Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

Aesthetic engineering in high-impact audiovisual productions: technical challenges and cosmetic durability in festivals and television.

Aesthetic engineering in high-impact audiovisual productions: technical challenges and cosmetic durability in festivals and television

Vanessa Silva Ricarde

Professional Makeup Artist specializing in Television and Large Events.

SUMMARY

The field of aesthetic characterization in television productions and mega-entertainment events has undergone profound transformations driven by the evolution of image capture technologies and the extreme environmental conditions of modern stages. This scientific article analyzes the technical architecture of high-performance makeup, investigating the physicochemical interactions between cosmetics, the epidermis, and stage lighting. The methodology is based on a literature review on applied cosmetology and audiovisual technology, evaluating the impact of sweat, temperature, and humidity on the degradation of aesthetic polymers, as well as the need for rigorous sealing and fixation protocols. The results demonstrate that the transition to high-definition cameras (HD and 4K) has eliminated the viability of traditional heavy makeup techniques, requiring products based on photoreflective microparticles that mimic the organic texture of the skin.

Operational analysis indicates that the success of makeup in long-duration events depends not only on the chemical formulation, but also on the efficient management of makeup teams and the rigor in preparing the stratum corneum. It is concluded that makeup, in high-pressure contexts, has ceased to be an exclusively artistic procedure and has become a rigorous technical discipline, requiring professionals to have advanced knowledge of optical colorimetry, the behavior of bodily fluids, and the dynamics of light, ensuring the visual integrity of the performance.

Keywords: Cosmetology. Professional Makeup. Audiovisual Production. High Definition. Aesthetic Engineering.

ABSTRACT

The field of aesthetic characterization in television productions and mega entertainment events has undergone profound transformations, driven by advances in image capture technologies and the extreme environmental conditions of modern stages. This scientific article analyzes the technical architecture of high-performance makeup, investigating the physicochemical interactions among cosmetics, the epidermis, and stage lighting. The methodology is based on a review of the literature on applied cosmetology and audiovisual technology, evaluating the impact of sweat, temperature, and humidity on the degradation of aesthetic polymers, as well as the need for rigorous sealing and fixation protocols. The results demonstrate that the transition to high-definition cameras (HD and 4K) has rendered traditional heavy makeup techniques obsolete, necessitating products based on photo-reflective microparticles that mimic the skin's organic texture. Operational analysis indicates that the success of characterization during long-duration events depends not only on the chemical formulation but also on the efficient management of makeup artist teams and on rigorous preparation of the stratum corneum. It is concluded that makeup in high-pressure contexts is no longer an exclusively artistic practice but has become a rigorous technical discipline, requiring professionals to have advanced literacy in optical colorimetry, bodily fluid behavior, and light dynamics, thereby ensuring the visual integrity of the show.

Keywords: Cosmetology. Professional Makeup. Audiovisual Production. High Definition. Aesthetic Engineering.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

1. Technological evolution in audiovisual recording and its impact on aesthetic characterization.

Broadcasting and audiovisual production have undergone a structural revolution since the beginning of...
Digitization. The analog transmission standard, characterized by low resolution and poor formatting.
The image, based on interleaved scan lines, offered a margin of tolerance.
significant for aesthetic characterization (SWARTZ, 2005). In television in the last century, the use
Thick foundations and heavy concealers (known as *pancake makeup)* were the norm, due to the limitations
The technology in the lenses prevented the capture of fine textures and pore details. The makeup
It acted as an opaque, two-dimensional mask, whose main function was to prevent glare.
by the intense halogen lights of the recording studios, without much concern for realism
epidermal.
The introduction of High Definition (HD) technology and, subsequently, 4K and 8K resolutions, has changed
This scenario drastically changes (PAYNE, 2016). Modern digital sensors capture images with a
acuity that often surpasses that of the human eye, registering microcracks, flaking,
Facial lanugo and asymmetrical pigment deposits. According to cinematography theorists.
In digital photography, excessive makeup has become the cinematographer's main enemy, as the lens...
Ultra-high resolution images reveal the cosmetic layer as an artificial crust, destroying the illusion.
of naturalness and distracting the viewer from the scenic or musical narrative.
This paradigm shift required the cosmetics industry to formulate a new generation of
products based on materials engineering (DRAELOS, 2022). The central objective is no longer
Total masking to focus on optical correction and organic mimicry. They were developed
liquid bases containing silica microparticles, silicone elastomers and spherical pigments
encapsulated. Instead of simply covering the skin with color, these components act through...
Principle of diffuse refraction of light (soft-*focus effect).* They scatter photons in multiple directions,
creating a visual blur that softens wrinkles and hyperpigmentation without adding thickness.
perceptible to the epidermis.
Mastering these new formulations imposed a steep learning curve on professionals.
of beauty. The contemporary makeup artist needs to understand the physics of color and its behavior.
reflective properties of materials (PAYNE, 2016). The use of translucent powders composed of pure minerals,
For example, it can result in the dreaded *flashback* effect — a white, blown-out reflection that occurs
when silica aggressively reflects light from camera *flashes* or reflectors.
direct. Mitigating this problem requires the characterization professional to evaluate the products in
different color temperatures (measured in Kelvin) to ensure that the colorimetry remains

