Beauty Beyond Shades

Multimedia Presentation

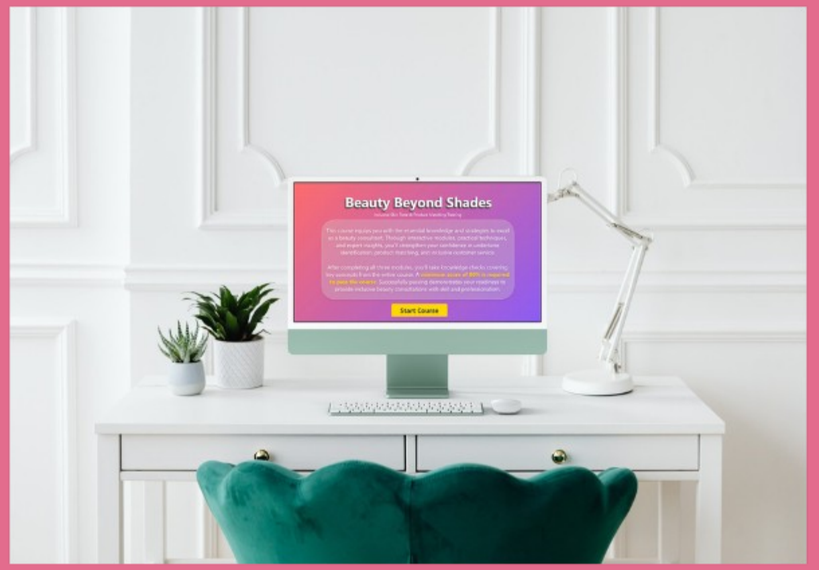
Course Overview

Beauty Beyond Shades is a self-paced informal learning environment built to bridge the gap between artistry and empathy in the beauty industry. It features three structured modules that guide learners from understanding undertones to applying real-world product-matching skills and practicing ethical client communication.

Each module includes interactive activities, reflection prompts, and scenario-based decision-making tasks designed to build confidence and cultural awareness. The course moves beyond technical color theory, integrating emotional intelligence and social inclusivity into professional beauty practices.

Modules include:

- Reading Skin – Undertones Decoded: Foundations of color theory and undertone analysis.
- Foundation Matching Mastery: Applying undertone theory in simulated client interactions.
- Brand Inclusivity & Knowledge: Ethical consultation, brand awareness, and inclusivity reflection.





Course Objectives

By the end of this course, learners will be able to:

- Identify warm, cool, neutral, and olive undertones with 80–90% accuracy.
- Apply inclusive product-matching techniques to serve clients of all complexions.
- Communicate with empathy and respect during client interactions.
- Reflect critically on personal biases and the role of cultural perceptions in beauty.
- Demonstrate confidence and inclusivity when providing recommendations or consultations.

These objectives ensure that learners develop both technical precision and emotional intelligence, fostering artistry rooted in representation and respect.

Target Audience

This informal learning environment was designed for:

- Beauty consultants and retail professionals seeking to strengthen inclusivity in client service.
- Makeup artists and freelancers looking to refine undertone identification skills.
- Cosmetology students and instructors integrating equity into their curriculum.
- Enthusiasts and learners who want to expand their understanding of diversity within beauty.



Participants come from varied professional levels but share a common goal: to better serve all clients with awareness, sensitivity, and cultural competence. Beauty Beyond Shades welcomes learners from all backgrounds and provides them with tools to grow independently.

Conceptual Frameworks

The design of Beauty Beyond Shades is grounded in three conceptual frameworks that align with principles of informal, lifelong learning:

Heutagogy (Self-Determined Learning):
Learners take ownership of their learning path. They move through modules freely, revisit content at their own pace, and engage in reflective practice that develops confidence and autonomy.

Social Constructivism:
Learning occurs through social interaction and shared reflection. Peer engagement via Padlet discussions and social media hashtags encourages collaborative meaning-making and exchange of experiences among learners.

