTube of your work if there is footage
- Or Upload video to platform Format: MP4, .MOV

Team Listing : If you would like to acknowledge your team there will be a box to tick, and you can list the titles and names during the entry process. If you are a winner, they will be acknowledged on the AV during the awards. Please check spelling and titles carefully. Please be aware the makeup designer will receive the trophy. If you would like additional trophies ordered for the team, they can be purchased at a cost.

Example

Title Name	
Makeup Design	Jane Smith
Makeup Artist	Samantha Jane

Team members can sit across numerous teams



THE CATEGORIES RULES & REGULATIONS

MAGAP AWARDS

THE ARTIST AWARDS

NEW FORCE EMERGING TALENT OF THE YEAR

OPEN TO ASSISTANTS / ARTISTS WHO HAVE FINISHED THEIR MAKEUP STUDIES

Are you ready to take the next step forward in your career and get the industry to take notice?

By entering this award you will not be entered into the Australian Makeup Artist of the Year category

Image submissions

- This award is for all genre's of makeup artists who are emerging talent across stills, TV, Film, and special FX.
- 8 x Portfolio Shots that clearly show your skill as a makeup artist.
- Best crops are Beauty/Macro Crops, so we can see your work.
- If your work is special FX / film based use Images that best showcase your work can be from a camera /phone
- If your work has body art or special effects to the full body use a full body shot or ¾ shot and where possible please add additional images as tighter shots so we can see the detail in your work. (within the online platform there is an upload button for additional images). Each makeup look will only count as 1 shot
- Format: JPEG, Portrait/Landscape, High resolution, no more than 5MB
- Model can be the same model or a variation of models across the images
- We encourage you to show a diverse range of work across your images
- If you use the same makeup in all shots you will marked poorly as we want to see how amazing you are
- Optional: videos or additional stills uploads; BTS, time lapses can be added in the additional areas
- Work to be created within the awards period

Written Submissions

- For each of the 8 shots write a short brief about the look
- Attach 3 call sheets with your name visible
- Answer the following short form questions
 - Who have you been assisting over the past few years?
 - Which part of the industry are you working in (multiple choice)
 - What inspires you as a makeup artist
 - Why are you passionate about the makeup industry
 - Key Valuables you have learnt as an Artist
 - Upskilling
 - 2 Testimonials from but not limited to
 - Makeup Artist
 - Employer
 - Agent
 - Hair Stylist
 - Stylist
 - Creative Director
 - Educator

STUDENT OF THE YEAR

OPEN TO STUDENTS who are studying or finished their studies in the awards period.

Entering this category as a student you are not permitted to enter any other artist award categories, with the exception of Makeup Shot of the year, Makeup Video of the year or across the Beauty Boss Awards

Image submissions

- 4 x Portfolio worthy shots
Either images that you created at school with a photographer in class or of that caliber. These shots can be of any style of makeup you like. Show us your best work to date.
- 8 x Makeup shots from class work
 - use shots from your phone or camera and show us a diverse cross section of work created throughout your studies
- Format: JPEG, Portrait/Landscape, High resolution, no more than 5MB
- Model can be the same model or a variation of models across the collection
- 2 x testimonials
 - Makeup Artist you have assisted
 - Educator
 - Industry professional
 - Employer if industry related

Written submission

- Answer questions in the written submission area, These are based on your experience so far

THE ARTIST AWARDS

MAKEUP VIDEO OF THE YEAR

judges and online voting - see page 7

OPEN TO ALL

You can enter up to 10 entries in this category.

Each VIDEO will be a separate entry. one video per entry.

To enter you must be the person in the video doing the makeup.

Makeup can be on yourself or on talent.

The video must show footage of the makeup being applied. We must see you, the entrant, applying makeup.

Video submission - 3 minute maximum MP4 or .Mov

Styles of videos to use but not limited to

- Makeup tutorial – on yourself or talent
- BTS making of your stills shoot, use behind the scenes footage, makeup time lapse, go pro, voice over of makeup etc. Product demonstration for a brand or branded content
- Reels / TikTok's that demonstrate your work –
- File Formats: landscape format Mp4 .mov
 - if they have been shot in portrait mode. Please put them into an app (e.g. iMovie and export in landscape format. – there will be negative space either side of the portrait shot when formatted into a landscape file and that is fine

Written submission

- Briefly describe the video, technique or application used in the video

MAKEUP SHOT OF THE YEAR

judges and online - see page 7

OPEN TO ALL

- Choose your favourite makeup shots created or published within the awards period.
- You can enter this category up to 10 times, each image will be a separate entry
- To enter you must be the makeup artist who has worked on the shoot.
- Makeup can be applied to model or artist can apply on themselves

Image submissions

- 1 x makeup shot
- Format: JPEG Portrait/landscape, high resolution max 5mb
- Release forms if applicable



