LEMOCAM

Makeup V2 Design
Output Specifications

Outsourcing Designers Design Guideline

Hello!

Welcome to become part of **LEMOCAM** ^_^

1.Size

- Please open "Makeup Template 1200" , design and output based
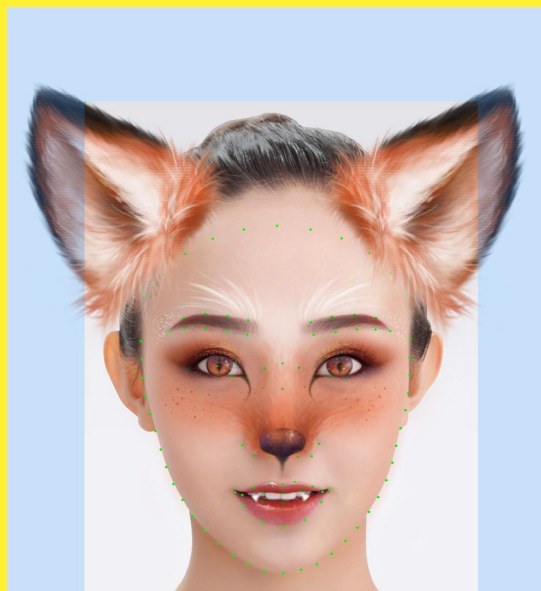on the model's face and green reference points

2. Layer

- Layering according to different categories, e.g. mask, eyebrow, eye effect, beauty pupil, lipstick (the blending mode of mask can be edited only)

- Name of layers：category_blending mode_opacity

  e.g.：blusher_multiply_70%

2. Layer (example)

	Layer	Content	Category & Tips
Makeup	Eyebrow_normal_100		Eyebrow
	Eyeshadow_normal_100		Eye effect
	Beauty pupil		Beauty pupil (design with pupil pngtemplate)
	Lips		Lipstick（design in ps , output with swatches）
	Mask_nose_normal_100		Mask
	Mask_blusher_multiply_100		Mask
	Mask_highlight_soft light_100		Mask
	Mask_multiply_100		Mask

	Layer	Content	Category
Stikcer	Ear		2D Sticker
	White eyebrow		2D Sticker
	Teeth		2D Sticker

－ output other parts as 2D sticker

－ this reference is the old template. Please just refer to the layer name and tips

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3. Designing Points

Mask

Blusher, contour, highlight and some special makeup (e.g. moustache, animal nose, face painting) can be categorized as mask.

3. Designing Points

Mask（normal face makeup）

- Drawing within the pink area
- Transparency is necessay to make a natural look
- Blur face edge
- Brushes that have a sense of graininess can be used to make a "foundation" effect; or blurring the edge to make a natural transition

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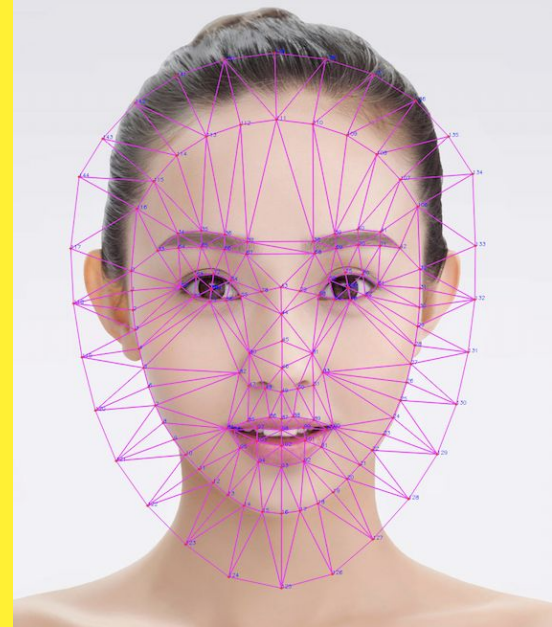
3. Designing Points

Mask (contouring and highlighting)