Connectivism:
Knowledge extends beyond the platform through curated external links—videos, blogs, and campaigns from inclusive beauty communities—allowing learners to connect and learn across networks.
Together, these frameworks promote independence, collaboration, and connection.

Module 1: Undertones Decoded

Module 1 introduces learners to the fundamentals of undertones, combining observation, theory, and practice. Learners explore how vein color, jewelry tones, and lighting influence undertone perception.

Activities include:

- A Drag-and-Drop Undertone Assessment, where learners sort traits like “green veins visible” or “silver jewelry flatters” into undertone categories.
- A Client Analysis Exercise, analyzing real models such as Maya Rodriguez, David Chen, and Amara Okafor to strengthen pattern recognition.

The goal is to help learners visually distinguish undertones and build confidence identifying them across all skin tones.



Module 2: Foundation Matching Mastery

This module transitions from theory to practical application. Learners use their knowledge of undertones to perform realistic product-matching simulations.

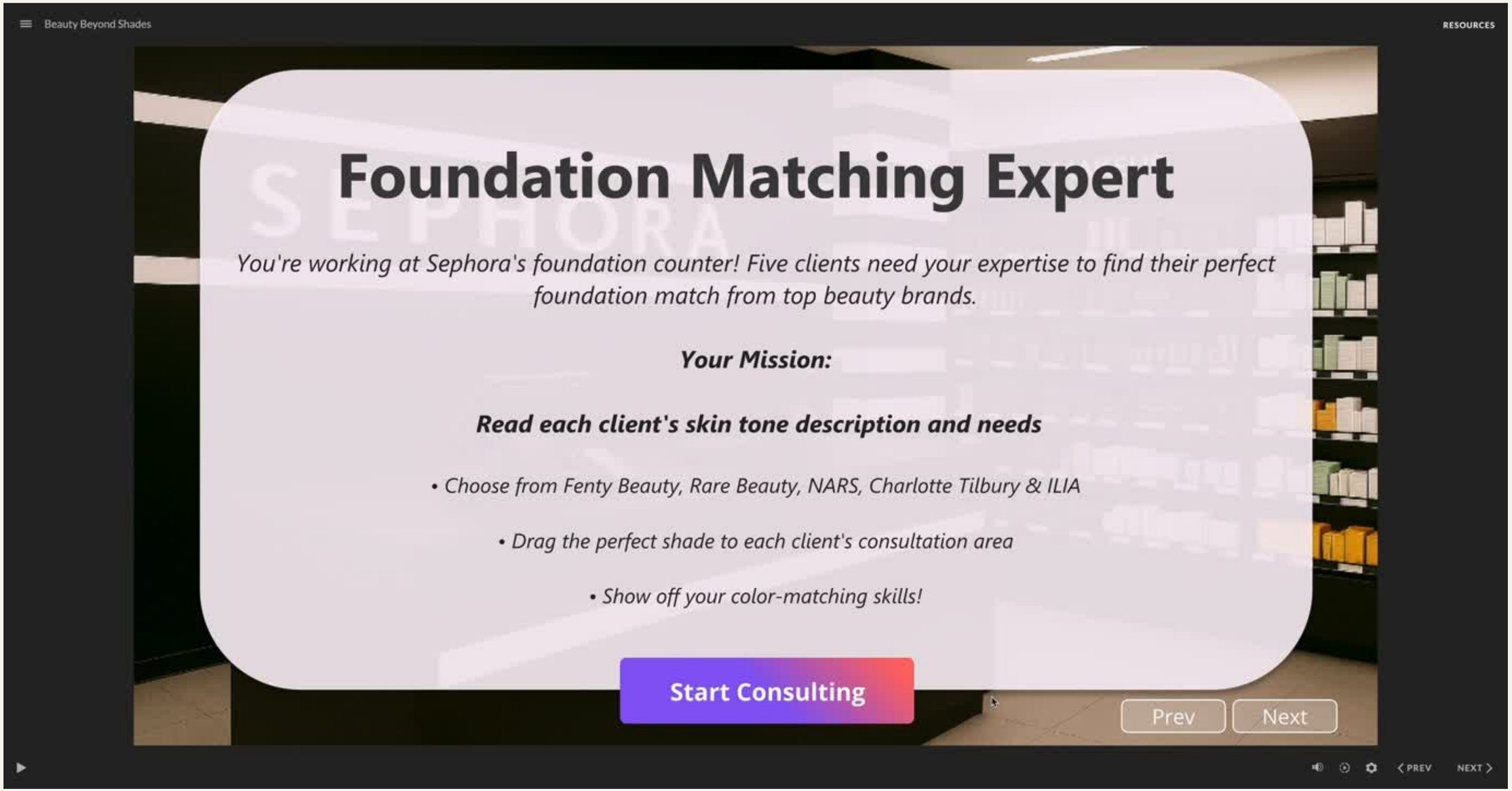
Key features include:

