

The art of makeup as an aesthetic value in the cinematic film

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Abstract

It is known that visual art is the art that is capable of making the spectator turns from state to another. Cinema is considered one of the most powerful and effective visual arts, and it has the potential for influence and persuasion.

At the beginning, in the field of visual effects, cinema depended on traditional and simple methods that commensurate with the culture of the spectator at this time, then the technical progress was clearly and rapidly followed in the technological fields that helped to apply all kinds of optical illusions, which greatly contributed to change the shape and content of the movie.

"The art of Makeup" is considered one of the most important branches of optical illusions.

Where it comes to mind that the art of makeup is only related to beautifying artists and hiding facial flaws to show them brilliantly, but the truth is that the art of makeup is the art of changing the appearance of the real face of the actor in a way that suits the character performed, by using powders, colors.... etc., to create certain facial features required to express the character or to be reincarnated.

In addition to its application by many people to attend various artistic and masquerade events, and we often notice many people are using it in daily life, and they are often teenagers.

Also cinematic makeup can deliver any kind of information to viewers without using words or wasting time, make-up in dramas differs from ordinary make-up, as it is subjected to study as a self-stand art, because make-up has to be compatible with bright lighting, decorative angles and accessories.

This type of art has become a pillar that specialized institutes are opened based on it, where young talents who found inspiration in cinematic works and other arts to paint them on faces and bodies using various colors and accessories could be contained, so that this type of art opens doors in front of their imagination to be creative and show their ideas no matter how strange and crazy it seems.

Introduction

Since immemorial ages and in various civilizations, societies have known the art of makeup, which breaks into the maps of bodies to add beauty to it and to faces for both women and men. This art has become a mainstay of the appearance of broadcasters, programs presenter in many television channels. In addition to being applied by many people to attend expressionist and masquerade parties, and we may find it applied by people in normal life for no reason and they are often teenagers.

The art of makeup is an integral part of the madness of the arts. It is currently the prospective vision of art, with its sharp colors and creative touches that make you feel like you're in front of a human painting that reflects beauty in all its details.

Makeup is one of the Plastic Arts that are used in movies called Cinematic Effects or Cinematic Makeup, as the name indicates, cinematic makeup is one of the types of makeup that is basically applied to actors in series and movies.

Cinematic makeup is a different type of makeup, it was at first a Western fad, and then it got its fans in the Arab world. However, it has recently spread considerably as a modern technique used by filmmakers after it has experts in the field of drama and cinematography. Cinematic makeup is an art and skill, it is used to make fake wounds or change the personality from character to another, to an animal or terrifying characters, and it is by changing in features by adding some powders and specialized materials, which if the makeup artist is creative, he will attract and pleasure us, and if he fails it may destroy the entire film.

Also Cinematic makeup is considered a revolution and it's a rare makeup which is widespread in the world of technology, and those who are interested in the art of makeup benefit greatly, and that's why specialists use makeup to carry out their funny or terrifying tricks or impersonate some characters.

Cinema world is still the most used makeup that can transform imagination into reality and from fact to fiction and into whatever we want, the art of makeup is one of the most common and successful professions as it has become a standalone science. So this art has become a pillar based on which specialized institutes are opened to include talented youth, and thus we find that makeup has become a science taught in universities, colleges and specialized institutes around the world.

Research Problem:

The research problem is the rarity of studies, researches, specialized books; that dealt with the formative side of Makeup in Egypt in drama generally and movies in particular. In addition to lack of highlighting the effective role of makeup as a complement to the character and its influential role in the integration of the spectator in the film, and his awareness of the elements and determinants of the characters within the cinematic work

Research Importance:

The research opens new horizons for whoever is interested and scholars to understand the requirements and mechanisms of the cinematic work in all different production phases, based on new technical transformations in the cinema industry and their positive effects on the success and credibility of the work.

Research Aims:

The research aims to study the dimensions, impact, and use of makeup as an artistic and aesthetic value in cinematography and its relationship to other formative elements, and the relationship to the dramatic meaning and content.

Research limits:

The researcher studies the role of makeup for some models in cinematic works in Egypt that were presented in different time periods.

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Research Methodology:

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Definition of cinematic makeup:

Cinematic Makeup, known as special makeup effects or cinematic effects (FX), it is the art of beautifying and disguise that turns fantasy into reality and reality into fantasy, and it can give the features that reflect the nature of the character that the actor performs according to the role specified by the director with the maker for that character.

The importance of cinematic makeup for highlighting the cinematic character:

There is no doubt that Makeup plays a main role in highlighting the cinematic film, creating characters, and to show it in a persuading state that serves the cinematic work in a dramatic and formative line.

The history of cinematic Makeup:

For ages Makeup has been used for the purpose of decoration in societies and embodiment of various characters on the stage.

At the beginning, makeup and masks were part of the arts that were presented on the stage or through the performances that were shown in emperors and kings palaces, then the art of makeup appeared in cinema and started with a humble beginning because of available capabilities and techniques at that time.