- To increase stereo feeling, highlight can be added in T area and cheeks.
- Shadow in multiply blending mode can be added in the side of face and nose
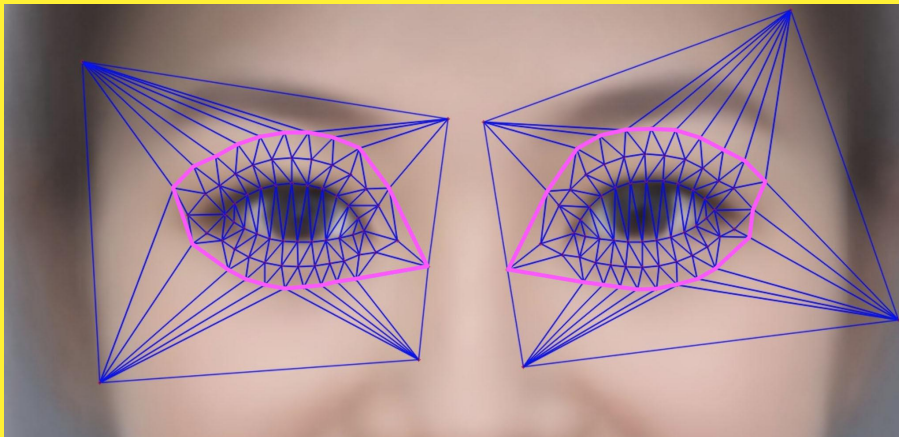- In most stickers highlight and shadow is not necessary

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3. Designing Points

Eye effect

Please design inside the
pink box. The makeup cannot over
the blue area.

3. Designing Points

Eye effect

- Eyeshadow should have a sense of graininess, and the margin should be soft.
- The color transition should be natural, and blending can be used to increase layered
- Eyelashes：don't be too rigid or too neat; should have an even density and well layered. There can be resparency and length changes in eyelash tips
- Eyeline edge should be blurred; pay attention to the eye corner, since drooping or rising shape leads to different feeling!
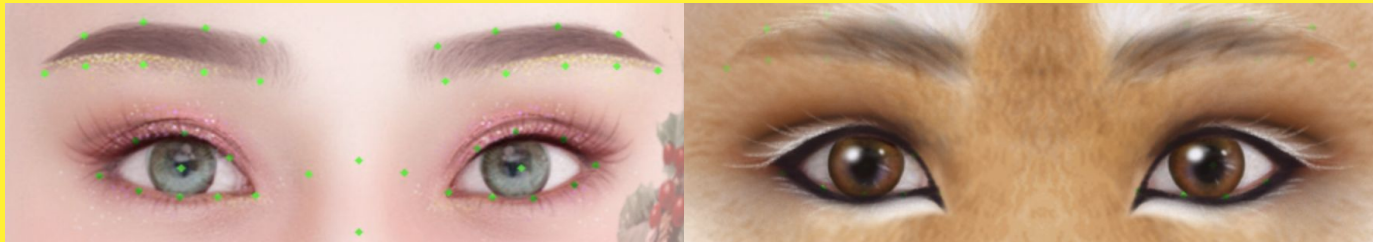
3. Designing Points
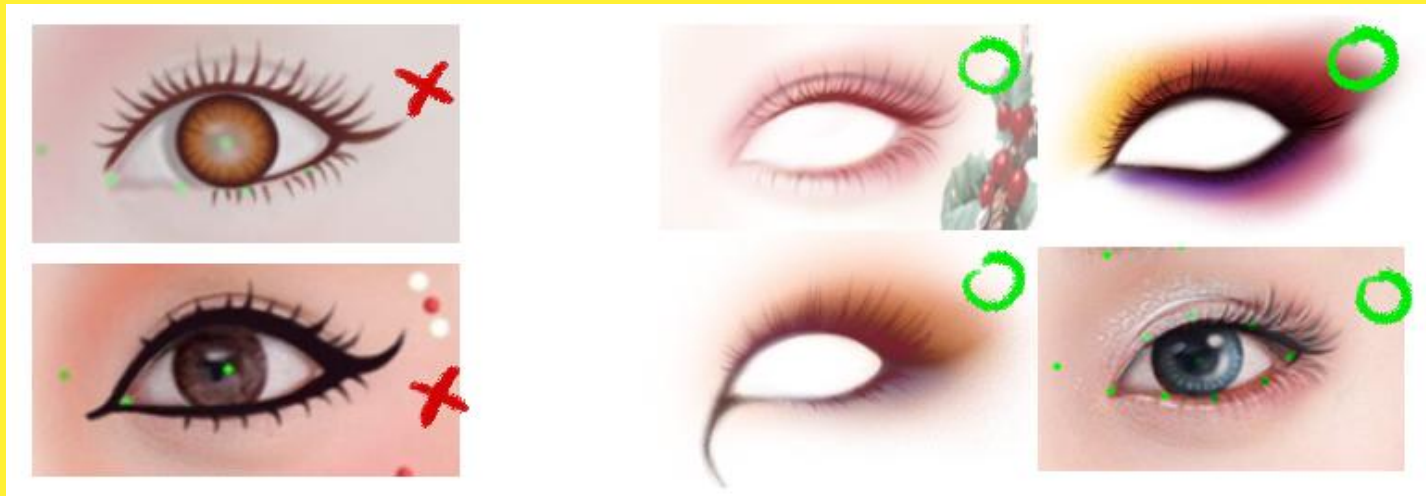
3. Designing Points

