



# THE MAKEUP ARTIST GUILD AWARDS ASIA PACIFIC

# 2020

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

# 2020

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# THE 2020 MAGAP AWARD CATEGORIES

AUSTRALIAN MAKEUP ARTIST OF THE YEAR  
HALL OF FAME

## ARTIST CATEGORIES

BEAUTY MAOTY  
CREATIVE MAOTY  
EDITORIAL MAOTY  
EVENT/BRIDAL MAOTY  
MACRO MAOTY  
MAKEUP DESIGN TV COMMERCIAL / MUSIC VIDEO  
CHARACTER MAKEUP DESIGN MAOTY

MAKEUP VLOGGER OF THE YEAR  
MAKEUP VIDEO OF THE YEAR  
MAKEUP SHOT OF THE YEAR

STATE AWARDS - MAOTY (X5)

NEW FORCE EMERGING TALENT MAOTY  
STUDENT MAOTY

## THE BUSINESS CATEGORIES

EDUCATION BUSINESS OF THE YEAR  
EDUCATOR OF THE YEAR (INDIVIDUAL)  
MAKEUP BRAND OF THE YEAR  
MAKEUP ACCESSORIES BRAND OF THE YEAR  
MAKEUP TEAM OF THE YEAR

\*MAOTY = Makeup Artist 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](mailto:ADMIN@THEMAGAP.COM)

## JUDGING

JUDGING IS ANONYMOUS TO  
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

## 2020 MAKEUP ARTIST OF THE YEAR

TO BE IN THE RUNNING ENTER  
3 AWARD CATEGORIES (ONE BEING  
STATE MAKEUP ARTIST OF THE YEAR).  
IF YOU MAKE FINALIST IN 2  
CATEGORIES YOU WILL AUTOMATICALLY  
BE ENTERED INTO THE MAOTY AND THE  
10 WITH THE HIGHEST POINTS WILL BE  
PLACED INTO THE CATEGORY.





# 2020 MAGAP AWARDS



## THE AWARDS

To celebrate the achievement of industry excellence amongst the creative talent across the diverse genres of makeup artistry.

## THE COLLECTION

The image collection is your body of work that will show your skill as an artist and be adjudicated.

## THE WRITTEN SUBMISSION

This is the written part of the entry. Follow the prompts during the online entry.  
Have your Bio ready.

## THE ENTRANT

The Artist / Business putting their work/product forward for judging. This is a wonderful accolade that will be representative of your achievements. Wining the award and the use of it's title will boost your profile within the industry and hold you in high esteem amongst your peers.

UNITING,  
NURTURING AND  
EMPOWERING  
ARTISTS

## THE INDUSTRY

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 with a positive future for all artists.



# RULES & REGULATIONS 2020 MAGAP AWARDS

## GENERAL RULES AND REGULATIONS

### ELIGIBILITY

All work entered into 2020 MAGAP Awards must be created or produced during the Awards Period. **The 2020 Awards Period is 1<sup>st</sup> March 2019 – 31<sup>st</sup> October 2020** and not previously entered into the MAGAP Awards. Due to Covid we have extended the "Creative MAOTY category" so artists aren't out of pocket creating a new shoot during these difficult times, dates for this category are 1<sup>st</sup> July 2018 – 31<sup>st</sup> July 2020.

The MAGAP Makeup Artist Guild Awards Asia Pacific Awards are open to artists who are Australian Or international artists who are currently based in Australia for work (with the exception of Makeup Shot of the Year) 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 apply to 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 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.

### SUBMISSION DEADLINE

**Sunday 31st October 2020 11:59pm – judging commences on the 1<sup>st</sup> November 2020**

All entries must be paid in full – you can re work your entry and make changes until the closing date 31<sup>st</sup> October All entries, inclusive of images will be submitted via the MAGAP awards site [www.themagap.awardsplatform.com](http://www.themagap.awardsplatform.com)  
**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 9th August 2020 11:59pm.

### 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 well.
- Head shot/Logo** Ensure this is high quality as we will use it if you are a winner/finalist in The MAGAP & Partners to accompany your articles.

