



# ONLINE PROSPECTUS



SHARLEEN COLLINS  
-ACADEMY-

# *About*

## *Sharleen Collins Academy*

Sharleen Collins Academy is an ITEC Certified Makeup Academy based on Leeson street, Dublin 2.

Sharleen Collins Academy will train you to the highest standards in the makeup industry working with lots of different techniques, styles, trends, colours, textures and tones.

Sharleen Collins Academy will teach you from beginners to learn the basic techniques to a highly intensive standard of make-up for those of you who wish to pursue a career as a professional makeup artist with a recognised certificate.

Sharleen Collins Academy also works with reputable Industry Tutors & Educators from London and Dublin.

# About Sharleen

Sharleen Collins raw approach to makeup has earned her a reputation as Irelands most influential industry figure.

Working as a Makeup Artist since the age of 17, her infectious passion and evolving personal ability ensured early recognition of her skills which opened doors with world leading makeup brands. Sharleen worked for Mac Cosmetics for most of her career in Brown Thomas Dublin, then turning MAC PRO to work in the London Pro Store MAC Covent Garden.



A strong presence in the Fashion World Sharleen is regularly requested for magazine editorials, has keyed shows for London Fashion Week and also assisted Top Legendary Makeup Artists at fashion week Spring/ Summer/ Autumn and Winter, men and women's fashion shows and industry advertisements. Her work has graced the pages of International and Irish publications including Vogue UK, VOGUE online, as well as Tatler, Image, Vip, RSVP, U magazine, to name a few.

Sharleen's talent has also led to make up for international shows including X-factor, Strictly Come Dancing, the Brit Awards, MTV, Mama Mia Musical, U2 Music Video, The Wanted Boy Band, The Voice, Soap Awards and programs on Irish Channels RTE & TV3. She is trusted and relied on by Internationally Rewoned Photographers, Stylists, Models, Designers, and Celebrities for signature on and off red carpet.

# *Course Information*

Sharleen herself teaches courses in the academy along with a mixture of lecturers. Sharleen Collins Academy also works with amazing well known brands and offer work experience to students as well as training.

Throughout your time at Sharleen Collins Academy you will learn all aspects of makeup from Bridal, High Fashion, New Trends, SFX & many more. We also include a Business Seminar in our courses where our educators will teach our students the importance of setting up their own business and everything they need to know about building their brand.

Before completing your course in Sharleen Collins Academy, students also take part in a professional photoshoot with a leading industry photographer. This photoshoot will consist of four professional images for your portfolio!

Upon completion of the course students will receive an ITEC Level 2 certificate in Makeup Artistry which is Internationally Recognised meaning our students can travel the world with their qualification. Students will also receive an in house Diploma in Makeup Artistry from Sharleen Collins Academy.

# *Course Topics*

Skin Care Analysing | Skin diseases and disorders | Contra indications  
| Tools of the trade | Kit essentials | Hygiene sterilisation | Day look  
| Night look | Bridal look

Skin types, tones, textures, colours, coverages | Colour wheel | Face  
charts | Cosmetic science | Contour, highlighting and shading | Strobing  
| Blending of shadow | Cream shadows paint pots | Cream contour | Brow  
defination | False lashes strip and individual | Festival Looks | Perfect  
lip liner – bold lips | Glitters | Smokey eye techniques | Spring /  
Summer | Instagram inspired | Masterclasses | Glam look | Celeb  
inspired looks | Vintage look | Liner workshop | Cut crease | Backstage  
makeup | High fashion – Blocking out Brows | Lightening effect | Body  
UV painting | Special effects | Professional photoshoot | Portfolio

# *Career Opportunities*

Career opportunities for students  
within the makeup industry include:

Freelance makeup artist, bridal  
makeup artist, Editorial makeup  
artist, TV & Film makeup artist,  
High fashion (fashion shows)  
makeup artist, celebrity makeup  
artist, Counter (leading industry  
brands) makeup artist, skincare  
consultant, blogger and lecturer.



# *Payment Plans*

The full course investment is €3000. We have two payment options available:

- 1) Pay in full when enrolling and receive a €300 discount.
- 2) Pay a deposit of €500 to secure your place and then pay the balance in our monthly instalment plan: €1000 on your first day, €900 on week 5 and €600 on week 9.

You will receive a professional luxury makeup brush set when you start your course at Sharleen Collins Academy. You will also receive your Sharleen Collins Academy uniform. All student discount cards, masterclasses with international makeup brands and any work experience opportunities are also included in the course cost.

Your professional photoshoot with a leading industry photographer and your four professional images for your portfolio along with all ITEC Examination costs are all also included in the course cost.