Eyebrow

- Should have a texture of hair and a natural look. Avoiding the Equal Arrangement of hair in one direction
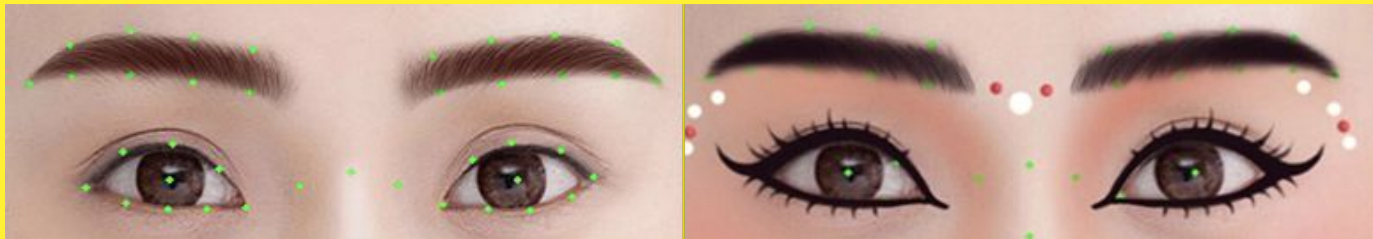- The color should not be too dark; transparency change will give it a natural effect

3. Designing Points

High quality case

Negative case

3. Designing Points

Mask（beauty pupil）

- Design with 150*150 png template
- Design one and copy
- Two layers can be stacked (e.g. color and glisten)
- Output in png

color

glisten

effect

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3. Designing Points

lipstick (notice)

- If not necessary, do not make gradient lips, bitten lips and other special lips. Only make a pure color lipstick.
- If a special lipstick is a must need, such as highlight and pattern, please save it as a mask layer and output separately

