

# AMUA

Academy of Make Up Arts



2024-2025 SCHOOL CATALOG

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# ABOUT AMUA

The Academy of Make-Up Arts (AMUA) was established in 2008 by Ashley Lords. Recognizing the need for a makeup school, Ashley drew on her experience as a successful makeup artist to create a premier training institution tailored for individuals aspiring to excel in television and film.

Located in Nashville, TN, AMUA offers comprehensive programs in beauty, special effects, costume, and wig design. Ashley and her team update the curriculum often, ensuring students receive instruction in the latest industry techniques. AMUA also offers ongoing education courses and summer programs, aiming to keep students' and alumni's skills sharp.

Our instructors not only hold state approval but are also industry luminaries. Among them, we have an Emmy award-winning special effects makeup artist who brings expertise from various industries. Our faculty remain active in their respective fields outside the classroom, helping them share real-world experiences with their students.

At AMUA, our commitment goes beyond the classroom. We dedicate ourselves to providing exceptional daily instruction, equipping every graduate with marketable skills and confidence, and setting our students apart in the competitive makeup industry.

## MISSION

At AMUA, our mission is to use hands-on programs with real-world techniques and industry standards to cultivate makeup and costume artists who are in demand by employers.



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## **AUTHORIZATION**

Academy of Make Up Arts is authorized by the Tennessee Higher Education Commission, a Division of Postsecondary Education. This authorization must be renewed each year and is based on an evaluation of minimum standards concerning quality of education, ethical business practices, and fiscal responsibility. View our most recent Annual Performance Report [here](#).



## **CERTIFICATE OF TRAINING POLICY**

Upon successful completion of programs, the Academy of Make Up Arts will issue a Certificate or Diploma stating the number of clock hours the student has completed in training. Academy of Make Up Arts does not issue nor guarantee state licensure. We do not prepare attendees for state licensure examinations. Our Training Policy does not guarantee job placement or advancement in the field.

## **ANNUAL REPORT DATA**

2022-23 Tennessee Higher Education Commission Division of Postsecondary Schools Annual Report Summary for the AMUA

- Withdrawal Rate: 0%
- Completion Rate: 100%
- Placement Rate: 100%
- In-Field Placement Rate: 100%

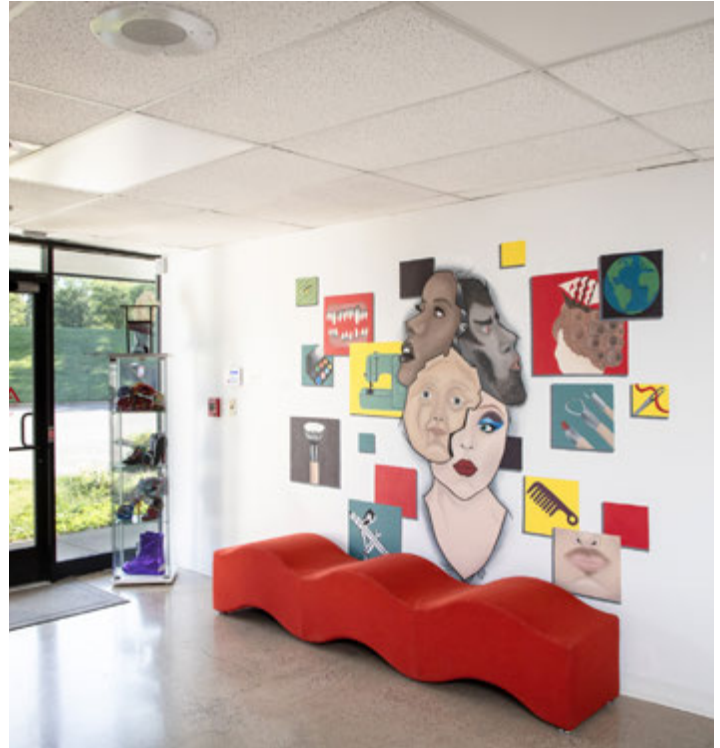
## CLASSROOMS & FACILITIES

AMUA's campus is over 10,000 square feet. Suite 100 houses our main office and beauty school, which has 12 workstations, backlit mirrors, and makeup chairs. It has a 3D printing room, photography studio, student library, break room, and bookstore.

Suite 110 features our special effects studio. It contains a commercial-grade mixer, a vacuum former, and a walk-in proofer for curing latex. You'll also find an evacuator, triple beam scale, dehydrator, and Dremel tools. Hammers, drills, screw guns, and everything else needed to run a small special effects makeup shop.

Our wig and hair-making studio has 12 styling stations and professional wig dryers. It has everything needed to make and style wigs and hair.

Next, you'll find our Costume Studio. It has a selection of costumes, sewing machines, sergers, presses, and a clothing rack and is ready to meet various costuming and design needs.



## NASHVILLE

Since 2013, Nashville has continued its meteoric rise as a dynamic creative hub. It currently ranks as the 5th fastest-growing creative economy in the United States. Nashville boasts the 4th largest and quickest-expanding fashion industry nationwide. Furthermore, its music sector has surged. It is now 20% larger than the combined music industries of New York and Los Angeles.

Nashville serves as both the backdrop and playground for AMUA's students. Here, they discover internships and networking opportunities. They also interact with the city's experienced professionals. The professionals often serve as their teachers and Mentors.

Nashville is famous for its iconic music venues. These include the Ryman Auditorium, honky-tonks, dive bars, and dance halls. It's also known for its historical landmarks, such as The Country Music Hall of Fame and the Johnny Cash Museum.

The City transcends its musical heritage. Tennessee's capital offers the pleasures of a thriving and sophisticated metropolis. Nashville showcases a diverse cultural scene. It includes opera and symphony performances, and ballet.





## ABOUT THE CAREER: MAKEUP ARTIST

Becoming a makeup artist (MUA) is a choice rewarded with a blend of creativity and challenge, along with the bonus of potentially substantial income. Whether you specialize in weddings, retail, film, or fashion, the MUA profession opens doors to collaborations with highly skilled and often famous individuals. This career offers a flexible schedule and location, allowing you to start part-time with little investment. Many begin freelancing while holding down another job, allowing them to expand their business at their own pace gradually.

Makeup artists play an intimate role in life events, from weddings to prestigious award ceremonies like the Academy Awards. Your potential clientele encompasses people of all ages, genders, races, nationalities, and occupations. The opportunities are boundless, from friends to politicians and A-list celebrities.

Earnings as a makeup artist vary based on work and availability. Beyond your fees, clients may show their appreciation through tips. Top makeup artists can command hundreds or even thousands of dollars daily. Additionally, MUAs often receive invitations to exclusive events, access to renowned restaurants and clubs, or introductions to other influential figures.

This profession thrives on creativity and social interaction. It inherently involves working closely with people, often leading to building connections that transcend the professional realm. Building a thriving makeup artist career relies on extensive networking. While enhancing your portfolio, you'll also cultivate a vast network of clients and colleagues who admire your skill sets and seek your services for future opportunities. Most importantly, you'll be valued as a professional and a trusted friend and collaborator.

Creativity is at the core of this profession, whether you're perfecting a bride's look on her special day or contributing to a significant production. Through imagination and unique talent, you have the power to boost an individual's confidence and transform dreams into reality.









