

**AAFT  
ONLINE**

**DIPLOMA IN**  
**ART OF**  
**MAKE UP**  
**6 MONTHS**

AAFT ONLINE AAFT

# ABOUT

## AAFT ONLINE

An EdTech  
venture  
which aims to  
**change  
the way  
creative arts**  
is **learnt** and  
**taught  
globally**

Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

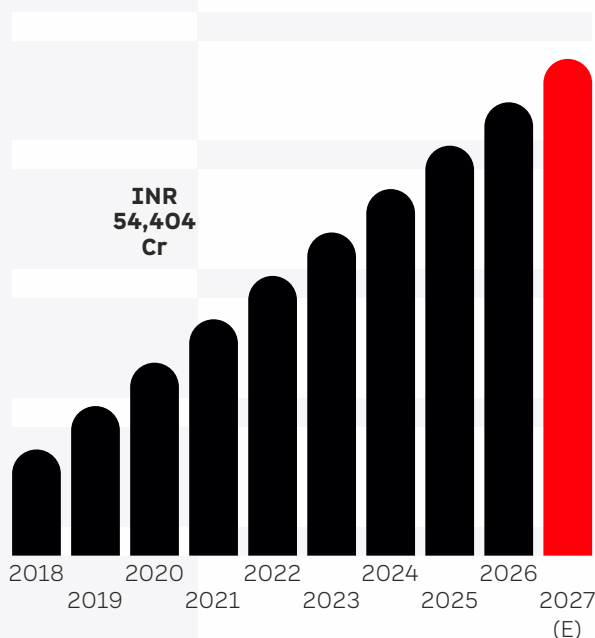
The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

# INDIAN MAKEUP

## INDUSTRY OUTLOOK

The Indian beauty and personal care industry attained a value of INR 54,558 Crore in 2020. The market is further expected to grow at a CAGR of 11% in the forecast period of 2022-2027.



**EXPECTED CAGR** **11%**  
**TILL 2027**

Growing disposable income has helped the growth of India's beauty and personal care industry in recent years. With the disposable income, demand for improved products, and a growing expectation to look good among Indian consumers, the beauty and personal care market in India has a golden opportunity to expand exponentially. Cosmetics, fragrance, men's grooming, and skin care are expected to outperform generic categories in terms of development.

# CHAIRMAN'S MESSAGE



We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.

# ACHIEVEMENTS



India's First  
**UGC approved**  
Creative Arts  
University



Bestowed  
upon  
**120 Awards** in  
Education



Over  
**30 Years** in  
Education



Trained  
Over **20,000+**  
Students

# WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections

# WHY US

Courses are **specially curated by Academicians and Industry Experts**

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Opportunity to **interact and network** with enthusiasts from all across the globe

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**Courses are for all-whether** you are a student or a working professional

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All our classes are backed by **Virtual Faculty Support**

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Focused approach for skill building and **practical exposure** through assignments and projects

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**Dedicated Placement Support**

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**Up-to-date content** with the latest trends and developments of the industry

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Learn **real world application** through practitioners

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**Add a specialization** in your Resume on completion of the course

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Access to **AAFT Alumni Association**

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**one-to-one mentor sessions** throughout the course

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# COURSE

## OVERVIEW

### MAKEUP

Do you feel makeup boosts your confidence? Do you think the makeup brush in your hand can make you an artist? Does makeup give you joy? How about transforming someone? Is it something you love? If beauty and makeup are your passion, how about making a living out of them. Pursuing a makeup course is a growing trend as the beauty industry has recently boomed.

Now a makeup artist is considered to be a rewarding career. The skillset is in high demand keeping in mind the requirement for the same on every small or big occasion. It is one of the highest-paid jobs now, and the need for trained professionals is on the rise.

The majority of professionals working in makeup artistry are self-employed and therefore depend on finding jobs through their online portfolio of work and, in some cases, via connections with photographers, stylists & agents.

There is also a significant industry in consumer makeup whereby you can concentrate on the general public for a special occasion, wedding, or ethnic makeup using your makeup artistry skills.



A close-up, high-resolution photograph of a woman's face, focusing on her right eye and upper lip. She has light skin and brown eyes. A black mascara wand is positioned over her upper eyelashes, applying mascara. Her lips are slightly parted, showing a soft pink lipstick. The background is a soft, out-of-focus skin tone.