3. Designing Points

lipstick (design method)
- Adjust the lip color you need in the "Make template 1200. psd" by adding a adjustment layer
- Copy all adjustment layers to the given swatch
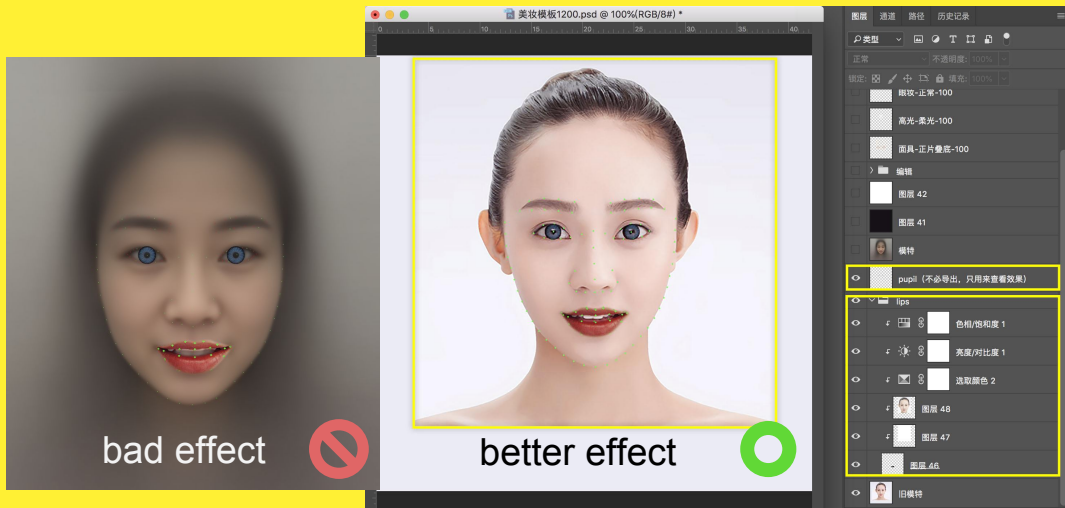- Save as a new swatch (in png)

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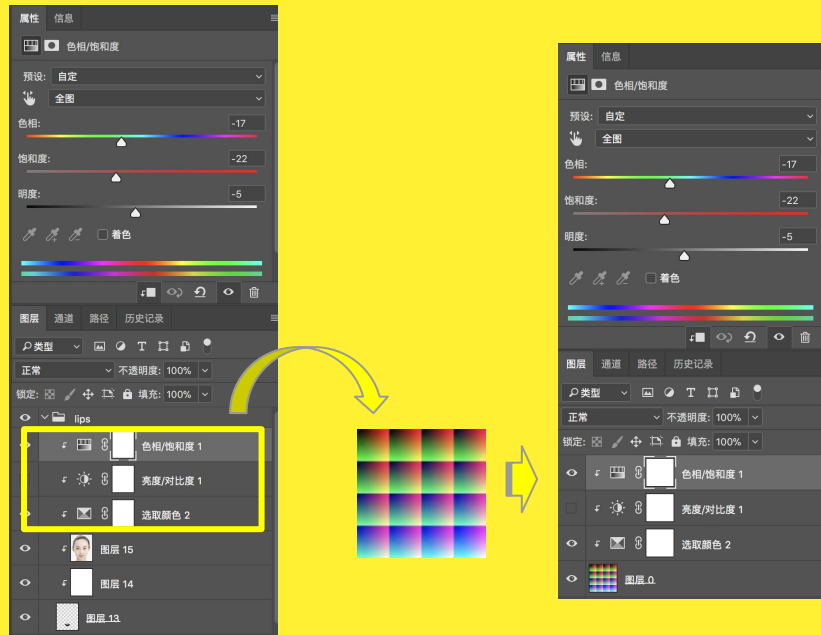
3. Designing Points

lipstick (design method)