## PREREQUISITES FOR ALL PROGRAMS

- Steady hands
- Good vision
- Good color perception
- Attention to detail
- Patience and tact
- Good verbal communication skills
- Ability to work under pressure
- Ability to sit, stand, and bend for long periods
- Flexible schedule
- Able to prioritize

## LICENSURE REQUIREMENTS

In Tennessee and most other states\*, there is no license requirement for freelance makeup artists. A certificate or diploma from an authorized school is the professional standard established by the International Alliance of Theatrical Stage Employees (IATSE ) Labor Union. Makeup artists who want to join IATSE will need a copy of a diploma or Certificate of Completion from makeup school, art school classes, theater, or fine arts. Makeup artists wanting to work in salons and spas should obtain a cosmetology or aesthetics license in addition to makeup artist certification.\*\*

The union (IATSE) requires hairstylists to have a valid cosmetology license to work on union projects. To style hair or wigs for theater, film, or television, you should train at a reputable licensed beauty school and a specialty hair and wig program.

## ACCEPTANCE DATES

**Spring Semester** Nov 1st

**Fall Semester** May 1st



\*Except Louisiana and New York

\*\*AMUA is does not issue cosmetology or aesthetics licenses only makeup school diplomas and certificate of completion

## PROGRAMS

# FREELANCE MAKEUP ARTIST

AMUA's Freelance Makeup Artist program offers a concise yet comprehensive introduction to makeup artistry for special events, photo shoots, commercials, and videos. In just a few short weeks, students will gain diverse skills to enrich their professional repertoire.

Students who complete this program will receive a certification authorized by the Tennessee Higher Education Commission.

### PROGRAM OVERVIEW

**Clock Hours:** 96

**Meets:** 2 days per week

**Duration:** 2 months

**Award:** Certificate

**Tuition:** \$2,880

**Fees:** \$1,900

*Includes Pro makeup kit and all materials needed to complete the program*

### COURSE REQUIREMENTS

Sanitation & Hygiene

Color Theory

Makeup for Special Events

HD Makeup

Freelance Business Course





## PROGRAMS

# MAKEUP FOR TV & FILM

Take your freelance skills to the next level. Discover the history of makeup and costuming. Embrace out-of-the-kit special effects, including making and applying bald caps and prosthetic transfers. Learn how to hand-lay, ventilate facial hair, punch hair, and style wigs.

Students who complete this program will receive a certification authorized by the Tennessee Higher Education Commission.

## PROGRAM OVERVIEW

**Clock Hours:** 536

**Meets:** 3 days per week

**Duration:** 10 months

**Award:** Certificate

**Tuition:** \$16,380

**Fees:** \$2,930

*Includes Pro makeup kit and all materials needed to complete the program*

## COURSE REQUIREMENTS

Portfolio Development - 60 hours

Makeup Artistry I - 140 hours

Makeup Artistry II - 112 hours

Intro to Special Effects - 126 hours

Intro to Wig & Hair Work - 70 hours

Minding your Business - 28 hours



The Makeup for TV & Film Program at AMUA is carefully structured to prepare you for the unique challenges you'll encounter in the field. Through specialized training, you will master various makeup techniques tailored explicitly for television and film productions. From creating stunning special effects to honing your skills in character development, our curriculum covers every aspect necessary for success.

Upon completing the program, prepare to launch your career in various exciting avenues, such as weddings and events, commercials, print, video, film, and television. Our program's comprehensive approach ensures that you'll have the versatility and expertise to thrive in any professional setting.

## PROGRAMS

# PERFORMANCE MAKEUP ARTIST

The Performance Makeup Artist Program is in-depth and comprehensive. We provide 2100 clock hours of classroom training, including live theater, opera, ballet, television, music videos, and film. Students will learn makeup artistry and special effects, allowing them to enhance their resume and add 30 class projects to their portfolios.

Students who complete this program will receive a diploma authorized by the Tennessee Higher Education Commission.



### PROGRAM OVERVIEW

**Clock Hours:** 2100

**Meets:** 3-4 days per week

**Duration:** 25 months

**Award:** Diploma

**Tuition:** \$63,000

**Fees:** \$11,870

*Includes pro makeup kit, sfx kit, wig & hair kit and all materials required for the program*



### COURSE REQUIREMENTS

History of Makeup & Costume - 60 hours

Sculpting - 140 hours

Design I - 60 hours

Drawing - 60 hours

Portfolio Development - 60 hours

Costume I - 80 hours

Makeup Artistry I - 140 hours

Makeup Artistry II - 112 hours

Wig & Hair Work I - 280 hours

Special Effects Makeup I - 330 hours

Wig & Hair Work II - 280 hours

Special Effects Makeup II - 330 hours

Minding your Business - 28 hours



## PROGRAMS

# MAKEUP ARTIST: SPECIAL EFFECTS

AMUA's Makeup Artist: Special Effects Program is designed to teach you to create and apply astonishingly realistic makeup and prosthetic effects that meet the highest industry standards.

Students who complete this program will receive a diploma authorized by the Tennessee Higher Education Commission.



### PROGRAM OVERVIEW

**Clock Hours:** 828

**Meets:** 3 days per week

**Duration:** 10 months

**Award:** Diploma

**Tuition:** \$24,840

**Fees:** \$4,855

*Includes SFX kit and all materials required for the program*



### COURSE REQUIREMENTS

Sculpting – 140 hours

Special Effects I – 330 hours

Special Effects I – 330 hours

Minding Your Business – 28 hours

### BEST FOR

- Working as a special effects makeup artist in film and television
- Working as a makeup artist in the haunt industry
- Working in makeup fx lab
- Prop making for cosplay, haunts, theater, film, and television
- Making props or prosthetics to sell (to retailers, at cons, Etsy, etc.)

## PROGRAMS

# THE ART OF WIG & HAIR DESIGN

The art of Wig & Hair Design will teach you how to design, create, and style wigs and facial hair. Master the intricate art of hair punching, working on various hair types and faux fur.

Students who complete this program will receive a diploma authorized by the Tennessee Higher Education Commission.



## PROGRAM OVERVIEW

**Clock Hours:** 668

**Meets:** 2.5 days per week

**Duration:** 10 months

**Award:** Diploma

**Tuition:** \$20,040

**Fees:** \$3,965

*Includes hair and wig styling kit and all materials required for the program*

## COURSE REQUIREMENTS

- Intro to Costuming - 60 hours
- Wig & Hair Work I – 250 hours
- Wig & Hair Work II – 280 hours
- Minding your Business – 28 hours

## BEST FOR

- Hair & hair technicians for film and television
- Theater, opera and ballet makeup and hair artists
- Medical wig making
- Making contemporary or historical wigs for private sale or rent



# SCHOOL CALENDAR

## 2024 - 2025 ACADEMIC CALENDAR

	Fall Semester
July 24- 25	Teacher In-service Day (no students)
July 25	Student Housing Move-in and Orientation
July 25	Orientation (Mandatory for All Students New and Returning)
July 29	<b>First Day of Fall Classes</b>
October 7-9	Mid-term Student Counseling
October 14-15	No School - Mini Fall Break
November 27-29	No School - Thanksgiving Break
December 20	Last Day of Fall Classes
December 21	Student Showcase (all students) and Graduation
December 21	Student Housing Move-Out (for students not returning in Spring)
December 21-January 2	No School - Winter Break - Offices Closed
	<b>Spring Classes</b>
January 1-2	Teacher In-service Day (no students)
January 3	Orientation (Mandatory for All Students New and Returning)
January 6	First Day of Spring Classes
March 3-5	Mid-term Student Evaluations
March 10-14	No Classes - Spring Break
May 30	Last Day of Spring Classes
May 31	Student Showcase (all students) and Graduation
June 1	Student Housing Move-out
	*Revised 12/10/2024

## **COURSE DESCRIPTIONS**

**Minding your Business** prepares students for self-employment. During this class, students build a professional website, learn how to create contracts, maintain tax requirements and bookkeeping. Students will leave the class with the skills to start their own business.