## WHAT YOU WILL LEARN

Makeup Foundation

Art Of Hairstyling

Advance Makeup/progressive Makeup

Styling: Designing A Look

Photographic, Theatrical And Media Makeup

Makeuppreneurship

# CURRICULUM

## OVERVIEW

### MAKEUP FOUNDATION

- MODULE 01** Introduction To Makeup Artistry
- MODULE 02** Anatomy & Morphological studies of different Faces
- MODULE 03** Eye Makeup Techniques
- MODULE 04** Lipstick Application
- MODULE 05** Beauty & Natural Makeup
- MODULE 06** Day & Evening Makeup
- MODULE 07** The Art of Great Wedding Makeup
- MODULE 08** Makeup for Mature & Uneven Skin tone
- MODULE 09** Period Makeup

### ART OF HAIRSTYLING

- MODULE 10** Introduction to Hairstyling
- MODULE 11** Tools & Appliances
- MODULE 12** Professional Braiding
- MODULE 13** Half-tie Hairstyles
- MODULE 14** Buns
- MODULE 15** Vintage Hair

### ADVANCE MAKEUP/ PROGRESSIVE MAKEUP

- MODULE 16** Fantasy Makeup
- MODULE 17** HD Makeup
- MODULE 18** Monochromatic Makeup
- MODULE 19** 3D Makeup

# CURRICULUM

## OVERVIEW

### **STYLING: DESIGNING A LOOK**

- MODULE 20** Things to consider to style a look
- MODULE 21** Importance of Face-chart
- MODULE 22** Color selection in terms of Clothing
- MODULE 23** Draping an important factor in styling a look

### **PHOTOGRAPHIC, THEATRICAL & MEDIA MAKEUP**

- MODULE 24** Airbrush Makeup
- MODULE 25** French Revolution Stage Makeup
- MODULE 26** Geisha Makeup
- MODULE 27** Kabuki Stage Makeup
- MODULE 28** Ancient Egyptian Stage Makeup

### **MAKEUP PRENEURSHIP**

- MODULE 29** How To Start As An Artist?
- MODULE 30** Portfolio Building
- MODULE 31** Importance of Interning
- MODULE 32** Personal Networking
- MODULE 33** Creating A Business Plan
- MODULE 34** How To Start A Makeup Line?
- MODULE 35** Create a Market Strategy

# KEY PROJECTS

Creating Beauty Natural Makeup Look

Creating Evening Makeup Look

Creating a Bridal look

Creating a look from Historical Era

Texturizing Hair using different hair appliances

Creating an Evening Updo

Creating a Bridal Updo

Creating a Vintage Hairstyle

Create Stage Hair & Headgear

Creating a Fantasy Makeup Look

Creating Monochromatic Makeup Look

Creating Cinema Makeup





TREAT YOUR MAKEUP  
LIKE JEWELRY FOR THE FACE.  
IT CAN  
TRANSFORM YOU.





## YOUR PROFESSIONAL MAKEUP KIT

They say that once you are doing what you love, you never work a day in your life. If you genuinely love being creative and have a passion for makeup, this is a field that will always satisfy your true desires, so to give the best head start, we have put together a unique and exclusive makeup kit for our learners of Art of Makeup Program. We have collaborated with renowned brands to create a unique and comprehensive kit to help you on your way. This all-inclusive kit will be hand-delivered to your door free of charge and includes a selection of the best products available.

# WHO SHOULD ENROLL

Freshers from any Stream

Makeup Enthusiasts

Beauty Enthusiasts

Aspiring Makeup Artists

Makeup/Beauty Professionals Wanting to  
Upgrade Their Skills



# CAREER OPPORTUNITIES



Freelance Makeup Artist

Film and Television Makeup  
Artist

Runway Makeup Artist

Print Makeup Artist

Print and Magazine Makeup  
Artist

Red Carpet and Celebrity  
Makeup Artist

Theatrical Makeup Artist

Costume Makeup Artist

Bridal Makeup Artist

Spa / Salon Makeup Artist

Product Development

Make up Trainer

Brand Representative or  
Retail

Beauty Writer



# CERTIFICATE OF COMPLETION



## Six Month Diploma

**Nidhi Sharma**

Has Successfully Completed The AAFT Online  
Diploma Program In

**Art of Make Up**

This hereby confirms that the candidate has successfully cleared all assessments and projects  
and is ready to execute their learning.