# *Course Duration*

All ITEC makeup courses are a total of twelve weeks long. We have three different options for this course; Day, evening & weekend.

## **DAY OPTION (one day a week)**

Mondays: 11am - 6pm

Tuesdays: 11am - 6pm

Wednesdays: 11am - 6pm

Thursdays: 11am - 6pm

Fridays: 11am - 6pm

## **EVENING OPTION (two evenings a week)**

Monday & Tuesday evenings: 6:30pm - 9:30pm

Wednesday & Thursday evenings: 6:30pm - 9:30pm

## **WEEKEND OPTIONS**

Saturdays: 11am - 6pm

Sundays: 11:00am - 6:00pm

# *Qualification*

Once you graduate, you will receive an in house Sharleen Collins Academy Diploma which is recognised nationwide.

You will also receive an ITEC Level Two Certificate in Makeup Artistry which is internationally recognised.

This means our students can travel the world with this qualification as it is recognised worldwide.

This qualification is also generally the standard qualification that most leading industry brands like MAC or INGLOT require when interviewing for potential job opportunities.





# *BUSINESS SEMINAR*

At Sharleen Collins Academy we teach our students the importance of not only having the skills & techniques to become an amazing makeup artist, but also the knowledge to build their brand once they graduate! A big part of our business seminar is teaching our students how to become a social media sensation! Social media has changed the marketing game in the last few years and is now one of the biggest platforms for showcasing your work as a professional makeup artist.

Our business seminar teaches our students the correct times to post in order to get the most reach out of their posts to their audiences. It also teaches what hashtags to use & also not use. For students who want to pursue blogging as part of their makeup career, our business seminar also teaches students the best tips & tricks there is on blogging as well as what the best apps to use are!

A big part of our business seminar is teaching students how to make contacts in the industry and how to network within the industry in order to associate with like minded individuals and businesses.

During our business seminar students will also learn how to perfect their cv and portfolios. Our tutors will show students what a CV should look like and also helping them with their own CV to make sure that everything is perfect before they start applying for jobs.

Our tutors will also give students a layout of what a professional portfolio should look like also as this is the biggest selling point for any makeup artist just starting out! Our tutors have a wealth of knowledge and experience in the industry and know all the tips and tricks to guide our students before they graduate their courses and ensure they are 100% prepared. Our tutors will also go through different interview techniques wether it be for a cosmetic counter or tv station! They will also do mock interviews and role plays with students and give constructive criticism on where they need to improve.

The most important part of our students business seminar is teaching them how to tax and insure themselves. Our tutors give students a list of insurance companies that are specifically for makeup artists and explain their different plans and pricing depending on what area of the industry students wish to pursue once they graduate.

Our tutors also teach our students how to tax themselves once they start working in the industry. They teach students how to register their businesses or how to register as self employed. This is extremely important when starting out in the industry!



# Photoshoot

Towards the end of the twelve week course at Sharleen Collins Academy students will take part in a professional photoshoot.

The photoshoot will consist of four looks; Daytime Look, Evening look, Bridal look & Freestyle look. The Freestyle look is a look of choice and can be anything from High Fashion, SFX, Celebrity Inspired to Festival.

Each student will then receive all four looks which will be edited by the leading industry photographer for their portfolios.

These images are so important for the students as any job they decide to apply for when they graduate will require a portfolio application at the interview stage. Having four professional images will give our students a distinct advantage over those who do not have this.



During the photoshoot, the students are responsible for the overall look of the images. Students need to ensure that the makeup is perfect and to a high finish. Students are also responsible for the hair & styling of the final image. Students must ensure that the hair & styling also match the theme of the image.

Working on the photoshoot gives students an insight of what it is like to work on a live set.

Students need to be aware of their timing as when you are on a live set makeup artists are given specific briefs with timings and students need to be able to adapt to these situations.

The photoshoot is also a good experience for students in learning how build on their communication skills. Students need to be able to communicate clearly with models what poses etc they would like for the finished image as well as communicating with the photographer what their vision for the image is.



# *Student Reviews*

Throughout your time at Sharleen Collins Academy students will have continuous student reviews with Sharleen. This takes place every few weeks upstairs in our boardrooms. This is on an individual basis with just Sharleen and the student.

In the review, Sharleen will tell students how they are progressing through the course and will also answer any questions students may have. These reviews are a time for students to share with Sharleen any areas they feel they are not too confident with. This is completely confidential between the student and Sharleen and is not shared with the class.

Sharleen will then monitor the student and help them improve on this area and make sure they are 100% confident by the time the next review comes. These reviews are also a time for Sharleen to go through each students case studies & portfolios and help them with anything that may need to be changed before their ITEC Examination.