- A Foundation Matching Drag-and-Drop Simulation, where learners match foundations to diverse clients from brands like Fenty Beauty, NARS, and Estée Lauder.
- Immediate feedback reinforces understanding of undertone compatibility, texture, and brand diversity.
- A focus on ethical artistry, guiding learners to consider client budgets, accessibility, and representation when recommending products.



Learners leave this module with measurable skill improvement and a deeper sense of social responsibility.

Module 2: Foundation Matching Mastery



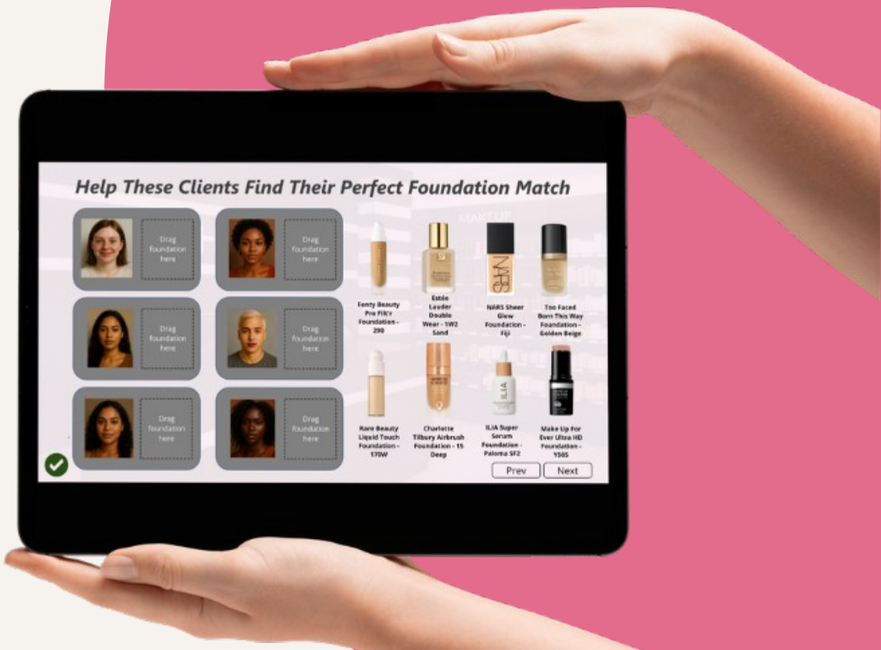
Key Features of the Implemented Activity

The implemented activity centers on a drag-and-drop simulation where learners match real foundation shades to six diverse client models. This activity incorporates authentic product lines, which enhances realism and professional relevance.

The design emphasizes:

- Representation of a wide spectrum of undertones and complexions
- Application of undertone theory through hands-on decision-making
- Visual analysis of subtle complexion cues (temperature, depth, olive vs. golden reflect, shadow tones)
- A self-paced, exploratory format that encourages experimentation
- Mobile-responsive, accessible interactions that eliminate technical barriers
- Immediate visual feedback through drag placement and progress indicators

This activity is intentionally designed to replicate the cognitive processes used in real makeup consultations, bridging the gap between theoretical undertone knowledge and practical matching skills.