### IMPORTANT RE IMAGE RELEASE

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

If you are 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 & The MAGAP Socials. If your shots **cannot** be shared on social media advise us in the shot written brief (online entry) that accompanies the image

**Under 18** If you are under the age of 18 a consent form signed by a legal guardian

### MODELS

You may use any particular type of model you like for your shoots, with the exception of the **Bridal / Event category**, you must use images of **real clients in the Bridal / Event Category** that you have worked on.

### JUDGING BREAKDOWN CREATIVE CATEGORIES

Where both images/video and written submissions are required for an entry the breakdown will be

90% image/video submission

10 % written submission

#### IMAGES AND VIDEO SUBMISSION

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

#### 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
- Answers can be a dot point format



# THE CATEGORIES RULES & REGULATIONS MAGAP AWARDS

## GENERAL RULES AND REGULATIONS

### JUDGING BREAKDOWN BUSINESS CATEGORIES

Where both images/video and written submissions are required for an entry the breakdown will be  
90% Written submission  
10 % image/video submission.

### ONLINE VOTING – JUDGING

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** the 15th October 2020 and **close 10th November 2020**  
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 sent off your entry documents, images please take note that they are now part of your submission and will not be returned to you. Once they are submitted and received into the system they will become the property of your MAGAP Awards entry. You can save a PDF copy of your entry from the awards platform. Ensure you have copies of your other documents for your own personal use.

### NUDITY CLAUSE

Please be mindful with how much nudity is within your collection it may be limiting on social and other platforms we showcase your work as an entrant.

### TERMS USED IN THIS DOCUMENT

- Entrant:** refers to the individual or business entering the award
- Collection :** the images submitted
- 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** 1<sup>st</sup> March 2019 – 31<sup>st</sup> October 2020

### IMAGE SUBMISSIONS

**CROPS** that work best to showcase your work

### 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 these official rules, which may include but not limited to, a background check and completion of documentation required by sponsor to complete such background check.

### YOUR TITLE!

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

- The MAGAP Australian Makeup Artist of the Year 2020
- Finalist 2020 The MAGAP Event/Bridal Makeup Artist of the Year.

### 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 do our best to make this convenient for you.
- WINNERS & FINALISTS - Work and collections may be showcased on The MAGAP Website & socials

### WINNERS/FINALISTS & MEDIA PARTNERS

We are 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;**

- Has not been published elsewhere
- 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 WITH WITHOUT AN IMAGE TO BE PUBLISHED. THIS IS FOR POST AWARDS PR TO BOOST THE PROFILE OF ARTISTS IN THIS COUNTRY**

**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 you could loose marketing and press opportunities in each category you have entered when we do not have this.**

**THIS WILL NOT HAVE AN EFFECT ON THE JUDGING PROCESS.**

Images may not be used 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

#### **FINALISTS & OR WINNERS THE MAKEUP SHOW USA 2021\***

Work showcased under the receptive Category at The Makeup Show USA in 2021\*.

\*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	COVID 2020 SPECIAL		USUAL ENTRY FEES	
	MEMBER	NON MEMBER	MEMBER	NON MEMBER
ARTIST AWARDS	\$50 +GST	\$100 +GST	\$125 +GST	\$175 +GST
BUSINESS AWARDS	\$75 + GST	\$125 + GST	\$125 + GST	\$175 + GST
<b>EXEMPTIONS</b>				
STATE	\$ 25 +GST	\$ 50 + GST	\$ 25 +GST	\$ 75 + GST
STUDENT	\$ 25+ GST	\$ 50 + GST	\$ 25+ GST	\$ 75 + GST
MAKEUP VIDEO	\$ 25 + GST	\$ 50 + GST	\$ 25 + GST	\$ 75 + GST
MAKEUP SHOT	\$ 25 + GST	\$ 50 + GST	\$ 25 + GST	\$ 75 + GST

### EARLY BIRD SPECIAL PAY FOR YOUR ENTRY BEFORE THE 5<sup>th</sup> JULY 2020

ARTIST AWARDS MEMBERS \$35+GST NON MEMBERS \$75 + GST  
BUSINESS AWARDS MEMBERS \$50+GST NON MEMBERS \$100 +GST

## MAGAP PREMIUM MEMBERSHIP PRICE LIST

<b>2020 ANNUAL BUSINESS MEMBERSHIPS</b>	<b>\$299 +GST</b>
<b>2020 ANNUAL MAKEUP ARTIST MEMBERSHIP</b>	<b>\$149 +GST</b>
<b>2020 ANNUAL STUDENT MEMBERSHIP</b>	<b>\$ 99 + GST</b>