Lipstick can be designed in
the old template to achieve a
better effect

bad effect
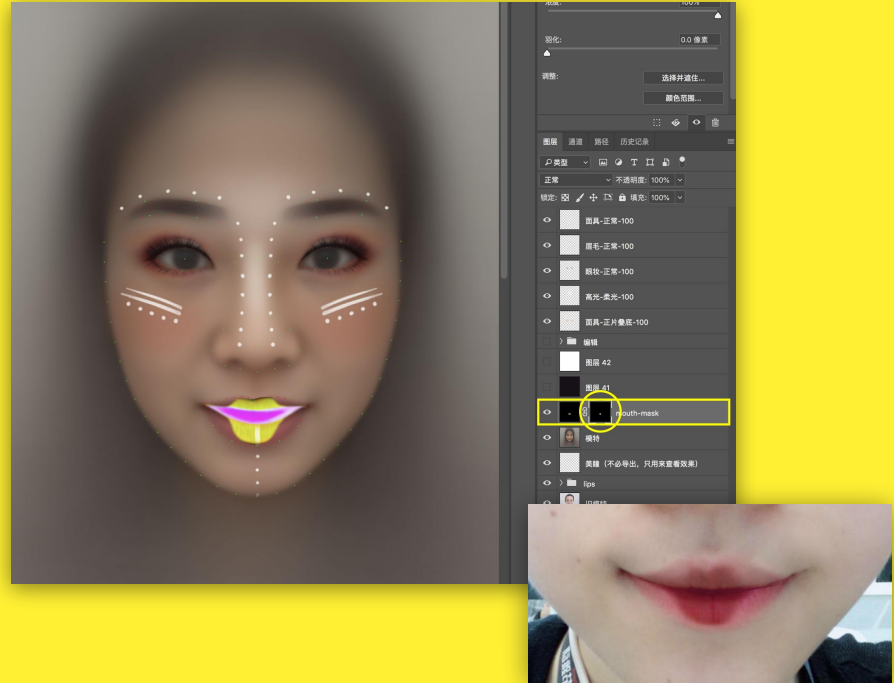
better effect

3. Designing Points

lipstick (design method)

- if there is any special shape
  of the lipstick, please paint
  it in the mouth-mask layer

- mouth-mask layer should
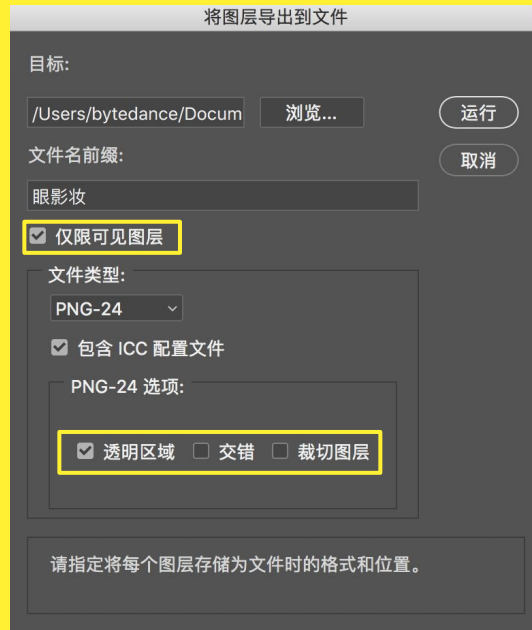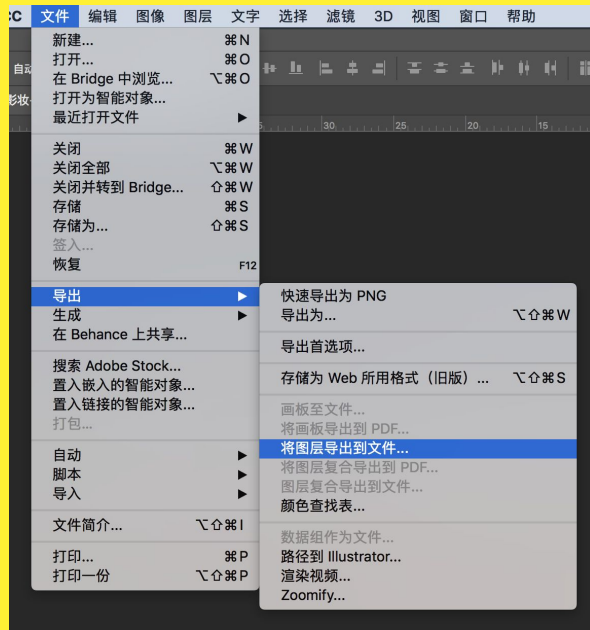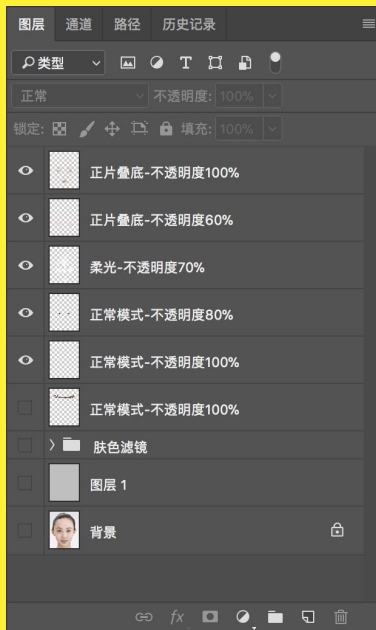 be output in the same way
  as mask