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

stable under both the warm light of tungsten and the cool light of LED panels.
Consequently, working in large television studios requires a specific profile from the makeup artist.
analytical and collaborative (BARNA, 2019). Prior communication with lighting designers and directors of
The image becomes essential for tone calibration. Makeup is not an isolated element, but
Yes, it's a cog in the visual architecture of production. The professional who masters the interaction between
Cosmetic particles and digital capture resolutions attest to the art of characterization.
Modernity is inseparable from the scientific knowledge of optics and transmission technology.
ensuring the verisimilitude and high standard of visual quality of live broadcasts.

2. SKIN PHYSIOLOGY AND COSMETIC DEGRADATION UNDER THERMAL STRESS

Preserving aesthetic integrity in long-duration events and in television drama recordings.
It runs into an immutable biological challenge: human thermoregulatory physiology (DRAELOS, 2022).
When an artist performs under the continuous heat of spotlights or faces sun exposure at festivals.
In the open air, the skin surface temperature rises rapidly. The autonomic nervous system
It responds by activating the eccrine sweat glands to initiate evaporative cooling and
stimulating the sebaceous glands to produce protective lipids. This is a natural defense mechanism.
It acts as a highly destructive chemical and mechanical process for makeup applied to the face.
Sweat is a saline solution that exerts continuous mechanical pressure through the ostia (pores).
pushing the cosmetic layer out of the dermis. Simultaneously, the sebaceous secretion, composed of
For triglycerides and fatty acids, it acts as a potent lipophilic solvent, capable of dissolving and
to emulsify most waxes and oils found in conventional foundations and concealers.
(DRAELOS, 2022). This combination of moisture and oiliness breaks the structural cohesion of
makeup, resulting in the product melting and pigment oxidation due to alteration.
of the pH and the unsightly accumulation of material in the facial expression folds of the *performer.*
To neutralize this inherent biochemical attack, the makeup professional needs to apply
Strict barrier control protocols. Amateurism often concentrates efforts.
Only color correction matters, whereas cosmetic engineering demands absolute priority in preparation.
of the substrate. Deep cleaning of the stratum corneum and the use of astringent agents to remove the
The unstable surface hydrolipidic mantle ensures that subsequent fixing polymers
Find a surface with maximum adhesion. Ignoring this aseptic step reduces
substantially extend the shelf life *(long-lasting)* of cosmetics, regardless of their commercial value.
product.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

The use of *primers* plays a central role in structurally shielding the skin against wear and tear.
Unlike traditional moisturizing creams, which aim only for deep absorption,
High-performance *primers* are based on silicone elastomers. These components form a
A semi-permeable microscopic mesh. This polymeric network acts as a buffer between the skin and
The base: it prevents the natural sebum from dissolving the pigments and, paradoxically, allows the steam to penetrate.
This water from sweat allows perspiration without breaking the outer cosmetic film (DRAELOS, 2022).
Elastic barrier technology is responsible for keeping makeup intact even under frantic conditions.
Muscle movement required by the stage.
Therefore, the role of the character designer in mega-events requires fundamental knowledge in
Skin biology. The selection of non-comedogenic formulations, the stratified application of
Water-based or silicone-based products and respecting the evaporation time of solvents between applications.
Layers are the exact variables that determine the durability of the work. Scientific understanding
The factor that triggers the chemical reactions of human physiology under heat stress is...
A key factor that allows the professional to guarantee the delivery of a flawless and lasting image.
essential for the success of the show.

3. PROTOCOLS FOR FIXING AND CHARACTERIZATION LOGISTICS IN MEGA EVENTS

The operational dynamics of large music festivals and live broadcasts pose challenges that
They go beyond the isolated technical skill of the makeup artist (BARNA, 2019). The scale of these events
It involves dozens of presenters, musicians, and dancers who require simultaneous characterization in
Short time windows. Managing this volume of production requires strictly adhered execution protocols.
Standardized procedures and impeccable dressing room logistics. The efficiency in applying makeup was not...
This may sacrifice their durability, as these individuals will face hours of intense heat.
Strong winds, high relative humidity, and the typical inclement weather conditions of *outdoor productions.*
The success of mechanical durability in such scenarios relies on the *layering* technique (construction in
(thin layers). The massive and direct application of thick bases inevitably results in cracking.
Cosmetic film due to friction. The protocol establishes that the products must be fixed.
Gradually. Quick-drying liquid foundations are applied in thin, sheer layers with sponges.
Wet polymers, which causes the pigments to adhere to the micro-fissures of the skin. Immediately
After the fluids are applied, the sealing process is carried out using ultra-fine, translucent fixing powders. This
The " *baking* " process absorbs the oily fraction of the foundation, leaving only a thin layer on the face.
dry, fixed color film.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