# *Open Door Policy*

At Sharleen Collins Academy we have an "Open Door Policy" which is completely free of charge to all of our past students! This allows them to come back to the academy at any time to resit any classes they feel they need to brush up on or would like further training in! Whether students want to sit in on one class or ten classes, Sharleen Collins Academy's door is always open!

Sharleen Collins Academy decided to introduce this policy to all of our students in order to help them grow & develop their skills even further. We know how fast the industry changes and how quickly new trends catch on so this gives our students the opportunity to come back and brush up on their skills and really master their techniques!

" I finished up my course last March and have been freelancing ever since. I started to build a really good reputation within my local community from my clients sharing my work on social media. I mostly do Glam makeup - cut creases, spotlight eyes etc. A girl heard of me through one of my clients and contacted me to see if I would be available to do her wedding makeup as she had been let down by another girl. I felt really nervous about this as I hadn't practised wedding makeup much since graduating as I was so busy with my freelance work. I contacted Sharleen and she told me to come back & sit in on a few bridal classes. I sat in on three classes before the wedding makeup trial and after I did the trial she booked me straight away! I was delighted! I sat in

on two more classes before the actual wedding just for my own piece of mind as I wanted to get in as much practise as I could. I was so much more confident doing the makeup because of this! I honestly think that if the Open Door Policy wasn't available to me I wouldn't have taken the job just due to my own self confidence from not practising it enough but Sharleen really helped me and made sure I had the skills and confidence to complete the wedding party. I have since been booked for three more weddings this year and I couldn't be happier!" - Laura Lynch

"I had heard about the Open Door Policy while I was doing my course. I didn't think much of it at the time and when I graduated I got a job as a makeup artist in a salon so I was doing makeup every day and getting better the longer I was there. When the summer came last year my friends asked me if I could do some of their makeup for festivals and concerts. This sort of makeup isn't what I would usually do in work so I wasn't AMAZING at it. I rang Sharleen and asked her would it be okay if I sat in on a festival class beforehand just to brush up on it a little bit. The academy sent me the dates of all the festival classes that were coming up and I actually decided to sit in on three instead of one because they all fell on my days off and I really wanted to make the most of it! This was absolutely brilliant because I actually learned more new trends that were coming up for this season that weren't out last season so not only was I getting to practice what I already knew, I also learned so much more! I started to get a lot more freelance work because I was getting to share my friends makeup on Instagram and show what I could do! This actually led to people also ringing the salon and requesting me to do their festival makeup so I was completely over the moon with this as well! " - Siobhan Kelly

# *Student Testimonials*

"Hi, My name is Laura Sweeney and I am 18 years old! I am a past student of Sharleen Collins Academy & now a fully qualified makeup artist!

I was due to start a make up course at another college which was cancelled last minute with no notice. So after many tears and I contacted Sharleen Collins Academy by email . The academy was so helpful and they provided me with a solution by allowing me to start straight away! I know now that I was meant to attend Sharleen Collins Academy!

We started the course by learning all the basics in makeup from day and evening looks to Bridal & Celebrity inspired looks. We then covered different topics from Glam, Festival makeup, High Fashion, SFX, Bodypaint, Kim Kardashian & Kylie Jenner inspired and many more!

Sharleen Collins Academy offers so many masterclasses during your course in top international brands like Mac and Inglot! This was so helpful as it gives you a feel for the industry and what it's like to work on counter.

The Inglot masterclass was so helpful teaching us all about cut creases, spotlight eyes and blown out looks! The MAC masterclass gave us all a behind the scenes insight into what trends were coming up in the following season and what the top makeup artists were doing at Fashion week!

The tutors and educators are absolutely amazing as they offer so much guidance.

It makes the experience of the course so much better when you are learning from the best in the industry.

During my course I had the amazing opportunity of doing a professional photo shoot in the Irish Mail on Sunday with LOVE HATE star, Mary Murray for her new play. This was an unreal experience and has influenced my hopes for the future as a makeup artist. It was such an amazing experience as I got to see first hand what it was like to be on the set of a professional photoshoot

I have huge goals set for myself as an artist. In 5 years I hope to be working at London fashion week with the top brands, working on the west end and taking part in editorial and tv work. Before my time at Sharleen's Academy this all seemed like dreams but now it is my goal and ambition. I had the best experience at Sharleen Collins Academy and I can't thank Sharleen and the tutors enough! I have learned so much, I feel so confident in my work and I know I have chosen the right career for me!"







"Hi! My name is Shauna Bottone and I am a past student of Sharleen Collins Academy! I am now a fully qualified makeup artist! From day one in our course, Sharleen Collins Academy kept us completely informed and up to date with the world of beauty & makeup! From then on in each individual in our group improved leaps and bounds week after week!