**Intro to Costume** introduces students to the fundamentals of the costume department in all areas of practice. Emphasis is on building skills that are useful in the costume shop and wardrobe areas as well as learning the protocols and etiquette of working backstage, behind the scenes and with talent.

**Advanced Costume Practice** offers students more in-depth practice in advanced costume skills. This includes pattern-making, draping, and advanced construction skills. It also introduces various costume crafts. These include distressing, aging, jewelry making, and accessories.

**Intro to Design** equips students with the essential skills to breathe life into characters across various mediums, from stage to screen. A foundational course that delves into the captivating realm of character creation. Throughout this immersive journey, students will unravel the intricacies of character design, mastering the art of visual storytelling.

**Costume Design** immerses the student in the practice of costume design. They will experience a variety of professional settings, from live performance to film. The focus will be the design process. Students will collaborate with other members of a production team. Students will learn how to take a costume from “page to stage.” It will cover fundamentals of budgeting for costume. It will also cover script analysis, sketching, rendering, and supervising costume fabrication.

**Costume Portfolio** will provide professional mentorship in developing a portfolio of work, through a series of projects and real-world experience. The focus will be on establishing a digital portfolio of work. The focus will also be creating a social media presence for the costume designer. They will also explore other business and marketing materials and strategies.

**Drawing** utilizes the formal principles of design to teach students how to draw. The first half of the semester only uses black, gray, and white, while the second half introduces color, focusing on still life, lighting, and anatomy. It will also cover how to work from a grid to produce high-quality images with minimal native talent.

**History of Makeup & Costume** offers a holistic view of how humans have been adorning themselves for the past 50,000 years. Students will explore how and why people have decorated their bodies, studying each historical period and culture, and see how this has evolved due to technology and social change. This class examines how body adornment constructs identity, class, race, and gender worldwide and throughout time. Students link hairstyling, makeup, body modification, and hygiene, recognizing their essential role in expressing ‘humanness.’

**Makeup Artistry I** focuses on foundational makeup skills and teaching proper sanitary and

## COURSE DESCRIPTIONS

hygiene procedures. It emphasizes manipulating makeup applications for different media types. Students contextualize and apply makeup for various styles, periods, and character makeups. This class teaches proper sanitary and hygiene procedures. It aims to keep artists and subjects safe and healthy.

**Makeup Artistry II** refines all aspects of a student's professional makeup artistry. As students progress through character creation projects, more techniques will be introduced. The projects will connect each of the courses taught in the other disciplines. The focus of this course is to improve and speed up each student's makeup application process.

**Portfolio Development** focuses on essential photography and videography techniques. It empowers artists to document their creations. Students will explore using social media as a marketing tool, using AMUA's state-of-the-art studio equipment. They will learn to become storytellers from makeup to publication, and they will know whether they are working from a smartphone or DSLR camera.

**Sculpting** provides students with a strong foundation of knowledge and skills. They can build on this foundation in their future SFX courses. This course focuses on developing sculptural techniques. It also explains the tools of the trade. It covers various clay mediums and how to use and manipulate individual tools. By the end of this course, students will be able to express their ideas in three-dimensional form.

**Special Effects Lite** prepares students for essential SFX work at an HD level. Students will create both two and three-dimensional out-of-the-kit SFX makeups. They will also learn how to build and prepare custom 3D transfers. These skills are invaluable for work in the entertainment industry, including independent films, theatrical productions, and haunted house attractions.

**Special Effects Makeup I** ready students to design and create human-based characters. It covers two-dimensional painting techniques and sculpted prosthetics. Students will make their prosthetics, including mold creation and casting. They will always use materials from the current industry standard. You can adapt these skills to careers in the entertainment industry. These careers include theater, film, and television. They can also specialize in the medical and private business sectors.

**Special Effects Makeup II** fine-tunes and advances students' skills. It covers sculpting, mold making, casting, prosthetic application, and painting techniques. Projects are more significant and demanding, keeping them in line with current industry standards. Prerequisite: Special Effects Makeup 1.

**Wig Making & Styling Lite** is for beginner wigmakers and stylists. It teaches the basics of working with wigs. This class introduces students to the primary uses of commercial wigs and the necessary skills to work with commercial wigs. This includes wig handling and simple



## **COURSE DESCRIPTIONS**

period styling. Students will also learn the core foundational skill of wig-making, learning to ventilate by building and styling facial hair. This introductory course provides students with the necessary tools to accept work that requires some familiarity with wigs. This work might be in small local theaters or independent films and music videos.

**Wig & Hair Work I** introduces students to foundational wig-making skills. They learn hand-laying and punching hair and fur. Students will also learn to style wigs and facial hair and build them from the ground up. These skills can be used in the entertainment industry, including theater, film, and television careers. Students can also specialize in the medical industry or private business sector.

**Wig & Hair Work II** concentrates on learning the finest wig-making techniques. Students will learn to build traditional wig foundations, full lace foundations, and hand-tied wigs. These approaches are broad and enable students to move forward in their careers. Students learn how to curate and adapt their wig builds for projects. You'll also develop styling skills. There's a strong focus on period-accurate wig styles throughout the centuries. Prerequisite: Wig Making & Styling 1.

**3D Printing** immerses students in the captivating world of 3D Printing. It shows the profound relevance of 3D Printing to the wig, makeup, and SFX makeup industry. The fields of wig design, makeup artistry, and special effects makeup are advancing, so staying at the forefront of innovation is essential.

## **ADMISSIONS INFORMATION**

At Academy of Make Up Arts, we maintain small class sizes. Our selection process goes beyond application details. We admit students who demonstrate the ability, motivation, and interest needed for success in our programs.

Your application is your opportunity to stand out. We use your admissions essay, portfolio, references, and interview to determine your eligibility for AMUA. Before enrolling, please review our School Catalog and the Tennessee Higher Education Commission Annual Performance Report, which provides essential information on completion rates, job placement, and more.

The school does not discriminate in its employment, admission, instruction, or graduation policies based on sex, age, race, color, religion, or ethnic origin, nor does it recruit students already attending or admitted to another school offering similar programs of study.

## **ADMISSION AND ENROLLMENT REQUIREMENTS**

- Complete the Online Application for Admission and pay the \$100 non-refundable application fee
- You must be at least 18 years old, or 16 with parental consent if all other entry requirements are met
- Provide proof of secondary education such as a high school diploma, a GED certificate, an official transcript showing secondary school completion, or a state certification of home-school completion
- You must tour our institution (or virtual tour) along with a phone interview
- You must confirm that you have secured finances
- Applicants are required to submit a portfolio that reflects works of art that they have completed within the past 2 years
- Applicants are required to provide 2 references from previous teachers, employers, advisors, colleagues, or similar

### **Training Agreements**

For students enrolling under a training agreement with another entity, the applicant must meet the admissions requirements outlined in the training agreement with the other entity.