**PROF. ALBEENA ABBAS**  
Academics Director, AAFT Online



**Dr. SANDEEP MARWAH**  
Chairman, AAFT Online

# COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals  
and Faculty

Recorded Lectures

6 Month Program

Hands-on Practical Projects

Mentoring and Handholding with  
Industry Stalwarts

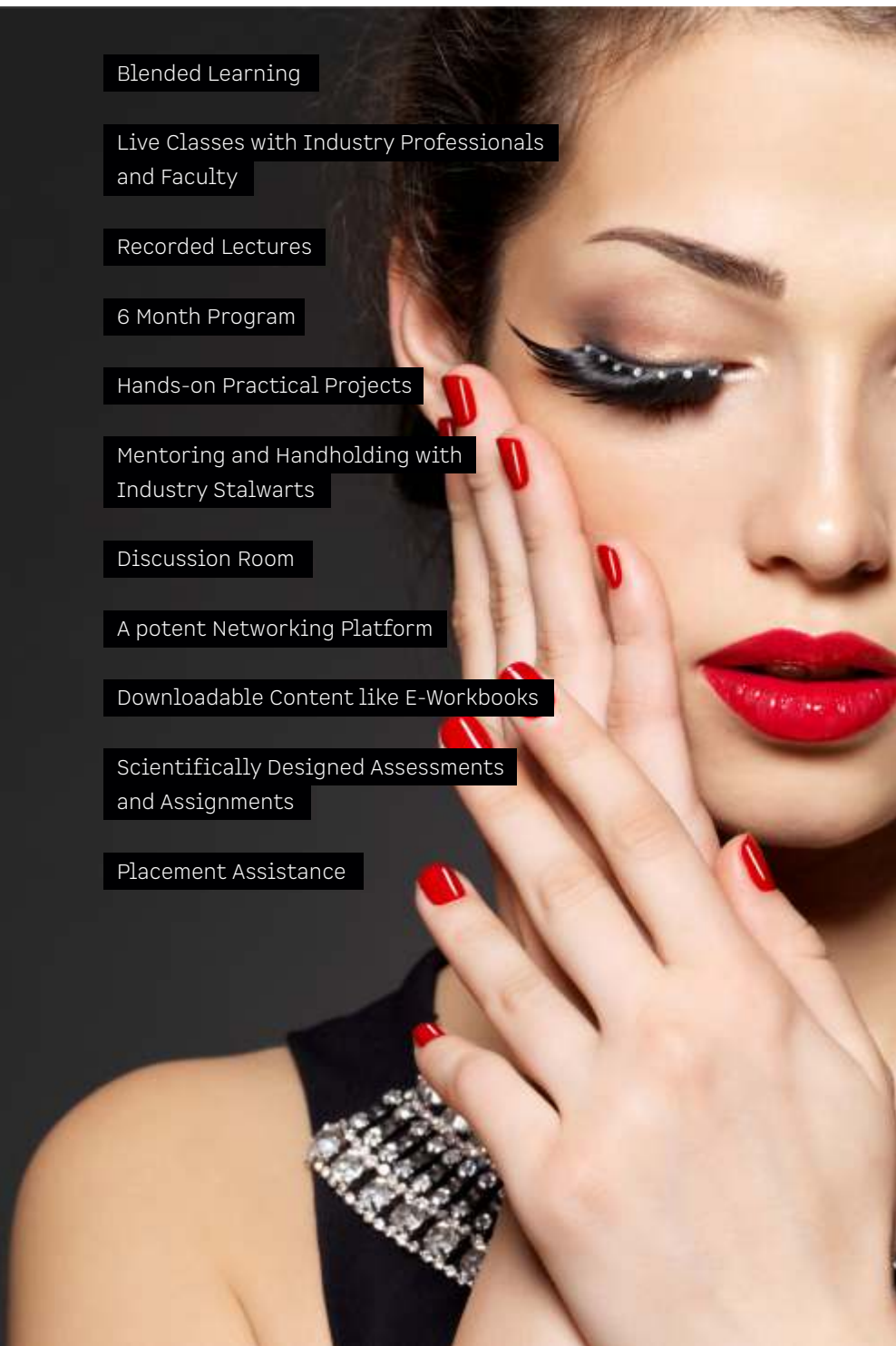
Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments  
and Assignments

Placement Assistance



# ADMISSION

## DETAILS

### DIPLOMA IN MAKEUP

#### ELIGIBILITY

Every Candidate with 10+2 from a recognised board is eligible for the program.

#### SELECTION PROCESS

**STEP 1:** Fill up the Application Form

**STEP 2:** Admissions Team would review your application

**STEP 3:** Interview round with Director's Office

#### FEE STRUCTURE

**Rs 1,10,000** (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

**Financial Aid** - Avail Education Loans at 0% interest rate from our corporate financial partners.

# OUR RECRUITERS

**NYKAA**



**FREIZEIT**

**Network 18**

**TIMES  
NOW**



**GO STUDIO**