[CLICK HERE FOR FULL  
MEMBERSHIP BENEFITS](#)



# THE 2020 MAGAP AWARD CATEGORIES

## NOMINATED CATEGORIES

AUSTRALIAN MAKEUP ARTIST OF THE YEAR  
HALL OF FAME

ENTER

## ARTIST CATEGORIES

BEAUTY MAOTY  
CREATIVE MAOTY  
EDITORIAL MAOTY  
EVENT/BRIDAL MAOTY  
MACRO MAOTY  
MAKEUP DESIGN TV COMMERCIAL / MUSIC VIDEO  
CHARACTER MAKEUP DESIGN MAOTY  
MAKEUP TEAM OF THE YEAR  
MAKEUP VLOGGER OF THE YEAR  
MAKEUP VIDEO OF THE YEAR  
MAKEUP SHOT OF THE YEAR  
  
STATE AWARDS - MAOTY (X5)  
  
NEW FORCE EMERGING TALENT MAOTY  
STUDENT MAOTY

## THE BUSINESS CATEGORIES

EDUCATION BUSINESS OF THE YEAR  
EDUCATOR OF THE YEAR (INDIVIDUAL)  
MAKEUP BRAND OF THE YEAR  
MAKEUP ACCESSORIES BRAND OF THE YEAR

\*MAOTY = Makeup Artist Of The Year





# LET'S DO THIS THE 2020 MAGAP AWARDS

## THE ARTIST AWARDS

### AUSTRALIAN MAKEUP ARTIST OF THE YEAR

**\$NIL**

To be eligible and in the running you must have;

- Entered 3 creative categories one of which must be the state award for your state.
- Entry example would look like: Beauty MAOTY, Editorial MAOTY and NSW State MAOTY
- You will be a finalist in 2 of the 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 complete.
- You must reside in Australia for the most part of the awards period

### 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
- 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 Creative categories (makeup shot of the year is not included within these 2 categories)
- Each category award must be complete and all rules and regulations set out in each category adhered to
- 5 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 but 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 CREATION PERIOD 1<sup>ST</sup> JULY 2018- 31<sup>ST</sup> OCTOBER 2020

#### OPEN TO ALL MAKEUP ARTISTS –MUST USE THE THEME - use one or both

##### A) COLOUR POP

##### B) SHINE BRIGHT LIKE A DIAMOND

Entrant will submit a creative collection that pushes the makeup boundaries, based on one OR both of the themes **COLOUR POP / HIGH SHINE**. 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 see general rules and regulations) or crop with the exception of  $\frac{3}{4}$  & or Full body crop when body art is used, not for fashion styling purposes.

Image submissions can be a story collection but 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: COLOUR POP and SHINE BRIGHT LIKE A DIAMOND

##### Image submission

- 4 x IMAGES–Create 4 different images each with a different makeup representing the theme
- Beauty Crop/Macro Crop  $\frac{3}{4}$  or Full Body shot ( $\frac{3}{4}$  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  $\frac{3}{4}$  or tight shot of body art)
- Format: JPEG, High resolution, no more than 5MB

##### Written submission

- Answer questions on the awards site in regards to your collection. Brief summary of image



# LET'S DO THIS THE 2020 MAGAP AWARDS

## THE ARTIST AWARDS

### EDITORIAL/SESSION MAKEUP ARTIST OF THE YEAR

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

This award represents the best stills / print makeup artist. The Award will cover the stills genres of beauty, fashion and advertising. These must be commissioned jobs where the Makeup Artist has delivered on a client brief for content creation and work published for advertising, PR, editorial online or print magazines.

#### Image submissions

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

### EVENT / BRIDAL MAKEUP ARTIST OF THE YEAR

OPEN TO ALL MAKEUP ARTISTS who work across the Bridal and special events. You will be required to submit 6 looks you have created for real clients. The 6 looks you submit can be shot from your phone or camera. Remember good lighting will show your work in the best light.