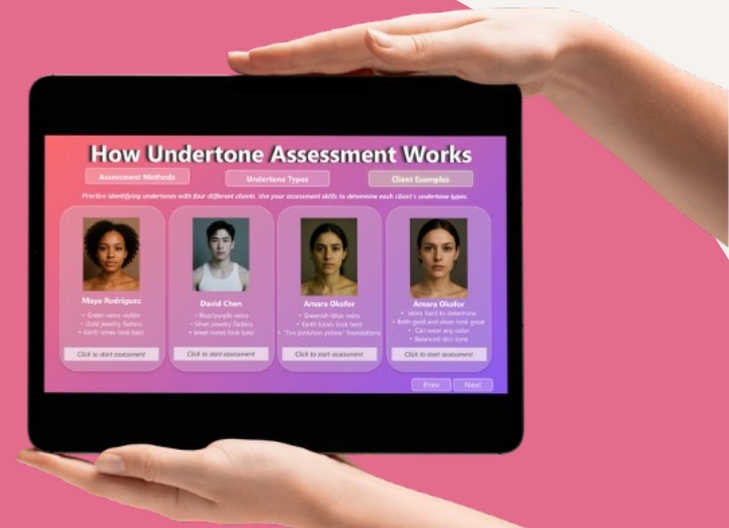


How the Activity Reinforces Learning Objectives

This activity directly reinforces multiple learning objectives from the Beauty Beyond Shades environment, including:

1. Undertone Identification: Learners analyze undertone cues such as shadow reflect, vein coloration, vibrancy vs. muted tones, and jewelry/light reflection.
2. Product-Matching Application: By choosing among real foundation shades, learners evaluate undertone compatibility, shade depth, oxidation risk, and brand undertone tendencies.
3. Inclusivity in Beauty Practices: Exposure to diverse models challenges learners to navigate complexion nuances often excluded from mainstream training.
4. Ethical & Culturally Aware Decision-Making: Matching across a wide range of skintones fosters cultural sensitivity and awareness of systemic shade gaps.
5. Confidence Building: Trial-and-error exploration allows learners to practice without consequence, building competence through repetition.

This alignment ensures learners are not only consuming information, but also actively applying, analyzing, and synthesizing it.





Pedagogical Foundations: Informal Learning in Action

This activity embodies key characteristics of informal learning environments. Learners engage with content autonomously, without rigid sequencing or evaluation pressure. The design encourages:

- Self-determined exploration: Learners choose their own pace, revisit earlier sections, and reattempt the simulation freely.
- Experiential observation: Learning relies on visual interpretation and repeated testing, mimicking real-world practice in non-institutional settings.
- Intrinsic motivation: The realistic task format promotes personal curiosity, confidence, and skill-building rather than grades or external incentives.
- Authenticity and relevance: Using real foundations and diverse client images reinforces real-life applicability and fosters deeper engagement.

This approach positions learners as independent decision-makers, consistent with heutagogical principles.

Transition to Social Learning: Why Shared Reflection Matters

While the Rise 360 activity develops technical skill and visual judgment, deeper learning emerges when learners articulate their reasoning and compare perspectives with others.

Reflection:

- Strengthens undertone recognition
- Exposes assumptions and biases
- Encourages analytical thinking
- Builds community learning
- Supports long-term retention

This sets the stage for the Padlet Reflection Board, where learners transform individual insights into shared understanding.

