

EDITORIAL STYLING

NEW YORK ADVANCED ACADEMY



Hair and makeup are two distinct forms of artistry, but during a photo shoot, they merge to create one picture-perfect look. Co-taught by coveted editorial hair stylist Jon Reyman and two-time North American Makeup Artist of the Year Janell Geason, this unique two-day course gives you the opportunity to participate in an editorial photo shoot and creatively collaborate with a makeup artist. On day one, you'll perfect your own forte and learn how to create captivating editorial hair styles. Then you'll be paired with a makeup artist and tasked to brainstorm, design and execute complete hair-and-makeup looks on models who will be photographed on day two by a professional photographer. At the end of the course, you'll have editorial experience under your belt and attention-grabbing photos in your portfolio.

LEARN

- The fundamentals of editorial photo shoots, from preparation to execution
- How to dress hair and create styles that look great on camera
- Hair-pinning techniques for editorial looks
- The art of backcombing and the proper method for styling up hair
- Model casting
- How to work with makeup artists to create seamless editorial looks
- Tips on how to assemble your editorial hairstyling kit and build your portfolio

DETAILS

HOW TO REGISTER *Phone* 800.283.3244 | *Email* educationreg@aveda.com | *Fax* 800.58AVEDA

CANCELLATION POLICY

Aveda Education will provide a full refund to participants who cancel more than 15 days before the course start date. Participants who cancel less than 15 days before the course start date or are "no shows" will forfeit the full course tuition, regardless of registration date. Participant substitutions can be made at any time without penalty. Participants attending complimentary courses must reserve their space with a credit card. If the participant completes the entire course, their credit card will not be charged. If the participant does not attend the entire course, is a "no show" or cancels less than 15 days before the course start date, their credit card will be charged a \$25 fee. Aveda Education reserves the right to cancel or reschedule courses at any time. If a course is cancelled due to low enrollment, the course will be rescheduled or participants will be fully reimbursed.