Over time, the makeup industry has become an integral part of the film industry since its inception, as it goes back to the beginnings of working in film studios in (Hollywood), where the most famous actor was the one who did his own makeup, and the best example is the actor (Lon Shani) who was called the man with the thousand faces, as his genius in making change became evidence of his ingenuity

when he appeared on the screen in classic films such as (The Phantom of the Opera and the Hunchback of Notre Dame).

With the beginning of the cinema, the actor or actress did not put makeup on their faces, so they seemed to be sick because of their pallor, or to highlight and clarify the exact details of the face, especially in large scenes, and how many times we have seen actresses appearing in public life at a low level of beauty while they are on the screen impressing millions.

Cinematic Makeup Types:

First Type: Routine Makeup:

It's the most common makeup types, that's simply makes the actor or actress appear with their normal faces in front of camera, but with more beautiful look that is free of impurities and defects.

Second Type: Character Makeup:

That type helps the actor or actress to embody the character to perform it well and to deliver the true message to the audience so that his acting is closer to reality in all its details and parts in form, content and body movements, which shorten the distance between actor and recipient.

Face features Makeup:

Makeup has a vital role in creating facial features in line with the requirements of understanding the character, to reach the ethnic origins of the characters and their different cultures, such as the American Indians characters.

Horror Makeup "deformation" (burns - bruises - mutants)

Over time, the terrifying character has turned to be the character of the hour in most Arab and international films, and despite the mastery of many films in how to deliver the sense of fear and terror to viewers, the Egyptian viewer, as usual, deals with these films in a different way to consider them as a matter of entertaining time, horror makeup is applied to show frightening details such as traces of blood, wounds, burns, and others.

Burns Makeup:

Burns are not the same at all times, as it has a different effect to support credibility of the scene, and that is based on the maker experience, vision and his mastery.

Bruises and scars Makeup:

Makeup has effects that vary between bruises and scars whether new or old ones, and one of the most well-known bruises is what happens on the face from the effects of punches during fight.

Mutants makeup

Makeup of demons (mutants) devils, witches... etc. is included in deformities, even if this leads to a total facial change.

Historical character makeup

The importance of makeup in films varies according to film type, as it plays an important and major role in historical or mythical films or those films that belong to a specific era or period of time or a specific people. One of the most important functions of cinematic makeup is to call ancient historical figures from the past and to show them on the screen in such a way that suggests the age and chronological appearance of the past.

This requires the skilled master makeup artist to study history and use the drawings in books and magazines specialized in this, and his visit to museums and archaeological areas, and all this is the best guide for the makeup artist in reaching the shape that will make the historical personality. The historical makeup artist must also be concerned with the radical difference in the form of the individual from one society to another, and to briefly clarify the most important differences that the makeup artist can do for every people and gender in a certain historical time.

Third Type: Special Makeup Effects:

It's the only type that falls within the branches of special effects, where masks and mechanical and other plastic parts are used to try to create a non-human presence. This requires certain tools that may be nutritious in many cases, to transform the actor into another person and a different personality, closer to imagination and completely far from the truth, like an alien, a monster, or an animal.

Also masks makeup is used in films, with certain roles as having a role that requires presence of two similarities.

Where a mask similar to the actor face is made of elastics (latex) and other materials that are easily formed according to the mold that is being made for the faces of the actors, and this material accepts makeup on it, colors, hair, etc...

Results:

1. The research confirms that the new formulas of the relationships between the art of makeup, fashion and lighting have formative and aesthetic values.
2. Makeup plays an influential formative role in the success of the film's formative picture.
3. This study approved that the relationship between makeup and fashion form formative values that enriches the character in the cinematic film.
4. To enrich the cinematic library with a research in this topic "The Cinematic Makeup Art".
5. Makeup and fashion form the visual performance in the film, and affect the actor feelings and deepen his awareness of the character he performs.
6. Consistency should appear between makeup and customs as no one affect the other.
7. The requirements for cinematic makeup differ from general daily makeup.

Recommendations:

1. Makeup artists must have a great knowledge of modern techniques used in the makeup materials, as one of the formative elements in the cinematic film.
2. Expanding the study and knowledge with the basic factors and aesthetics of make-up, and its importance and great influence of developing the picture in the movie scene.
3. Working on training makeup artists on the rules of the art of makeup academically.
4. Working on training students of specialized arts institutes, colleges and academies to master the art of makeup in dramatic works in general and cinematic works in particular.
5. Develop the academic curriculum to include the study of innovations in the art of makeup in the field of the cinematic image.
6. Preparing workshops for the art of makeup in the field of the cinematic picture, to learn how to creatively employ it in the productive work.
7. Training the actor and increasing his awareness about the art of cinematic makeup, as it is one of the most important visual elements for viewing and awareness of the character he performs.
8. Caring about doing studies and practical research, holding educational seminars for professional makeup artists and academics, and encouraging students and researchers to do experiments within their departments.

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