THE CATEGORIES RULES & REGULATIONS

MAGAP AWARDS

THE BUSINESS AWARDS

EDUCATION BUSINESS OF THE YEAR

OPEN TO ALL MAKEUP EDUCATION FACULTIES AND BUSINESSES

Written submission

- Business overview
- Teaching methods
- Courses available and a brief description of each e.g. Cert IV full time 1 year
- How do you evaluate & receive feedback for better practises
- Who are your educators
- Case study of student during the awards period – where there was a learning issue and how it was overcome
- Student intake
- Work experience for students
- Student preparation for the real world

Testimonials

Provide 3 testimonials that prove you deliver as an education faculty

Who to approach

- a) Industry professionals – whom students did work experience with
- b) Guest educators
- c) Businesses that have employed previous students
- d) Agents that have taken on past students
- E) Students

Image submission

- Upload 10 images of students work from the awards period
- (artist, talent and photographer release forms to be signed where applicable)
- Format: JPEG, Portrait, High Res no larger than 5mb
- Release forms need to be signed by the students
- Release forms photographer and model where possible please note if this is not the case please advise.

EDUCATOR OF THE YEAR

OPEN TO ALL EDUCATORS WHO **either**; teach at an institution, create and facilitate workshops or masterclasses, educate for a product company or have created and work across their own digital education platform.

Written submission

- Write an overview on yourself as an educator based upon
 - Your skills as an artist
 - What styles of makeup do you teach? Please list all
 - Do you specialise in a certain style of makeup? please elaborate
 - Where do you teach (faculties, States, countries, internally for a brand)
 - Who do you teach? (makeup artists, Beauty advisors, people wanting to do their own makeup)
 - What drives you to educate and motivate new students?
 - Where does your passion for education come from?
 - Give us as much as you can so we can get behind your makeup education passion
 - 1000 words or less
- Provide study on how you helped a student accomplish a task in your course
- Teaching methods
- Feedback & evaluation

Education calendar: List the education provided during the awards period by - PDF, JPEG or Word doc

- Dates, The name of the workshop, Style of workshop (hands on look and learn or other format), Location, Number of attendees, was it for a brand or who were the attendees (not names e.g. Makeup artist BA's etc)
- If you work as a full-time educator in an education faculty please list the breakdown of different classes /styles of makeup that you teach throughout the year

Testimonials

Provide 3 character testimonials that prove you deliver as an educator

- Who to approach – Must include at least two students
 - a) An industry professional
 - b) Students who has attended you class during the awards period
 - c) Someone who has engaged you to educate for their brand or school



THE CATEGORIES RULES & REGULATIONS

MAGAP AWARDS

THE BUSINESS AWARDS

MAKEUP BRAND OF THE YEAR

Written Submission

- Write a brand overview (Up to 1000 words)
 - Brands mission and vision statements, What year did your brand launch, What country did your brand originate, Who is your target market? What makes your brand stand out from the crowd? How many product SKU's do you have on offer?
 - Distribution
 - Does your brand have programs that benefits the makeup artists or broader community to give back?
 - List your business achievements for the Awards the period
 - What does the term "success" mean to your business?
 - Provide a light overview of your marketing strategy for 2019-2020
- Tell us about any new innovation products
- Provide press release or marketing material for the Brands key Products x 3 Maximum (upload)
- Packaging: What makes your packaging stand out?
- Distribution & stockists
- What unique features do your products have?
- Which country are your products packaged in?
- Your packaging and the environment, sustainability
- Brand diversity
- Environment & Eco practices

Image submission

- Upload innovation product images x2
- Upload 3 key brand product images
- Upload product stock images maximum of 10 images
- Format: JPEG, High Res no larger than 5mb

Video Submission

- Upload marketing video files, TVC's or Video Campaigns, socials relative within the awards period
- Format: Mp4, .mov

MAKEUP ACCESSORIES BRAND OF THE YEAR

OPEN TO: ALL MAKEUP ACCESSORIES BRANDS

Written Submission

- Write a brand overview (Up to 1000 words)
 - Brands mission and vision statements, What year did your brand launch, What country did your brand originate, Who is your target market? What makes your brand stand out from the crowd? How many product SKU's do you have on offer?
 - Distribution
 - Does your brand have programs that benefits the makeup artists or broader community to give back?
 - List your business achievements for the Awards the period
 - What does the term "success" mean to your business?
 - Provide a light overview of your marketing strategy for 2019-2020
- Tell us about any new innovation products
- Provide press release or marketing material for the Brands key Products x 3 Maximum (upload)
- Packaging: What makes your packaging stand out?
- Distribution & stockists
- What unique features do your products have?
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Image submission

- Upload innovation product images x2
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Video Submission

- Upload marketing video files, TVC's or Video Campaigns, socials relative within the awards period
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**THE MAKEUP
ARTIST GUILD
AWARDS**
ASIA PACIFIC

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