THESE Must be real clients and not a paid model shoot.

#### Image submission

- 6 x Bridal or Event looks you have created. These images won't be published or uploaded anywhere and can be from your phone or camera and don't need to be professional images. Full face to see the look
- If you have additional professional images that were taken you can use these also
- NOT compulsory but **where possible Add shots of Eyes open, eyes closed and other details you think we may want to see.** These images can be from your phone or professional camera and are for judging purposes only and will not be published across websites or media platform
- Format: JPEG, Portrait, High resolution, no more than 5MB

#### Written Submission

- Answer questions online in regards to your event makeup on the awards site in the written submission area

### 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
- Format: JPEG Portrait/landscape, high resolution max 5MB
- Model can be the same model or a variation of models across the collection

#### Written submission

- For each image write a short brief about what you have created

### MAKEUP DIRECTION FOR TV COMMERCIAL / MUSIC VIDEO / LIVE PERFORMANCE

To be eligible you must be the Makeup Director hired and worked as an artist on the job. You can enter up to 10 times

#### Video submissions

- Upload URL link to the TVC or music video on Youtube / Vimeo or other site or Upload the MP4
- Format: , MP4 MOV

#### Image submission

- Upload Mood Board (optional)
- Upload call sheet (only the page where your name and title are displayed)

#### Written submission

- Answer questions in regards to your TVC/Music video or Live Performance on the awards site.





# THE CATEGORIES RULES & REGULATIONS

## MAGAP AWARDS

### THE ARTIST AWARDS

#### CHARACTER MAKEUP DESIGN & APPLICATION

INDIVIDUAL OR TEAM entry

Each entry is based on 1 x characters makeup design from a production. The Character Makeup Design award can be one specific look created for a scene or event or the characters evolution during the production.

**To be eligible** The Makeup Designer and artist/s involved in the application process must be recognized for this award and only one entry per character. 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 artists involved in application. The Makeup design may have been created for any style of production, as written here as but not limited to TV, film, live shows, theatre, events production.

This category can be entered as many times as you like.

1 entry = 1 character's makeup design.

#### Image submission

- Images of the look you created these can be professional shots if you have them or from your camera or smart phone.
- IMAGES to showcase the specific look you have created or of the characters evolution during the production
- Optional: Upload Mood Board / drawings etc.

#### Written submission

- -What was the character created for? eg. production, education
- What details, if any, were you given to start creating the character, how did you interpret the brief, What was your inspiration. How did you worked with the talent/ Director or any other 3rd parties in the creation process.
- Take us through your journey of bringing the character to life, what processes were used. Get technical! we love it.
- Tell us about any difficulties you had to find a solution for during the process List team members, if any, who worked on this character for design / application and what their role was

#### Video submissions (optional)

- Videos documenting the work time lapse, how to, BTS etc.
- Upload link to Vimeo/ YouTube
- Format: MP3, MP4 MOV

If the production you worked on requires a letter stating that these images will not be used for another other purpose that for judging purposes and only on our online judging platform please email [CLICK HERE](#) and we will happily organise for you.

#### MAKEUP VLOGGER OF THE YEAR

online voting - see page 7

#### Video submissions

- Upload links to 5 of your best videos from the awards period

#### Written submission

- Answer questions on the awards site in the written submission area based on your channel!

#### MAKEUP VIDEO OF THE YEAR

online voting - see page 7

#### OPEN TO ALL

You can enter up to 10 entries in this category. Each 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 - try to keep to 5 minute maximum

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

#### Written submission

- Answer questions in regards to your video on the awards site in the written submission area

#### MAKEUP SHOT OF THE YEAR

online voting - see page 7

#### OPEN TO ALL

Choose from your favourite makeup shots that you have created. You can enter this category up to 10 times, each will be a separate entry and cost. To enter you must be the makeup artist who has worked on the shoot.

#### Image submissions

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



# 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 NO EARLIER THAN 2012.

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 all 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 in your images
- If you use the same makeup on different angles 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
    - 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 you are **not permitted** to enter other awards with the **exception** of Makeup Shot of the year, Makeup Video of the year and Beauty Advisor of the year, Makeup vlogger of the year.

