

The Applying of Contouring Technique in Doing Make Up

Asri Wibawa Sakti
 Sekolah Pasca Sarjana
 Universitas Pendidikan Indonesia
 Bandung, Indonesia
 achiewibawasakti@gmail.com

Rasi Yugafiati
 Pendidikan Bahasa Inggris
 IKIP Siliwangi Bandung
 Bandung, Indonesia
 tanya.rasiyugafiati@gmail.com

Abstract—The article aims to discuss about the correlation between contouring technique and gradation technique in a media called the face of a model. Since it is believed that contouring technique as a part of make up, and gradation technique as a part of arts. Fortunately, the researcher is an artist and professional make-up artist. Thus the researcher can reveal from both perspectives to gain the thick and deep discussion. Then, this article is made qualitatively to explore about various shapes of faces and the technique to make the face look taper. The data is revealed only in a face of participant a square shape. It shows the progress to do the make up. The implication of the research shows that make up connect to arts in the parts of contouring and gradating.

Keywords—*make up; gradation technique; contouring technique; professional make up; taper; square shape face*

I. INTRODUCTION

Basically, women want to show their beauty in special occasions. Unfortunately, not all of the women accept that they have the perfect beauty as the grace from the God. Some women need to apply make up to maximize their performance. Thus give the important reasons of the using of make up. The internal factor in using make up is unconfident about their physical appearance; while the external factor is because of friends, relatives, beauty blogger, work, and organization [1].

Psychologically, make up has *seduction* and *camouflage* effect [2]. Decorative cosmetics aim to increase the women's beauty [3]. Then, the aim of using the cosmetics spread to beautify the appearance, change the performance, attract by fragrance, and cover the lack of the appearance [4]. Corrective make up is believed can fulfil the need of covering the lack of shape of women's face so it can increase the confidence [5].

II. RELATED WORK

A. Make Up

Actually, every woman has the beauty side. For some women, the beauty appears naturally, but for the rest should be revealed by using make up. Make up becomes one of the alternative to support the beauty of women.

B. Gradation Technique

Uniquely, the activity of doing make up has a similarity with doing painting or any arts works. Both of those activities need the media to apply the arts. In make up activity, the media is face. In arts works activity, the media can be canvas. Different with canvas that has standard characteristic, face has different condition. Face has multiple aspect to be considered, such as the colours of the skin, the shape of the face. Based on those various condition of faces, the professional make up artists have different strategies and techniques apply make up in the faces of women. At least, there are two arguments of applying makeup. First, the reconstruction make up. It is **bold** – thus, the professional make up artists try to cover the lack of the performance and make an ideal shape by using contouring technique. The second one is *flawless*. It shows the natural beauty of the face. In the research, the study concerns to the bold make up especially the using of gradation technique or contouring make up.

C. Contouring Technique

Based on arts' point of view, contouring technique has similarity with gradation technique. Both of them play with shading and coloring. The challenges for professional Make Up Artists are objectify the faces of the women to be perfect canvases. As considered, every face has different characteristic. Let say woman with oily skin has problem with no long lasting make up [6]. It is only one of many difficulties to get the perfect canvas. Thus, the professional make up artists usually make *Under make up* that create perfect canvas to help them in applying make up, shading, contouring, etc in order to show the natural appearance [7].

Contouring help make up artists to correct the shape of the women's faces. As it is believed that oval shape categorized as the most ideal shape of face, thus it becomes the guideline to make over women's faces [8]. The contouring technique needs three steps foundation or powder; first shade should have same tone with the women's skin, the second shade should be one step brighter, and the last is contouring with darker tone [9]. The article aims to discuss about contouring technique as the professional make up artist's work and gradation technique as the artist's work to maximize the beauty of woman.

III. DESIGN OVERVIEW

The design overview made by researcher has several stages. It is called make up reconstruction. The researcher as a professional make up artist and also artist. The research is described qualitatively. To make it special and clear about the applying of contouring, the researcher chooses a participant with square shape face. The data is collected by using observation, documentation. The data collection while the researcher taking notes about the result can be called as observation [10]. The researcher also collects written text, photos as documentation [11]. The analyzing technique using Miles and Huberman interactive model started by collecting the data, reducing the data, presenting the data, dan taking conclusion [11].