## **ACCEPTABLE DOCUMENTATION**

- Official, sealed copy of your high school transcript or GED
- A certificate demonstrating that the student has passed a state-authorized examination that the state recognizes as the equivalent of a high school diploma
- An official academic transcript of a student who has completed at least a two-year program that is acceptable for full credit toward a bachelor's degree
- State certification of home-school completion and transcripts
- We cannot accept copies nor make copies of your originals

### **Other Transcripts**

- Gather transcripts or proof of completion from all prior post-secondary schools including aesthetics, cosmetology, college, and university

## Foreign Diplomas

Should an enrolling student provide a foreign high school diploma, the institution will work with the student to obtain an English translation of the document along with confirmation that the education received is equivalent to a U.S. high school diploma. This documentation must come from an outside agency.

## High School Students/Exceptions

A very rare exception may be made for ages 16+ who haven't yet completed high school. For secondary (high school) students not enrolled under a training agreement, the applicant must meet the following requirements:

- Meet the state requirements for admission (complete 10th grade and be 16 years of age)
  - Proof of completion of 10th grade can be shown through high school transcripts
  - Proof of age can be shown through a driver's license, birth certificate, etc
- Provide permission in writing from the secondary school in which they are enrolled
- Complete the pre-enrollment evaluation

**Re-entry:** Students will be charged to retake any failed courses. Any student who withdraws or is terminated from a program of study and returns within 180 days will be charged the same tuition costs as in the original enrollment agreement. The student is bound by the catalog in effect at the time of the original enrollment. AMUA will accept the number of hours completed before the withdrawal or termination. Returning students will re-enter in the same progress status as when they left.

## Auditing Students

An auditing student wishes to take a class only for the benefit of the lectures and not for credentials. Auditing students need only to pay the \$100 application fee and fill out the Admissions Application. Auditing students are not required to submit transcripts or portfolios.

AMUA classes may be audited under the following conditions:

- When classroom space is available
- With the School Director's permission
- When the payment of an audit fee, which is half of the regular tuition, is made
- When all applicable fees are paid before the first class

No credentials will be awarded for audited courses. Under the auditing condition, instructors will not be expected to counsel, provide individual attention, or administer and evaluate exams. A student may change from auditor to enrolled status before the third class meeting by obtaining the permission of the instructor, notifying the registrar, submitting all necessary credentials, and paying the remaining cost of the full course tuition.



## **Military Veterans**

Veterans planning to use VA educational benefits must provide the following:

- Letter of Eligibility (LOE) / Certificate of Eligibility (COE)
- DD-214
- Signed Veteran's Addendum
- Statement of Prior Credit

## **Veteran's Benefits Disclosure**

AMUA is approved under the provisions of Title 38, United States Code for Veterans. Students who wish to receive Veteran benefits must submit a statement of previous training to the school for consideration.

Students with previous training in the course to be pursued must submit transcripts from previously attended institutions. Credits allowed will be recorded on the enrollment record and the length of the course shortened proportionately.

In addition, the student and the VA shall be notified. (NOTE: All prior training must be evaluated.) The VA or the state-approving agency may impose varying enrollment limitations.

Veterans are advised to obtain appropriate enrollment materials well in advance of starting class. Problems relating to veteran enrollment should be directed to the regional office of the Veterans' Administration.

This approval is for non-degree programs, given only for the programs and not for individual classes.

Any covered individual will be able to attend or participate in the course of education during the period beginning on the date on which the individual provides to the educational institution a certificate of eligibility for entitlement to educational assistance under chapter 31 or 33 (a "certificate of eligibility" can also include a "Statement of Benefits" obtained from the Department of Veterans Affairs' (VA) website – eBenefits, or a VAF 28-1905 form for chapter 31 authorization purposes) and ending on the earlier of the following dates:

1. The date on which payment from VA is made to the institution.
2. 90 days after the date the institution certified tuition and fees following the receipt of the certificate of eligibility.

Academy of Make Up Arts will not impose any penalty, including the assessment of late fees, the denial of access to classes, libraries, or other institutional facilities, or the requirement that a covered individual borrow additional funds, on any covered individual because of the individual's inability to meet his or her financial obligations to the institution due to the delayed disbursement funding from VA under chapter 31 or 33.

## **FINANCIAL AID**

Financial aid assists students who may not have the means to attend a private school. If you have questions about how you can finance your training at the Academy of Make Up Arts, call us today. Our staff is always available to speak with potential students and parents about your options. Academy of Make Up Arts has been authorized by the Tennessee Higher Education Commission since 2011.

When you're self-employed, you can deduct the cost of education for your trade or business on Schedule C if the course maintains or improves skills you need in your trade or business.

## **Title IV**

Our school's size and revenue levels are too low to take part in federal student aid programs. Federal accreditation would add unnecessary financial and administrative burdens. We are approved by the Tennessee Higher Education Commission. We can accept scholarships, sponsorships, and most 529 college savings plans. We also offer in-house financing.

## **TUITION INSTALLMENT PLAN (TIP)**

Our tuition installment plan offers students the option to spread fee payments out over a period of time. The TIP is designed as a budgeting tool for students and families and is not considered a loan. AMUA works with TFC Tuition Financing for the servicing of all Tuition Installment Plans.

TFC makes education affordable for all students at the Academy of Make up Arts with a wide range of payment options, and an online portal to manage your account. Financing is available to all students even if you don't have great credit or a strong financial history. We understand that many students are working towards improving their future, and are working hard to make education affordable to everyone.

To get started with TFC Student Financing, you simply contact your admissions advisor and ask them to help you set up a payment plan that works for you.

- Minimum of 10% of tuition and fees due upfront
- A minimum credit score of 580
- Reasonable interest rates
- Up to 10 years to repay
- No prepayment penalty
- Review your account status and make payments online

## STUDENT SERVICES

AMUA's Business Office offers can provide information on the following:

- Academic advising
- Student housing options
- Job search assistance
- Portfolio building
- Assistance with creation and production of business and marketing materials

### Book/Materials Purchasing

Students may log in to Populi and check the information pages for their classes to find syllabi and necessary books/materials. Please email your instructor with specific questions regarding the kits, materials, and book shopping list.

## CAREER SERVICES

AMUA offers continuous assistance to current students and graduates. Career advice is based on each student's needs and is available to all AMUA students and graduates in good standing. Our services include the AMUA Job board, Guest Lectures, and one-on-one counseling. Contact our office for an appointment.

We do not guarantee our students' employment. Each makeup artist is responsible for securing their next job. Most makeup artists find employment in various areas, creating an employment mix and offering multiple job experiences.

Possible industries for makeup artists include retail or direct sales, salons and spas (for those with additional licensing), makeup artists for film and television, theater, live events like weddings and red carpet events, commercial and editorial, and FX lab artists.





## **COMPUTER USE, PRINTING & COPYING**

Computers stations are readily available for student use. Stations are located in the library. Printing and copying services are available for student use and should be used respectfully for school-related purposes only.

## **EVENTS**

All campus events, including club/organization meetings, programs, and speakers must be coordinated via the Institutional Director, and an event form must be filled out. This process helps AMUA plan for and provide necessary resources for on-campus events.

## **ID CARDS**

AMUA no longer issues physical Student ID cards. However, you can view your Student ID at any time in the Populi app.