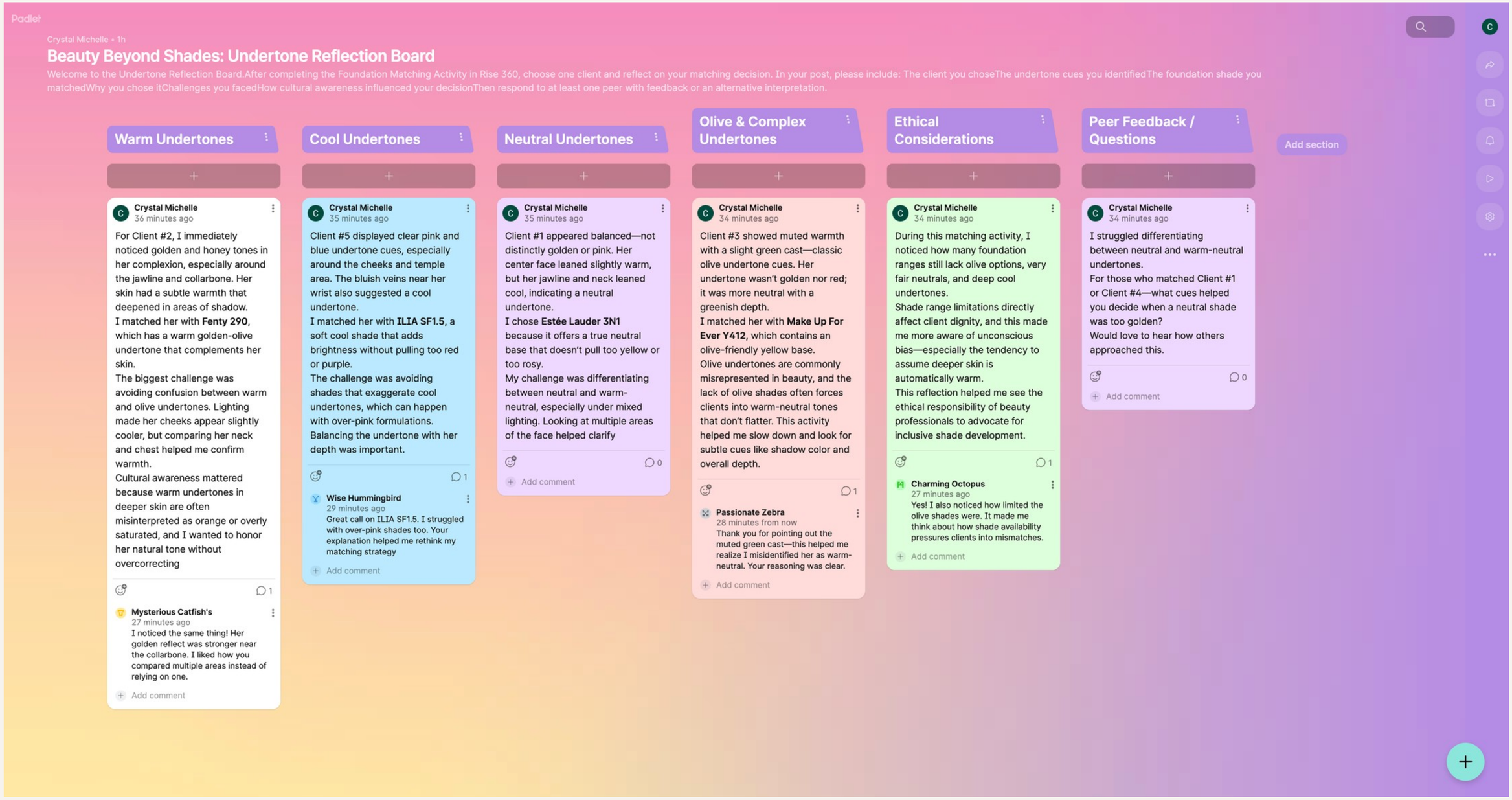
Social Constructivism Through Structured Peer Reflection

To extend learning socially, I implemented a Padlet Reflection Board that allows learners to interpret their foundation-matching decisions collaboratively. After completing the activity, learners:

- Select one client and justify their foundation match using undertone cues
- Describe challenges or uncertainties encountered during analysis
- Share insights regarding inclusive and ethical beauty practices
- Compare interpretations with peers to identify similarities, differences, and implicit biases
- Provide constructive feedback and alternative perspectives

This structured reflection transforms the simulation from an individual task into a collaborative meaning-making experience, where knowledge is socially negotiated and co-constructed.

