On Fashion Makeup Design

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Absrtact: Fashion makeup is changing rapidly, but the design method still has rules to follow, which can be considered from the aspects of makeup texture, makeup color, local creative design, hairstyle and clothing design. Makeup stylists can integrate several design methods in practice to create more exquisite visual works.

Key words: Fashion makeup; Base color; design

Fashion makeup, also known as trendy makeup or popular makeup. It refers to the makeup that is generally popular in the society or a group in a certain period of time, and more creative elements are infiltrated into the makeup in the process of makeup, so as to achieve better effect and show avantgarde, novel, unique and personalized makeup.

In the information age, fashion makeup leads the trend. With the continuous innovation of makeup tools and products, it can skillfully combine technology and culture, appearance and connotation, rationality and sensibility, as well as tangible and intangible. It can properly use creative thinking, associate with the feeling of beauty, and interpret classics with modern methods. As an excellent makeup stylist, we should master the basic makeup skills, but also the design ideas and techniques of fashion makeup, use superb makeup skills to create fashion, and show the skill level and innovation ability of makeup stylists.

1. Characteristics and application of fashion makeup

1.1 Application of fashion makeup

Fashion makeup can be used in various occasions in social life, such as leisure, dating, wedding, banquet, and more often in advertising or fashion magazines, fashion shows or stage performances, character portraits, and masquerade balls.

1.2 Characteristics of fashion makeup

1. have a strong sense of the times and strong randomness.

Fashion makeup is the makeup that guides the trend and should conform to the fashion of the times. Can be minimalist or luxurious; It can be a fashion queen or a fresh lady. It has strong randomness in makeup design and performance. It can use contrast color eye shadow to decorate hollow patterns locally, and it can also design asymmetrical eyebrows.

2. there is no unified model, which can be used arbitrarily.

There is no unified model for fashion makeup. Like painting, literature and music, it can be used for everything, such as human, nature, science, fantasy and so on. It can show the warmth of spring and the fragrance of flowers; It can also show proud snow and frost, gold and silver technology, and can be used at will.

3. we should not be separated from the category of beauty

No matter how fashion makeup is designed, it cannot be separated from the category of beauty. Make up modeling works should conform to the law of beauty. "Kill Matt" and "Gothic" are artistic styles that are not advocated by fashion make-up.

4. only with the help of hairstyle and clothing can it be expressive.

Fashion makeup is mainly artistic design on the face, but only with the help of hair style and clothing matching can it better express the creative theme. Only works with a unified overall style can strengthen people's visual effect.

2. Design method of fashion makeup

Although fashion makeup modeling design has no norms and dogmas to follow, and is not bound by rules and frameworks, our practitioners should strive to explore new design ideas and ways of expression, show creative visual works, and stimulate people's eyes. According to my years of experience, I summarize the following design ideas and performance techniques:

2.1 Design of cosmetic texture

1. show the texture of nude makeup

Makeup master Barbie Brown often said, "nude makeup will never fall behind. It is delicate, pure, elegant and charming, and always looks modern." The effect of nude makeup is to make the skin look natural, light and transparent without obvious defects. With breathable foundation and skin care lotion or essential oil, you can create a more delicate skin texture and light base color. Use natural eye shadow, brown eyeliner and mascara to create eye makeup that is integrated with the natural growth state of Oriental people. The eyeliner should be drawn by drawing the beautiful pupil line. If the eyebrows grow well, just brush the eyebrows along the growth direction of the eyebrows with wild eyebrow styling glue, so as to enhance the stereoscopic and realistic feeling of the eyebrows. The lips of nude makeup are usually very natural. You can use some nude lipstick or lip jelly with moisturizing effect to make the lips look natural and moist.

2. cool wheat skin

The wheat complexion of Hong Kong movie star Louis Koo is a healthy complexion that people have been yearning for and pursuing. It is the ideal complexion for girls in Europe and America, and also the representative of fashionable complexion. To make a wheat colored

complexion, you can use a darker foundation color (4 \\5 \\\\) and a delicate pale gold pearlescent powder to mix together to make a base. In the afternoon sunshine, it will emit a light wheat colored light. Facial features can be clearly depicted. Blush and lipstick adopt dark red series to create a healthy and sunny makeup image.