#### Image submissions

- 3 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 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
- Faculty Courses available and a brief description of each
- Faculty evaluation & feedback for better practises
- Faculty 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 student
- Student preparation for the real world

##### Testimonials

Provide 8 testimonials that prove you deliver as an education faculty

- Who to approach – Must include 4 student testimonials from the awards period
- 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

##### Image submission

- Upload 10 images of students work from the awards period
- (artist, talent and photographer release forms to be signed)
- 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; teach at an institution, create and facilitate workshops / masterclasses, educate for a product company.

##### 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, regions, 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
- Case study on how you helped a student accomplish a task in your course
- Teaching methods
- Feedback & evaluation

##### Image submission

- 8 images of students work created in your classes – do not need to be professional shots
- Judging purposes only (will not be published as per page 8)

**Education calendar: Upload for the judging period it must include;** - 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
- If you work as a full-time educator in an education facility please list the breakdown of different classes /styles of makeup that you teach throughout the year

##### Testimonials

Provide 4 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

## THE BUSINESS AWARDS

### MAKEUP BRAND OF THE YEAR

OPEN TO MAKEUP BRAND COSMETICS

#### Written Submission

- Write a brand overview,
  - 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 products do you have on offer? Where is your brand sold?
  - Does your brand have programs that benefits the makeup or broader community or give back?
  - List your business achievements for 2019-2020
  - What does the term "success" mean to your business?
  - Provide a light overview of your marketing strategy for 2019-2020
  - Up to 1000 words
- Provide press release 1-2 new innovation products your brand launched throughout the awards period
- Provide press release for the Brands key Products x 3 Maximum (upload)
- Packaging: What makes your packaging stand out? What unique features do your products have? Which country are your products packaged in? Your packaging and the environment?
- Brand diversity
- Environment & Eco practices
- Feedback and Evaluation (300 words)
- Distribution & stockists

#### 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

### MAKEUP ACCESSORIES BRAND OF THE YEAR

OPEN TO: ALL MAKEUP INDUSTRY ACCESSORIES BRANDS -

#### Written submission

- Write a brand overview,
  - 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 products do you have on offer? Where is your brand sold?
  - Does your brand have programs that benefits the makeup or broader community or give back?
  - List your business achievements for 2018
  - What does the term "success" mean to your business?
  - Provide a light overview of your marketing strategy for 2020
  - Up to 1000 words
- Provide press release 1-2 new innovation products your brand launched throughout the awards period
- Provide press release for the Brands key Products x 3 Maximum (upload)
- Packaging: What makes your packaging stand out? What unique features do your products have? Which country are your products packaged in? Your packaging and the environment?
- Environment & Eco practices
- Feedback and Evaluation (300 words)
- Distribution & stockists

#### Image submission

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





# THE CATEGORIES RULES & REGULATIONS

## MAGAP AWARDS

### THE BUSINESS AWARDS

#### MAKEUP TEAM OF THE YEAR

##### OPEN TO ALL MAKEUP TEAMS or BRANDS TEAMS TO ENTER

This award is open to any team of makeup artists that work across different events and productions.

Work created for brand activations at events, runway, instore activations, Logies, TV Shows. Teams examples are;

- Priceline & VAMFF team (2018 winners)
- MAC – Mercedes Benz Fashion week
- The Voice Makeup team
- YSL eventing makeup team brand activation,
- Bridal team who work together,
- Agency team
- Network team (channel 7 sunrise & morning show)
- Priceline BA brand activation

#### Written submission

Team overview

- Provide an overview of your event team and main objectives, List the type of events your brand team work across, Brand expectations of the team members, How do your team represent your brands mission whilst working across events, What brand regulations are artists required to adhere to whilst working on an event?
- Provide details for your core team and makeup director
- Full names
- Upload team photo if you have one
- If your teams change regularly please list 10 team members who worked across more than one event.

#### Image submissions - your team work images will not be published as per page 8 for judging purposes only

- Up to 8 images of looks created from your event or events
- Face charts optional



**THE MAKEUP  
ARTIST GUILD  
AWARDS**  
ASIA PACIFIC

**[CLICK HERE TO ENTER](#)**

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ENQUIRIES OR QUESTIONS

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