## **JOBS & NETWORKING**

Facebook: AMUA Tribe is a private Facebook group where faculty and graduates can post opportunities for employment and continuing education. You can join at the link below once you graduate: <https://www.facebook.com/groups/amuatribe>

**Slack:** Slack is a real-time messaging app where we collaborate. You can [join the conversation here](#).

## **LIBRARY**

The library is located in Suite 100 just outside the Wig & Hair Studio. Reference materials can be checked out in the Administrative Office during regular business hours.

## **PEER MENTOR GROUP**

Peer mentors provide support to incoming students, based on their own experiences. They work with a group of incoming students known as a peer mentor group, to answer questions and connect them with resources during the summer and start of school. For more information on this program, please contact the School Director.

## **POPULI**

Populi is the college's student information system. All students, faculty, & staff will have a Populi account. Via Populi, students have access to course information, syllabi, and financial information. They can also connect with job and housing listing boards, and communicate with instructors and other students. Students need to check their Populi accounts frequently, as important college and class information may be posted here.

## STUDENT BENEFITS

- Monthly networking events
- Free refresher courses for life
- Join AMUA Tribe on Facebook, Slack
- Industry professional discounts
- Continuing education discounts
- \$100 gift card for referrals

## STUDENT ORGANIZATIONS

**The Student Events Committee** organizes monthly gatherings exclusively for AMUA students, featuring events like Karaoke nights, Trivia nights, an Easter Egg Hunt, a Holiday Gift Exchange, and an Oscar viewing party.



# STUDENT HOUSING

AMUA offers off-campus housing options. We have a furnished duplex within a five-minute drive of our campus, which houses up to five students. We plan to provide on-campus dormitories in Fall 2025, which will house up to eight students. Rooms are filled on a first-come, first-serve basis. Payment for the entire term is due upon move-in. Students entering AMUA for the first time should work with the Office of Admissions to help with their living situation.

Single rooms are \$4,500 per semester, and double rooms are \$3,900 per semester. The rent is between \$650-750 per month, including basic furnishings, all utilities, and wi-fi.

Please visit our housing webpage for more information: <https://academyofmakeuparts.com/student-housing/>

## GENERAL INFO

- The duplex is located off-campus and convenient to public transportation
- Each apartment has a kitchen with a microwave, refrigerator, toaster oven, dishes, and silverware
- Each apartment has a bathroom with a shower
- Living areas are furnished with chairs and/or couches and a television
- Bedrooms are furnished with a bed(s), chest(s), and closet or wardrobe
- Students will need to provide their bedding and bath items and toiletries
- Apartments include high-speed wi-fi internet access and all utilities



Apartment at Saturn Drive

# POLICIES

## ATTENDANCE POLICY

Academy of Make Up Arts considers interactive engagement in each class central to student success. Regular class attendance is key to this engagement and signals the commitment AMUA students make to participate fully in their education. Please, note, there will be frequent in-class discussions, activities, and assignments that may not be replicable outside of class.

**A student who is absent for more than 10% of a course's meetings will receive an automatic failing grade of "F" in the class.**

In all cases of absence, timely and meaningful communication between students and instructors is essential. It is the student's responsibility to get any missed lecture notes or outside assignments from a classmate. Missing a class period in which an assignment is due does not exempt a student from the due date and time, and the student will be held responsible for finding an alternative way to deliver the assignment on time.

## TARDY POLICY

Students are expected to arrive on time for all classes. Instructors will mark students tardy for arriving after the scheduled class start time, or leaving before the scheduled class ending time. Additionally, if a student is tardy more than three times per program session, an instructor will assign the student an absence. An instructor will also mark a student absent if she/he misses 20% or more of the scheduled class time. Students are responsible for knowing the tardy policy in each of their classes.



## **LEAVE OF ABSENCE POLICY**

An authorized leave of absence (LOA) constitutes a temporary break in a student's academic journey. An LOA pertains to a specific timeframe when a student is not actively attending classes. It's important to note that an LOA isn't necessary during institutionally scheduled breaks, although such breaks might coincide with an LOA.

To qualify as an approved LOA, certain conditions must be met, differentiating it from a withdrawal that would require a refund calculation:

1. All requests for LOAs should be submitted in writing in advance, along with the reason for the LOA request and the student's signature. LOA requests must be supported by valid reasons, including but not limited to medical necessity, family emergencies, military service, maternity/paternity leave, participation in internships or co-op programs, or other exceptional circumstances
2. Students are expected to apply for an LOA in advance unless unforeseen circumstances prevent them from doing so. For example, if a student is involved in a car accident and requires a few weeks for recovery before resuming classes, advance notice might not be feasible
3. In cases where unforeseen circumstances hinder the advance request, AMUA administrators should document the reason for their decision and collect the request from the student at a later date. In this scenario, the start date of the approved LOA will be the date the student became unable to attend the institution due to the accident
4. Students must adhere to AMUA's policy when requesting an LOA
5. There should be a reasonable expectation that students will return after the LOA
6. Approval of the student's LOA request is subject to AMUA's LOA policy
7. Approved LOAs will not incur any additional charges
8. The combined duration of the LOA and any additional leaves of absence should not exceed a total of 180 days within any 12-month period
9. Students granted an LOA meeting the criteria will not be considered withdrawn, and no refund calculation will be required at that time
10. The student's contract period will be extended by the same number of days taken in the LOA
11. If a student fails to return to the institution upon the expiration of an approved LOA (or takes an unapproved LOA), the withdrawal date for refund

calculation purposes will be the student's last day of attendance

**IMPORTANT:** Any changes to the contract period on the Enrollment Agreement must be initiated and agreed upon by all parties involved, or an addendum must be signed and dated by all parties concerned.

## **TERMINATION POLICY**

Termination is a measure taken by the school when a student has not successfully met the standards of the school. Some reasons for termination include, but are not limited to: not adhering to the student rules given to students at orientation, being under the influence at school or school-related functions, consuming, selling, or possessing of drugs or alcohol on school premises, possession of a weapon on school premises, demonstrating disrespectful behavior to another student, administrators or faculty or for failure to meet financial obligations.

## **RE-ENROLLMENT/RE-ENTRY**

Any student who withdraws or is terminated from a program of study and returns within 180 days, will be charged the same tuition costs as in the original enrollment agreement. The student is bound by the catalog in effect at the time of the original enrollment. AMUA will accept the number of hours completed before the withdrawal or termination. Returning students will re-enter in the same progress status as when they left.

## **NON-PAYMENT**

AMUA depends on students' punctual payments to maintain operations. In the event of a student falling behind on an installment plan, AMUA reserves the right to request immediate payment of the outstanding balance. Students who do not fulfill their financial obligations may face termination from the program and will remain liable for a prorated amount as outlined in our Refund Policy.

## **REFUND POLICY**

This policy applies to all terminations for any reason, by either party, including student decision, course or program cancellation, or school closure.

A student has the right to withdraw from a program of instruction at any time. Cancellation or withdrawal shall occur when the student provides written notice to the school.

Students may be withdrawn by the school for poor conduct, including, but not limited to, lack of attendance. Unofficial withdrawals for clock hour students are determined by the school through monitoring clock hour attendance at least every thirty (30) days.