3. strong metal impact

Metal impact is to create metal textures such as gold, silver and copper on the skin, and make-up gives people a sense of cool and technology. This kind of makeup is mostly used for fashion, personalized photo and stage performance. To create a metallic fashion makeup, generally, on the basis of the base color, use a large-scale paint dipped in gold, silver and copper fine particle pearlescent paint on the skin, and paint a heavy metal texture with the effect of bronze statue or aluminum plastic plate layer by layer. Because the light color does not match the metal texture, the facial features should be painted more intensely. Black, red and metallic are classic matches. Eyeliner according to the design needs, the lines can be heavier, highlighting the sense of sculpture and technology.

4. oil feeling

Oily makeup often reflects the sex appeal and wildness of women, and is mostly used in art blockbusters and personalized portraits. In the treatment of the base color, you can use wheat color foundation and olive oil to blend and apply it to the skin, so that the skin exudes an oily light feeling. Do not fix the makeup, otherwise the oil feeling will disappear without a trace. Facial features are often painted with oil sensitive cosmetics, such as eye shadow cream or water-soluble eye shadow, which will enhance the visual effect of oil. Oil sensitive lipstick and lip jelly will make Dudu lips more colorful.

2.2 Makeup color design

Color plays an insignificant role in makeup modeling. Often the fashion sense in makeup modeling is given by color, especially in the creative fashion makeup design, bold use of the impact of color will attract people's attention.

1. complementary color contrast and contrast color matching design

Complementary color contrast refers to the contrast of two colors that are 180 ° opposite on the color ring spectrum, such as red and green, yellow and purple, blue and orange; Contrast color contrast refers to the contrast between the three primary colors, which is 120 ° on the color ring spectrum. These two kinds of contrast belong to strong contrast, and the collocation effect is strong and eye-catching. It is widely used in the design of fashion makeup. For example, in the design of eye makeup, you can boldly use two-stage or three-stage strong comparison. The halo area is larger. With flaming red lips, you will have a strong sense of fashion. You can also use strong comparison in the matching of eyes and lips. Dark green eye makeup is matched with dark red lips.

2. contrast and match of cool color and warm color

The cold and warm feeling of color is the psychological feeling given by a certain color. The warm color is gorgeous and eye-catching, with a sense of expansion. Cool, mysterious, calm and contractive. The cold color will look more cool and gorgeous under the warm color, and the same warm color will look more warm against the cold color. When using the contrast of warm and cold colors, there should be a dominant color in a large area, and other colors should be auxiliary colors as embellishments. For example, when designing the cold color makeup, and using the cold blue color to paint the dominant color in the eye makeup, the warm orange decoration will make the makeup feel more cool. Or design cold blue metal eye makeup with warm orange lipstick, and use strong contrast between color and texture to stimulate vision.

3. matching of similar color contrast and adjacent color contrast

Homogeneous color contrast refers to the contrast of different purity and lightness of colors in the same color phase. For example, the use of dark brown and light brown halo dye in makeup belongs to homogeneous color contrast. Adjacent color contrast refers to the color contrast with close distance on the color ring spectrum, such as the contrast between pink and purple, yellow and orange. The collocation of these two colors is soft and elegant. Often this kind of color matching fashion makeup is applied to the design of natural scenes, such as the combination of warm spring flowers and fresh elegance.

4. no color and metal color matching

No color refers to black and white gray, and metallic color refers to gold, silver and copper. Both colorless and metallic colors belong to classic and fashionable colors. The comparison and collocation between them can better reflect the cool and fashionable feeling. But often this kind of collocation will be dotted with red, the effect is more intense. For example, metal makeup, black-and-white gray gradient eye makeup and flaming red lips make you feel cool and fashionable.

2.3 Local exaggerated creative design

The creative design of fashion makeup is not confined to form, and can be widely associated according to the design theme. It can be concrete or abstract. The styles that can be considered include Chinese fashion, exotic customs, artistic graffiti, artistic painting and drama style. The designed parts are mostly changed in the eyes and lips.