Social Constructivism Through Structured Peer Reflection



Examples of Collaborative Reflection and Peer Interpretation

The Padlet board enables rich, nuanced learner reflections such as:

- “I selected Fenty 290 for Client #2 because her undertone reflected warmth in the jawline and chest, though her cheek area appeared cooler under indoor lighting.”
- “I initially misidentified Client #5 as neutral until I noticed the consistent pink-blue reflect around her temples.”
- “This activity revealed my own bias toward assuming deeper complexions are warm-toned. The olive cue was subtle but clearly present.”
- Peer response: “I saw the same undertone cues you mentioned. The slight golden reflect near the collarbone helped me confirm the match.”



These reflections illustrate the process of shared analysis, critical thinking, and bias recognition—core aspects of social constructivist learning.

Implementation Adjustments and Design Refinements

During the implementation phase, several modifications were made to enhance clarity, accessibility, and cognitive challenge:

1. Reorganization of Foundation Options: The shade order was intentionally scrambled to prevent pattern-based guessing and force deeper undertone analysis.
2. Updates to Client Imagery: I curated images that displayed clearer undertone cues and represented a broader spectrum of skin tones and ethnic features.
3. Drag Target Enlargement: I increased the size of drag targets to improve touch accessibility for mobile learners.
4. Instruction Simplification: I rewrote directions to make expectations clearer and reduce cognitive load.
5. Addition of Completion Indicators: Visual cues were added at the bottom of the activity to signal task progress and support user navigation.

Reflective Analysis of the Implementation Process

The implementation process revealed key insights regarding the relationship between design, inclusivity, and learning effectiveness:

- Strengths: The interactive, visually driven format successfully engaged learners and translated abstract undertone theory into tangible practice. Real product lines increased authenticity, and the diverse model selection promoted cultural sensitivity.
- Challenges: Identifying images that showcased undertones clearly across different lighting conditions required extensive curation. Avoiding biases in shade selection demanded critical self-reflection and iterative revision.
- Instructional Lessons Learned: I gained a deeper understanding of how accessibility, responsiveness, and cognitive load influence user experience. I also learned how interactive tasks can enhance informal learning by encouraging self-regulation, reflection, and repeated practice.

These reflections will guide future improvements to the learning environment.

Planned Enhancements and Continued Development

To further strengthen the learning experience, the following enhancements are planned:

- Integrating personalized feedback explaining why matches are correct or incorrect
- Adding additional undertone variations, including olive-neutral, cool-olive, and muted-warm blends
- Incorporating voiceover guidance for auditory learners and accessibility
- Expanding the activity with scenario-based consultation prompts that simulate real client conversations
- Developing a comparison matrix where learners evaluate brand inclusivity and reflect on shade range gaps

These future developments will deepen conceptual understanding, expand learner autonomy, and further integrate ethical awareness into technical skill-building.

Evidence of Implementation

This project represents a fully implemented informal learning activity:

- Built entirely in Articulate Rise 360
- Includes authentic product visuals and diverse models
- Features a functional drag-and-drop simulation
- Embeds a Padlet board for peer reflection
- Integrates theory-driven design choices
- Tested and refined through iterative adjustments

Learners can complete the full experience independently using a live link.

https://capstone2026.s3.us-east-2.amazonaws.com/Beauty+Beyond+Shades/story.html

Impact and Significance

Beauty Beyond Shades goes beyond traditional makeup training by addressing equity and emotional intelligence in the beauty industry.
The course:

- Challenges bias and promotes representation in beauty education.
- Encourages empathy and social awareness in professional practice.
- Builds confidence in serving diverse communities with respect and understanding.
- Demonstrates how informal, technology-driven learning can foster professional and personal growth.

By merging artistry with ethics, this project redefines what beauty education can achieve.

Conclusion

Beauty Beyond Shades reimagines beauty education through inclusivity, empathy, and artistry. It transforms informal online learning into an experience that not only teaches color theory and product knowledge, but also human connection and awareness.

By grounding design in heutagogy, constructivism, and connectivism, this learning environment empowers learners to reflect, apply, and grow independently.

Credits:

Created and Designed by Crystal Michelle
Built in Articulate Rise 360
Presentation Developed in Canva
Thank You for Watching