Students have the right to a full refund of all tuition charges, less the \$100 application fee, if the student or legal guardian cancels the contract and demands his/her money back in writing, within three (3) business days of signing the enrollment agreement regardless of whether the student has started training and/or student cancels the contract after three business days of signing, but before entering classes.

If a student has completed less than 50% of instruction and withdraws from the program after instruction has begun, the student will receive a prorated refund for the unused portion of the tuition and other refundable charges.

All other fees that are not in the tuition price, including application fees, books & supplies, other costs, and out-of-pocket expenses are non-refundable.

Withdrawal shall occur when the student provides written notice to the school. The student will be charged for all days up to and including the student's last date of attendance. All refunds are based on scheduled hours. The cancellation date will be determined by the postmark on written notification, or the date said information is delivered to the school in person. Failure to complete this process will result in a final grade of "F" in each course the student was registered for, rather than a "W" showing the official withdrawal. Any monies due to a student who withdraws from the institution shall be refunded within forty-five (45) days of a determination that a student has withdrawn, whether officially or unofficially.

Refunds to students eligible to receive benefits under the G.I. Bill® will be computed in accordance with applicable Veterans Administration refund provisions. In the case of a prolonged illness or accident, death in the family, deployment, or other circumstances that make it impractical to complete the program, the college shall make a settlement that is reasonable and fair to both parties.

The Academy of Make Up Arts will not impose any penalty, including the assessment of late fees, the denial of access to classes, libraries, or other institutional facilities, or the requirement that a covered individual borrows additional funds, on any covered individual because of the individual's inability to meet his or her financial obligations to the institution due to the delayed disbursement funding from VA under chapter 31 or 33.



## REFUND CALCULATOR

PERCENTAGE DATE OF WITHDRAWAL TO TOTAL LENGTH OF PROGRAM	AMOUNT OF TOTAL TUITION OWED TO THE SCHOOL
0.01% to 4.9%	20%
5% to 9.9%	30%
10% to 14.9%	40%
15% to 24.9%	45%
25% to 49.9%	70%
50% and over	100%

## GRADING SCALE

**A** 90-100

**B** 80-89

**C** 70-79

**F** <70

## GRADUATION REQUIREMENTS

To complete training at AMUA and be eligible for graduation, students must meet the following criteria:

- Maintain at least 90% attendance throughout the program
- Maintain at least 70% academic average
- A student must be in good financial standing, not having invoices due or past-due, at the time of graduation to receive a certificate or diploma from the school at the time of graduation. If the student is not in good financial standing at the time of graduation but obtains good standing after graduation, they may request their certificate or diploma at that time

## STUDENT RECORDS POLICY

Academy of Make Up Arts maintains student records including grades and transcripts for a minimum of 3 years.

In general, students who enroll at AMUA, and the parents/guardians of dependent minors, have the right to review their student records.

The information is available to the student and parents/guardians of dependent minors only, for review while enrolled or anytime thereafter. This right is guaranteed by the federal Family Educational Rights and Privacy Act (FERPA). Students may access their records 24/7 in the Student Portal.

For each third party request, the student or parent/guardian of a dependent minor must provide for access except for permitted third parties authorized government agencies or unless otherwise required by law.

Tennessee Higher Education Commission  
404 James Robertson Pkwy #1900  
Nashville, TN 37243  
Tel: 615-741-5293

## **PRIOR CREDIT**

Academy of Make Up Arts is a special-purpose institution dedicated to preparing creative individuals for careers as makeup artist specialists in the entertainment industry. Our goal is to train the industry's top professionals.

Regarding our policy, Academy of Make Up Arts does not generally accept transfer credits from other institutions. However, we may consider the transfer of credits for Art Foundation courses on a case-by-case basis, subject to approval from the School Director and course instructor, based on a review of the student's transcript and/or portfolio.

## **TRANSFERABILITY OF CREDITS POLICY**

Due to the unique nature of our training programs, Academy of Make Up Arts does not accept transfer hours from any institution. Contact hours earned at Academy of Make Up Arts, LLC (AMUA) may not transfer to another educational institution.

Contact hours earned at another educational institution may not be accepted by AMUA. You should obtain confirmation that AMUA will accept any contact hours you have earned at another educational institution before you execute an enrollment contract or agreement. You should also contact any educational institutions that you may want to transfer contact hours earned at AMUA to determine if such institutions will accept contact hours earned at AMUA prior to executing an enrollment contract or agreement.

The ability to transfer contact hours from AMUA to another educational institution may be very limited. Your contact hours may not transfer and you may have to repeat courses previously taken at AMUA if you enroll in another educational institution. You should never assume that contact hours will transfer to or from any educational institution. It is highly recommended and you are advised to make certain that you know the transfer of credit policy of AMUA and of any other educational institutions you may in the future want to transfer the contact hours earned at AMUA before you execute an enrollment contract or agreement.

## **RETAKE POLICY & CHARGES FOR PRORATED COURSES**

Students will be charged to retake any failed courses. Any student who withdraws or is terminated from a program of study and returns within 180 days, will be charged the same tuition costs as in the original enrollment agreement. The student is bound by the catalog in effect at the time of the original enrollment. AMUA will accept the number of hours completed before the withdrawal or termination. Returning students will re-enter in the same progress status as when they left.

## **MAKE-UP WORK POLICY**

Generally, make-up work is not permitted. If a student misses an exam or fails to turn in a course assignment by the time the assignment is due, the student is to receive a grade of "F" for that exam or assignment. In extenuating circumstances, the deadline may be extended, or a make-up exam/assignment may be given. The make-up exam date or assignment completion date will be determined by the instructor. If the student fails to take the make-up exam and/or comply with the agreed-upon assignment due date, the student will receive a grade of "F" for that exam or assignment.

The policy on make-up work should always be clearly stated in the syllabus. Note that individual instructors and/or departments may not offer or accept make-up work, so students should be sure they fully understand each course's make-up policy at the start of the program session.

## **GRIEVANCE POLICY**

Students should direct grievances to the School Director in writing.

Ashley Lords  
Academy of Make Up Arts  
299 Plus Park Blvd. Ste 100  
Nashville, TN 37217  
ashley@theamua.com

Any person claiming damage or loss as a result of any act or practice by this institution that may be a violation of Title 49, Chapter 7, Part 20 or Rule Chapter 1540-01-02 may file a complaint with the Tennessee Higher Education Commission, Division of Postsecondary State Authorization., 404 James Robertson Pkwy #1900, Nashville, TN 37243-0830.

Tel: 615-741-5293



## **PERSONAL PROPERTY**

The school claims no responsibility for loss of or damage to student work, supplies, or other personal property of students or visitors at the Academy of Make Up Arts. All personal property should be marked clearly with the student's name. Lost and found articles will be turned in to the Business Office who will hold them for 30 days, after which the items may be disposed of. Likewise, any student work not picked up within 30 days of its being graded may also be disposed of as the school sees fit.

## **STUDENT CONDUCT POLICY**

These rules are to be followed by all students at all times. We aim to help students establish and maintain professional skills throughout training for both artistic and business disciplines.