Throughout our course we got to attend masterclasses with different brands which was amazing. The fact that the theme of each masterclass was different was such a great help because it really showed us an insight of what it would be like to be working in the industry and the realisation that it is non stop and constantly changing. It was great to see all the different trends at the moment and also how different brands interpreted those trends. I know myself, it done wonders for not only my makeup but my confidence as well!

Our weaknesses then became our strong points as Sharleen and her team of educators & trainers helped us tackle everything head on each week! Once a month we sat down with Sharleen upstairs in the boardroom for a one to one review. This was so helpful as I felt a lot more comfortable talking about what I was struggling with in private with Sharleen. Sharleen then made sure that my educators were aware of this and they helped me week on week until I finally mastered my weakness and it was no longer something I struggled with!

There are so many other elements to the courses at Sharleen Collins Academy other than makeup! We also had ITEC classes throughout our courses which were so important in helping us prepare for our exam. Our educators went through our exam process step by step and were so helpful throughout the course answering any questions we may have and helping us with our case studies and portfolios to ensure we all passed!

We also had a business seminar where we learned all about the business side of being a makeup artist. Our trainers went through our social media first which is so important when your starting off in the industry. They shared so many helpful tips on what content we should be posting and also when to post to ensure we get the most engagement out of our posts! They also went through interview techniques and helped with our CV's which was so helpful! They told us all about how to tax and insure ourselves as well if we wanted to become freelance artists!

I am now self employed makeup artist and also working from a salon where I meet amazing people every day!

I couldn't recommend the ITEC Makeup Course at Sharleen Collins Academy enough because I don't think I would be where I am today if it wasn't for the tutors, educators and Sharleen herself throughout my course! "

"Hi! My name is Jodi May and I completed the ITEC Makeup course in Sharleen Collins Academy.

I always wanted to be a makeup artist. From an early age I loved experimenting with different looks and spent hours watching you tube tutorials from some of the best bloggers in the business. There are so many courses on offer that I was quite overwhelmed when it came to making a decision. I put it off for awhile then one day I came across The Sharleen Collins Academy and just knew this was the course for me. Walking into the Studio I got the feeling of what being a professional makeup artist felt like. It is so well laid out. The studios are stunning and all white which is perfect for photos! Sharleen also has LED lighting and a ring light which made our pictures during class amazing! Each student has their own station to set up and work from. This really helps prepare you for the working world as it's so important to be well prepared and have all your products ready to go. I was quite nervous starting the class as I'm a shy person. I thought I'd just lay low and blend into the background but that's impossible! Each course only takes a limited amount of time which means you can't hide down the back of the class! This also means the tutors get to go around the class on a one to one basis as well as teaching us as a group.

All students practice on each other which is a fantastic way to learn. Criticism is always constructive; I never felt out of my depth or insecure. Sharleen has her students best interest at heart and takes the time to find out what direction you want to take on finishing the course. Her advice is invaluable and she really gave me the confidence to go for it!

I loved all the different tutors and educators who came in to do masterclasses and teach us during the course. They really are the best in the business and also tell you about the do's and don'ts of the industry as well as teaching us which was amazing! They really gave us 110% throughout our course! We got to go out to a Mac and Inglot Pro store to learn from other artists. Not only did my makeup skills improve from being part of the academy so did my confidence.

When I finished my course, Sharleen still kept in touch and is always available to answer questions and give advice. I was also put on the list for the PRO TEAM which means I was still given work experience opportunities after I finished the course as well as during my course! The opportunities I have had since leaving include working along side Paula McGlynn doing SFX makeup for a Halloween event. I also worked doing makeup for the Girl Crew App launch party.

When I graduated from Sharleen Collins Academy I went to work in Brown Thomas, but I'm now focusing on my makeup/fashion blog. Joining the Sharleen Collins Academy Family was the Best decision I've ever made for my career."



# *Would you like to visit our academy?*

Arrange an appointment with one of our amazing student advisors to have a tour of our academy! Our student advisors will be here to greet you when you come in and give you a tour of our academy including our studios where our classes are held! During your tour, our student advisors can tell you all about our courses here at the academy and what we can do to help you start your dream career as a makeup artist!

They will explain all elements of our courses including practical and also theory classes to help give you a better understanding to see if this course is the right fit for you! You can sit in on one of our classes free of charge to see exactly what its like to be a student of Sharleen Collins Academy!

Talk to our current students about their experience so far and where they are hoping to gain employment once they graduate! Our amazing trainers and educators will also be here to advise you on the different opportunities available to you in the industry along with their own experiences and how they have got to where they are today!

If you are interested in arranging a tour of Sharleen Collins Academy for a time that suits you please feel free to contact us on:

+ 353 (1) 910 3254

OR

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