At the first stage, the researcher conducts the study in arts departemen for several years. One of the subjects is doing gradation. The researcher then gets the insight about what gradation technique is. To do the arts project that using gradation technique, the researcher need canvas and brush. There are so many variation of brushes. However, the use of brush depends on the needs, especially the condition of the object. The canvas itself is standardized. The researcher as an artist applies the gradation in the predicted surface called canvas.

At the second stage, the researcher then slowly but sure becomes a professional make up artist. Being professional artist deals with various condition of faces. Before doing the article, the researcher deals with the pilot projects. The researcher learns various characteristics of faces surfaces. Of course, it is different with canvas. There are various kind of faces' surfaces, while canvas just only has one variation. Since the researcher imagine that both of face and canvas are media of arts, the researcher try to make the similarity for the face surface. The researcher then try to modify the face surface to be the perfect canvas. The researcher uses foundation to create the same tone of the skin, to cover the blemish, pimples, and any problems in the face surface.

At the third stage, the researcher chooses a model. She has a unique shape of face. Her face is square shape. Since it is believing the goal of reconstruction make up is to make the model looks taper, the researcher starts to do the duty. The researcher tries to make over the model.

From the figure 1, it is considered that the model has square shape of face. The skin has no much troubles. It has no pimples. In the figure 1, the researcher tries to clean up model's face. The face is cleaned by using wet tissues, milk cleanser and toner. The face is prepared to be ready for applying make up.

The figure 1 show about the condition of face surface without any addition of make up.



Fig. 1. The skin of square shape face is already cleaned.

The researcher then studies the condition of model's skin. Then, the researcher finds the phenomenon that the model has dry skin. The dry skin should be stabilized first. Thus the researcher takes 1-2 drops of serum to the fingertip. Then the serum is applied by tapping to all over surface, especially to around lip area and forehead. Those parts of face are dry.



Fig. 2. The skin of square shape face is already applied the serum.

From the figure 2, it shows that the skin is ready receives the treatment. The serum helps the skin to be balanced. The area of forehead and around the lip are moisture. When the skin is moisture, the make up can be applied perfectly.

After the serum is absorbed by the face skin, the next step is applying based foundation or primer. The researcher shakes the tube of base foundation to mix the ingredients. The researcher also uses several base foundations to get the best result. The researcher uses mixing pallete and spatula mixing. The comparison of each base foundation is 1:1. The researcher applies the mix base foundation thinly using fingertip. The researcher waits the base foundation until dries and absorbs.

After the researcher looks the result of the base foundation, she adds color corrector in the eye bag of the model to camouflage the imperfection. The researcher daubs color corrector using small brush, although it can be used by other tools like fingertip or sponge. The researcher chooses orange color to be applied in model's eye bags. It can be seen in figure 3.



Fig. 3. The model's eye bags is colored by orange color corrector.

The next is appying foundation. The researcher puts a small amount of foundation to the fingertip, although she actually can also uses brush or sponge. The reseacher taps the area should be corrected. The researcher does gently to make sure that the foundation doesn't change the place. The researcher also uses medium and dry sponge to apply the foundation.



Fig. 4. The application of foundation using beauty blender or sponge.

From the figure 4 it can be analyzed that the researcher is mixing foundation. The researcher uses two kinds of foundations. The researcher uses pallete mixing and spatula mixing. The researcher pours those foundations to the pallete and mixes by spatula. The researcher uses a wet sponge to prevent the absorption of foundation to the sponge. The researcher also finds that wet sponge helps to even the color of foundation into the surface. Then, figure 5 shows the result of applying the foundation even in the model's surface.



Fig. 5. The result of application of foundation all over the surface.

From the figure 5, it can be seen that the orange color corrector is covered by the foundation. The eye bag of model is suddenly camouflaged. The color of skin is even tone. When the face skin has same color, the researcher believes that it can be a perfect canvas. The researcher then continues the next step. The next step is contouring. The contouring is the part discussed in the article. Contouring has same technique compare with gradating. Both of them have a goal to give shadow. For the face itself, giving shadow called contouring helps the researcher to bold the gorgerous look.



Fig. 6. The result of contouring technique.