- Attend all classes. If you must be absent, notify the school personally by calling
- Always be on time for class and stay until the end of class
- Always be prepared; bring all supplies and materials needed for class
- Notify the instructor if you are unable to attend class
- Conduct yourself appropriately and professionally at all times
- Complete all assignments and projects on time as required by the instructor
- Adhere to the school's drug and alcohol-free policy. No drug or alcohol use is permitted during class, during projects including photoshoots, and at school events
- Always leave the classroom, work area, and restroom clean and neat.
- Abide by the school's dress code

## **DRESS CODE POLICY**

The television and film makeup artist industry typically adheres to a professional dress code that balances comfort and functionality with a polished appearance. Here's a description of the industry dress code:

1. **Neutral and Professional Colors:** Wear clothing in neutral and subdued colors like black, gray, or navy blue. These colors are practical for avoiding color reflections onto the talent's skin and are less distracting on set
2. **Comfortable Attire:** Opt for comfortable and breathable clothing, as makeup artists often spend long hours on set. Loose-fitting, layered attire can be practical for adjusting to different studio temperatures
3. **Functional Footwear:** Choose comfortable and supportive footwear, such as closed-toe shoes or sneakers. These should allow for easy movement on set and provide adequate support during long hours of standing
4. **Minimalistic Accessories:** Keep accessories to a minimum to avoid distractions. A wristwatch for time management and small, simple jewelry pieces are acceptable
5. **Hair and Makeup:** Ensure your own hair and makeup are wellgroomed and professional. A clean and polished appearance reflects positively on your work as a makeup artist
6. **Hygiene:** Maintain excellent personal hygiene and cleanliness. This is not just a part of the dress code but also a fundamental requirement for makeup artists, as you will be working in close proximity to talent
7. **Industry-Specific Gear:** Carry a well-organized and professional makeup kit with you. This is not clothing per se, but it's an essential part of your professional appearance as a makeup artist
8. **Professionalism:** Approach your work with a friendly and respectful attitude, as professionalism goes beyond clothing. Be punctual, communicate effectively, and collaborate seamlessly with the production team
9. **No mid-drifts, cleavage, or buttocks should be displayed in any way, shape, or form**

**Failure to comply with this policy will result in termination from the program.**

## **DRUGS & ALCOHOL POLICY**

Academy of Make Up Arts expects all students and employees to comply with federal, state, and local laws relating to alcoholic beverages and drugs. The illegal possession, use, distribution, or sale of drugs and/or alcohol on or off the campus of AMUA is strictly prohibited. Because of the health hazards, students and employees are strongly discouraged from improper use or abuse of drugs, including alcohol. The following guidelines apply to the use of alcoholic beverages by individuals, by groups, by school departments, or by an organization's members and guests:

- At no time may alcoholic beverages be served to persons under the age of 21 years
- The sale of alcoholic beverages by anyone on the school-owned or controlled property is prohibited
- The use and/or distribution of alcoholic beverages on school-owned or controlled properties policy is not intended to oppress or restrict speech in any way. It is intended to ensure a learning environment that is free from distractions from the coursework
- Students shall not consume alcohol at school or school-related events

## **SOCIAL MEDIA POLICY**

As emerging professionals in the makeup and cosmetics industry, so much of your work is about presenting the right face to the public. But that also extends to how you present yourself online.

Our goal at the AMUA is to graduate students who are as prepared for the business side of making a career in the field as they are the artist. We strongly encourage you to network and make connections with peers and professionals in the industry, including through social media channels.

Many artists are discovered through the work they share via online portfolios and personal accounts on platforms like Instagram, Facebook, X, and LinkedIn. Sometimes, all it takes is one employer stumbling across an example of your work to open many doors.

That's why you need to think about what else that potential employer might see scrolling down your feed. Careless use of social media poses risks, both personal and professional, from harassment and defamation to limiting your future employment potential.

AMUA's social media policy is intended to help students steer clear of some common pitfalls by guiding what is and is not appropriate to share online.

## **QUICK TIPS FOR EFFECTIVE POSTING**

- Maintain separate personal and professional social media profiles
- Feel free to follow the professional accounts of others in your industry to build contacts and find inspiration
- Contribute constructively to online discussions about aesthetics, techniques, and professional opportunities
- Use strict privacy settings to ensure only friends and family have access to postings on your profile
- Avoid posting content, humorous or otherwise, which may be considered disparaging toward or stereotypical of a group (ex. race, sex, orientation, ability)

## **THE AMUA'S ROLE & RESPONSIBILITIES**

While the AMUA cannot be expected to monitor everything our students post on their profiles, there are circumstances where these postings can affect a student's status at our school. Students are expected to bear in mind their role as representatives of our school, and to consider how their behavior may reflect upon the AMUA.



In addition, we have a responsibility to ensure that the AMUA remains a safe and hospitable space for all students, irrespective of gender identity, orientation, race, class, or ability. We also reserve the right to act if our school's reputation may be called into question.

Students may not use social media to:

1. Discriminate, harass or otherwise create a hostile environment for a fellow student. We will make our best effort to consider all of the circumstances involved in an incident which is drawn to our attention, including how frequently the objectionable behavior has occurred; how severe it is; whether it constitutes written insults only, or also includes physical harassment or intimidation; and whether these behaviors prevent the affected student from enjoying full participation in the social and academic life of the AMUA.

**Example:** Student A repeatedly sends memes including sexist language or stereotypes to Student B who has made it clear they find the images offensive and unwelcome. Despite Student A's claim that the communications were meant to be humorous, the fact that they have ignored Student B's requests may be grounds to classify the act as harassment.

2. Post threatening messages, promote illegal activity, or encourage harassment of a fellow student.
3. Imply in any way that they are speaking on behalf of the AMUA.
4. Transmit false or defamatory information about the AMUA.
5. Intentionally inflict emotional distress on others.
6. Violate any local, state, or federal law.

The AMUA recognizes that the First Amendment offers broad protections for students' social media use, and our response to any incident will be undertaken with these protections in mind.

## **COURSE CANCELLATIONS & SCHOOL CLOSURE**

Should the school cancel a course and/or program and cease to offer instruction after students have enrolled and before instruction has begun, the school shall provide a full refund or teach out the program.

Should the school cancel a course and/or program and cease to offer instruction after students have enrolled and instruction has begun, the school shall, at its option, either provide a full refund of all monies paid or provide completion of the program.

In the unlikely event of a permanent school closure, students are entitled to a pro-rated refund.

## **SEVERE WEATHER POLICY**

Any change from the regular schedule as a result of inclement weather will be announced on Populi, via email, and on social media. All students, faculty, and staff are expected to exercise discretion regarding personal safety whether the college is open or closed. Missed time must be made up, which may mean extending the expected final attendance date, but should not exceed the expected graduation date.

# COUNSELING RESOURCES

Academy of Make Up Arts is committed to connecting students to professional counseling services, to help them cope with life transitions as well as serious emotional issues. Although AMUA does not currently offer on-campus counseling, the Business Office will help students who require or request such treatment by aiding in obtaining services off-campus.

The following agencies provide counseling. AMUA in no way endorses or affirms the competency or effectiveness of the services provided by these agencies.

## DRUG & ALCOHOL RESOURCES

### Alcoholics Anonymous

(615) 831-1050

417 Welshwood Dr. #207

Nashville, TN 37211

<http://www.aanashville.org/>

### Cocaine Anonymous

(615) 747-5483

5925 O'Brien Ave

Nashville, TN 37209

<http://canashville.com/>

### Narcotics Anonymous

24-hour hotline: 1-888-476-2482

<http://nanashville.org/>

## COUNSELING AGENCIES

### TDMHSAS Helpline

Helpline Advocates will:

- Listen to your concerns to help solve the problem
- Give you resources in your area
- Help you understand your rights
- Assist in complaints against provider agencies
- Make sure state and federal laws are followed

If you need immediate help now, call the 24/7 Tennessee Statewide Crisis Line Tel: 855-274-7471

Mobile Crisis Services for Davidson County  
Call 855-CRISIS-1 (855-274-7471) to be routed to a trained crisis specialist in your area.