final effect

4. Output

1. Opening the layers that needed to be output
2. File→ Export→ Export Layers To Files
3. Tick "Only visible layers"
4. The export file should be png-24; tick "Transparency", no "Interlace" or "crop"
5. Run and output

4. Output

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5. Notice

Eye Makeup

1. Please do not make obvious highlight, especially in the inner corner and the lower eyelids

2. The lower eyeliner should be blurred and has transparency

3. If the eye makeup has a exaggerated effect or covers a large area, please output the exaggerated part as a mask. Decide the order of this layer and the eye makeup in accordance with specific conditions.
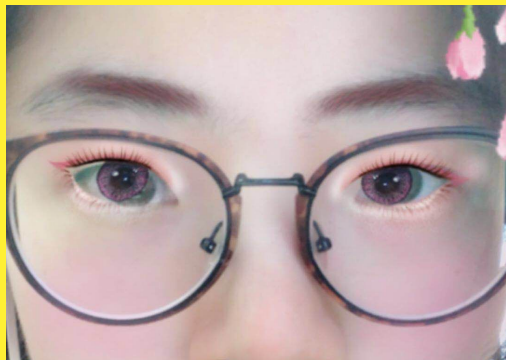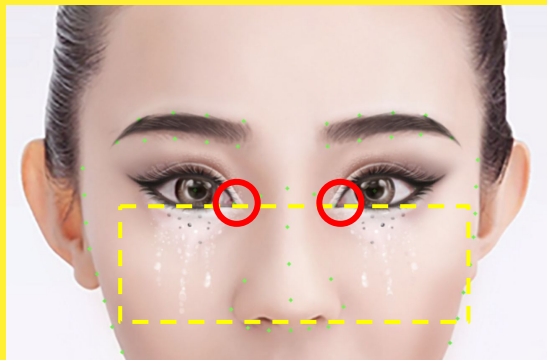
5. Notice

Eye Makeup (graphical representation)

good lower eyeliner

bad highligh effect

The makeup of the inner eye corner should not be too rigid;the part within the yellow box should be categorized as mask rather than eye makeup
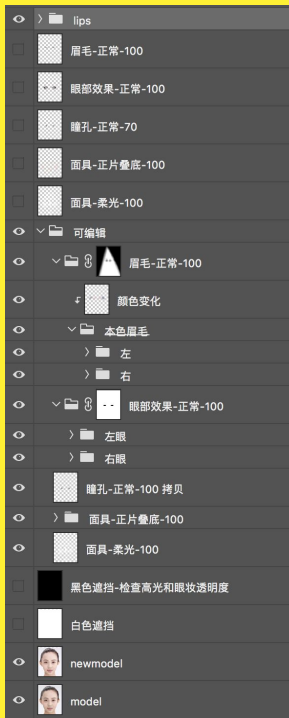
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5. Notice

About symmetry

1. If your design need to be symmetrical, you can finish one side and copy it to the other side
2. The green reference points in the template is not symmetrical and are slightly different. You should adjust the location and shape carefully after copy.

5. Notice

About Layer

1. Well organize all layers according to the given PSD template

2. After completing your design in the "Editable" group, copy and merge groups, and output png according to the guideline.

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Please zip the file and send it to

weiyanyu@bytedance.com

- THANKS !

Awaiting for your amazing design ^_^