1. creative eye design

(1) Hollow out technique: use soft and hard silk screens, gauze nets, lace, or objects carved with patterns or words that penetrate the object, first apply them to the eyes, and then process them in color. Use their own patterns to color the face by means of transfer printing, so as to produce intuitive patterns with printing effect.

(2) Pasting technique: in order to obtain a unique artistic effect, objects such as rhinestones, sequins, petals, gold and silver foil, paper cuts, lace, feathers and other items are pasted around the eyes according to the shape required by the design, highlighting the theme and

showing the sense of hierarchy and design. The position of the paste is very particular, and the result of the paste effect is often related to the aesthetics of the design.

(3) Art Painting: paint patterns or abstract patterns around the eyes with oil paint, which should be perfectly combined with the eye structure. In order not to take off makeup, you can apply powder items of the same color at the later stage, such as eye shadow powder, makeup setting powder and pearl powder. If you want to produce a more colorful effect, you can also paste sequins and flash drills at the same time.

(4) Highlight eyebrows or eyelashes

If you want to weaken the eye makeup, you can also design on the eyebrows, use asymmetric or bold forms that break through the standard eyebrow shape, use thick thick, thin lines or intermittent gradual lines to express the eyebrow shape, and produce a special aesthetic feeling. You can also paste feather shaped false eyelashes with drill or thick root lengthened false eyelashes to reflect the large eyes.

2. creative design of lips

(1) Block painting: the lips can be divided into upper and lower parts, left and right parts, or four or more parts, which can be contrasted and painted with colorful lip gloss to produce the visual effect of multiple colors.

(2) Highlight the metallic or oily texture: after applying the base color lipstick, apply gold powder or lip jelly on it to produce a metallic or oily effect.

(3) Cold color or colorless lipstick can be used: bold use of lipstick in blue, green, purple, black, white, gray and other colors to highlight the theme.

(4) Painted or sticky diamond ornaments: Painted cartoons or aesthetic patterns on the lips, or ornaments such as lace or diamonds on the lip background, highlighting the sense of design.

2.4 Power design of hairstyle and clothing

Fashion makeup modeling is often combined with tension hairstyle and clothing to be more expressive. The influence of an excellent work is attributed to the hairstyle and clothing.

1. hairstyle design

(1) Hair binding design: smooth low bun or front bun, brush up with oil paint or sprinkle with bright powder along the hairline, stick the drill, expose the face completely, or leave some hair curls appropriately.

(2) Package design: wrap the hairstyle with flowers, lace edges, aluminum foil and other modeling accessories. Cover half or all of your face with a veil.

(3) Styling design: make a luxurious hairstyle with exaggerated styling headdress or wig. Headwear can be made of special materials, such as modeling paper, zipper, painted bulb, fan, lace, Chinese knot, paper cutting, etc.

2. clothing design

The clothing should be consistent with the makeup and headwear materials, the shape should conform to the design theme, can be sublimated in life, bold and exaggerated, and the color should be saturated and magnificent. The special material shape should be creative and aesthetic, and can give the viewer unlimited Association and upward appeal.

In short, the fashion makeup modeling design outlined above uses some traditional techniques and some special techniques. Makeup modeling designers are engaged in cutting-edge and creative work. In practice, don't go step by step and follow the book. Let the above methods frame us. We should integrate several favorite techniques, imitate and appreciate more, create more brilliant techniques and create more unexpected visual works.

Note:

1. shamat originated from punk culture in the 1970s. It represents an alternative and even grotesque youth image. Most shamat have long colorful hair and heavy makeup; Wear some personalized clothes and strange jewelry; Like to take selfies and make strange moves in front of the camera in the Internet cafe, these alternative youths are constantly challenging everyone's aesthetic nerves. They are called "killing the matt family".

2. Gothic was first used in the Renaissance to distinguish the artistic style of the middle ages, with terror, supernatural, death, decadence, witchcraft, ancient castle, abyss, thorns, night, curse, vampire and other symbolic elements.

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