Services may include:

- Telephone services provided by trained crisis specialists
- Face-to-face or Telehealth assessment
- Referral for additional services & treatment
- Stabilization of symptoms
- Follow-up services

### Mental Health

275 Cumberland Bend

Nashville, TN 37228

615-726-3340 or 615-726-0125

# ADMINISTRATION

## **ASHLEY LORDS - OWNER**

Ashley Lords is a dynamic force in the makeup artistry world, seamlessly blending creative prowess with sharp business acumen. Her journey began in 2002 at Estée Lauder Companies, coinciding with her pursuit of a Fine Arts major at Virginia Commonwealth University. During this formative period, Ashley's artistic talents flourished, earning recognition in the country's prestigious sculpture program. Furthering her passion, she joined Virginia Cinema Makeup School in 2006, accumulating extensive experience in film, TV, and various creative projects. Establishing herself as a leading makeup artist in Hampton Roads, Virginia, Ashley later moved to Nashville in 2010. Graduating with a Business Administration degree from Middle Tennessee State University, she founded the Academy of Make-Up Arts, evolving into a revered institution under her visionary leadership. As the Founder and CEO, Ashley continues to inspire and empower aspiring makeup artists, leaving a lasting legacy of creativity and business savvy through the success stories of her students and the makeup artistry community.

**CONTACT:** Ashley@theamua.com

## **LORI GANN-SMITH - SCHOOL DIRECTOR AND COSTUME DEPARTMENT HEAD**

Lori Gann-Smith is a highly experienced administrator, costume designer and fiber artist. Former Department Chair of Art & Design at Brenau University and Resident Costume Designer at Nashville Repertory Theatre, Lori has over 30 years of hands-on experience. Lori holds an M.F.A. in Costume Design from the University of Georgia and a B.S. in Speech and Theatre from Middle Tennessee State University. Her impressive career includes contributions to well-known productions like "9 to 5," "Violet," "Elf," "Mary Poppins," "Shakespeare in Love," and more. Lori's teaching benefits from her extensive knowledge and practical experience in costume design and fiber arts, making her a valuable asset to AMUA students.

**CONTACT:** Lori@theamua.com

## **SOPHIA GOSS - MARKETING COORDINATOR**

Sophia Goss is a graphic designer and marketing expert with a rich and varied background. She has expertly navigated the realms of photography and digital marketing, mastering techniques that bring artistic visions to life. Sophia's practical experience is extensive, including roles at Peak Marketing & Branding, where they led transformative projects that significantly boosted client engagement and brand visibility. Currently, as a Marketing Coordinator and Portfolio Development Instructor at the Academy of Make Up Arts, Sophia empowers students to become skilled storytellers, utilizing AMUA's state-of-the-art studio equipment. Their approach to teaching combines technical expertise with creative flair, guiding students to document their artistic creations with precision and style.

**ROLES:** School Marketing Coordinator, Photographer

**CONTACT:** Sophie@theamua.com

# KEY INSTRUCTORS

## **BEN RITTENHOUSE - SPECIAL EFFECTS DEPARTMENT HEAD**

Ben Rittenhouse is an Emmy Award-winning makeup artist (The Pacific, 2010) specializing in special effects makeup, prop making, and prosthetics. He cultivated a successful and tenured career in the entertainment industry with projects including Star Trek, Hunger Games, Avatar, Anchorman, Hangover 3, CSI, The Chronicles of Narnia: The Lion, The Witch & the Wardrobe, Kill Bill: Vol 1&2, Hulk, RIPD, Grey's Anatomy, The Mist, Hostel, The Sorcerer's Apprentice, Lemony Snicket's A Series of Unfortunate Events, The Hills Have Eyes, The Texas Chainsaw Massacre: The Beginning, and Sin City.

## **CLAIRE MINTS - MAKEUP DEPARTMENT HEAD**

Claire Mints is a seasoned makeup artist and AMUA alumna. At the Academy, Claire honed her skills in various makeup styles, ranging from the subtle art of "no makeup" makeup to the intricacies of wig making and styling, and even the fascinating world of special effects makeup, where she could turn a man into a turtle or create other captivating transformations.

Claire's practical experience extends to makeup for diverse occasions, including weddings, music videos, and film productions. Her work has left its mark on notable projects such as "Breach," "White Elephant," "Bandit," and "Deadlock."

## **MIMI PALAZON - HAIR DEPARTMENT HEAD**

Mimi Palazon, renowned for her mastery in special effects makeup, hair styling, and wig creation, boasts an impressive career spanning over 25 years in the film and television industry. Her expertise has been showcased in high-profile projects including "The Dark Crystal: Age of Resistance," "Guardians of the Galaxy Vol. 2," "Avengers: Infinity War," "The Shape of Water," "Pacific Rim," "Van Helsing," "Planet of the Apes," and "How the Grinch Stole Christmas," among others. Palazon's work, celebrated for its innovation and precision, has made her a pivotal figure in the world of cinematic special effects and character transformation.



# ASSOCIATE INSTRUCTORS

## **HENRY HIGGINBOTHAM - DRAWING**

Henry Higginbotham is a versatile artist with expertise in neo-primitive art, steampunk, sculpture, and more. He holds a Master of Fine Arts degree from the University of Iowa. You can explore some of his remarkable artwork on this site.

Henry has a notable career in role-playing game artistry, beginning in 1993 with White Wolf and contributing to games like Wraith: The Oblivion and Changeling: The Dreaming. His work has graced Dungeons & Dragons books, Magic: The Gathering, and Dark Ages.

As an educator, Henry teaches drawing at the Academy of Make-Up Arts (AMUA), inspiring and mentoring aspiring artists. His diverse career and dedication to art education make him a valuable asset to the creative world.

## **CAPRI BIANGARDI - INTRODUCTION TO 3D PRINTING**

Capri, a graduate of the AMUA Performance Makeup Artist Program in 2022, now teaches the Introduction to 3D Printing course. Capri's expertise in 3D printing was honed under the guidance of Michael Meyer, a clinical assistant professor of animatronics at Purdue University and the former institutional director of AMUA, as well as a former professor at the University of North Carolina School of the Arts. Capri stepped into the role with Michael's blessings in the fall of 2023.

## **STEFANIE BONE - HISTORY OF MAKEUP & COSTUME**

Stefanie, a graduate of the AMUA Makeup for Beauty & Fashion Program in 2015, is a lifelong history enthusiast. She enjoys imparting her passion for fashion and history to AMUA students.

## **KRYSTLE FEHER - FREELANCE MAKEUP**

Krystle Feher Wetzel is an award-winning makeup artist renowned for her visual storytelling prowess. Her diverse portfolio spans various media and notable clients, showcasing her versatile talent and creativity. Krystle's achievements have been highlighted in leading publications like Makeup Artist Magazine and The Boston Globe, with upcoming features in HarperCollins. Her full work history and extensive experience can be explored in her resume, available on the left.