IV. RESULT AND DISCUSSION

The result and discussion conect both of the finding and the theories. From figure 7, it shows that the contouring technique handles a great part to make over the taper-look. The model seems to have a small and beauty jaw. Her nose becomes pointy-look. The power of contouring gives the perfection of arts. The lighter and the darker color are gradated. It same as the gradation technique in arts. The artist uses a smooth change from darker to lighter, thus it looks natural. Since make up has *seduction* and *camouflage* effect [2], the researcher shows that the result of contouring technique supports both effects. The camouflage to bold the parts of face can be found for example in the nose. In the reality, it may not really pointy, but then contouring technique helps to approve the goal.

The study then reveals the model's reason to be beautiful. She has internal factor to get appreciation from her family and friends. Since social media connects the friendships, she wants to look gorgeous in the frames. She wants to post her photo after make over and really enthusiasts about the netizens' responses. It is related to the theory of external factor to use make up [1].

Since, contouring technique reveals the gorgeous face of the model, it is believed that the tehique supports the decorative cosmetics to increase the women' beauty [3]. The research is supported by the information that make up cover the lack of the appearance [4]. The gradation technique learned by the researcher several years ago is collaborated with the contouring technique. Those collaboration then being the corrector for the taper-look. Since the covering the lack of shape is done, this can increase the confidence [5].



Fig. 7. The final result of make up included contouring technique.

Based on the figure 7, the next steps of make up then cover the contouring technique. The application of the next make up then give an awesome appearance to the model. It can be concluded that both of gradation technique and contouring technique have corelation to bold some parts of "canvas" so those can camouflage the image. The research also shows that the arts can cover the study of make up. Since those gradation and contouring technique have similarity in mixing brigh and dark colour.

V. CONCLUSION

This study reveals the phenomenon that arts gives contribution to support the Make Up Artist's skill in showing the beauty of model. No matter what kind of shape that a model has, it can show the power of make up. The study also shows the step by step to change the appearance of the model, especially the power of contouring in changing the model's face to be tapper look. Those stages can be followed as make up tutorial. Thus, there are some oppotunities for artists to be make up artists.

ACKNOWLEDGMENT

Sakti and Yugafiati thanks to the God who help the researchers. Sakti and Yugafiati also thanks to family, relatives, and all of the lecturers who guide and support them to finish the paper.

REFERENCES

- [1] L.D. Elianti and V.I. Pinasti, "Makna Penggunaan Make up sebagai identitas diri," *Jurnal Pendidikan Sosiologi UNY*, pp. 1-18, 2017.
- [2] R. Korichi, D. Pelle-De-Querall, G. Gazano, and A. Aubert, "Why women use makeup: Implication of psuchological traits in makeup functions," *J. Cosmet. Sci.*, vol. 59, pp. 127-137, 2008.
- [3] R.I. Tranggono and Latifah, *Buku Pegangan Ilmu Pengetahuan Kosmetik*. Jakarta: Gramedia Pustaka Utama, 2007.
- [4] S.M. Wasitaatmadja, *Penuntun ilmu kosmetik medik*. Jakarta: UI Press, 1997.
- [5] A.F. S.W.R. and D. Lutfiati, "Pengaruh Make up korektif terhadap hasil riasan pada wajah bulat dan mata sipit," *e-journal UNESA*, vol. 3, no. 1, 2014.
- [6] D. Dwikarya and Maria, *Merawat Kulit dan Wajah*. Depok: PT. Kawan Pustaka, 2003.
- [7] H. Kussantati, *Tata kecantikan kulit untuk SMK Jilid 3*. Jakarta: Departemen Pendidikan Nasional, 2008.
- [8] D.A. Yustina and A. Puspitorini, "Pengaruh Penggunaan Jenis Under Make Up (make up base) terhadap hasil tata rias wajah jenis kulit berminyak untuk pesta," *e-journal*, vol. 2, no. 3, pp. 33-37, 2013.
- [9] R. Jones, *Makeup makeovers beauty bible: expert secrets for stunning transformations*. Beverly: Fair Winds Press, 2011.
- [10] W. Gulo, *Metodologi Penelitian*. Jakarta: Grasindo, 2004.
- [11] Sugiono, *Memahami Penelitian Kualitatif*. Bandung: CV. Alfabeta, 2010.