The final stage of shielding is achieved through the strategic use of setting sprays (sprays).
(high-performance setting sprays). Unlike water-based hydrating mists that only restore...
Due to their momentary effect, the shielding *sprays* contain acrylic polymers dispersed in volatile vehicles.
as alcohol derivatives (DRAELOS, 2022). When sprayed onto finished makeup, the
The vehicle evaporates in seconds, leaving behind an invisible, waterproof resin. This protective film
It acts as a hydrophobic coating that resists degradation caused by intense sweating, preventing it from...
The pigments stain the costumes during the artist's physical performance.
Managing a team of makeup artists at a festival of global proportions requires everyone to...
the professionals operate under the same efficiency matrix (BARNA, 2019). The characterization leader
It acts by supervising the chemical and aesthetic quality of the work of its subordinates.
Standardization of materials prevents unpredictable allergic reactions resulting from mixtures.
Incompatibilities between different brands. Implementing quick verification *checklists* before...
Stage entrance — ensuring shine control and perfect sealing under the eyes — reduces
The need for constant, one-off interventions (touch-ups), which often delays the...
Live event progress.

In short, leadership in mega-event environments proves that high-resistance makeup is...
A true process engineering solution. Durability doesn't depend on miracle products.
not isolated, but rather based on strict adherence to the laws of adhesion and chemical waterproofing. The
A professional who understands and implements these flowcharts protects production from visual errors.
The efficient structuring of the dressing room, focused on delivering unbeatable results, consolidates the
Characterization as a pillar of technical safety that ensures operational peace of mind for
directors of the show.

4. Makeup in Television Drama and the Construction of Aesthetic Naturalness

The environment of television drama production demands a methodological approach that differs substantially from...
Visual splendor demanded at music festivals. In soap opera, series, and film productions.
In terms of precision, makeup has the primary function of ensuring the "suspension of disbelief" (KEHOE,
2004). The public should not perceive the presence of the cosmetic intervention; the goal is to create a hyper-
A reality where the actors appear to have clean, product-free skin, even under close-up spotlights.
of the *Ultra HD* resolution lenses . Invisible makeup *(no-makeup makeup)* is considered by
The most difficult execution of audiovisual makeup design is found in academia and industry.
The construction of this aesthetic naturalness is based on a surgical understanding of subtones.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

of human skin (PAYNE, 2016). The dermis does not have a uniform color; it presents nuances of
Vascularization, varying levels of melanin, and anatomical shadows. The application of very high-quality foundations.
The coating destroys this natural three-dimensionality, resulting in a "mask" effect that neutralizes it.
The dramatic expressiveness of the face. The character designer for television dramas opts for bases of
A fluid, water-based formula that evens out the overall skin tone while preserving translucency, allowing...
to see the actor's original texture, subtle freckles, and epidermal mobility.
To correct severe discoloration and redness caused by vascular activity, the makeup artist
It abandons thick overlay and resorts to pure colorimetry (PAYNE, 2016). Using the circle
In terms of color, the theory of complementary colors applies: salmon-toned pigments cancel out the...
This corrects the bluish pigmentation of dark circles, while greenish concealers neutralize the redness.
Spot correction techniques require applying fractions of milligrams of highly pigmented product.
exclusively on the spot. This precision eliminates the need to cover the entire face with...
Corrective agents, preserving the skin's vitality under the rigorous conditions of digital film cameras.
Another crucial challenge in television drama is the continuous maintenance of visual identity *(raccord).*
(KEHOE, 2004). The same fictional scene can be filmed over several days, interspersed
with other locations and lighting conditions. The makeup for each character needs to be replicated with
Micrometric precision at the start of each day. The exact shade of foundation, the intensity of blush and
The degree of skin opacity must be rigorously consistent to avoid editing errors.
(Visual jump cuts) that distract the viewer. This level of control requires *script* notes.
detailed, reference photographs and a disciplined execution analogous to that of a laboratory of
chemical formulation.
Consequently, working on film sets elevates the makeup artist to the category of engineer.
organic textures (KEHOE, 2004). The ability to manipulate light using lighting devices.
Opalescent and selectively brightness-controlling powders are essential for sculpting the face under lighting.
Directed cinematography. Makeup in television drama confirms the absolute dominance of
The physics of cosmetics is the main requirement for making them imperceptible to the audience. The delivery of
An anatomically convincing face attests that technical excellence in characterization is inseparable.
of narrative and artistic interpretation.

5. Corporate Education and the Training of Highly Skilled Professionals PERFORMANCE

The empirical and academic observation that stage makeup has evolved into a technical discipline-
Scientific research reveals a structural deficiency in conventional models for training professionals.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

of beauty. The market for short courses focuses predominantly on immediate aesthetic results and on reproduction of fleeting trends, often omitting the basis in physics, optics and The chemistry that sustains this result under studio lighting. The training of makeup artists capable of Integrating teams from large broadcasting networks and mass events requires an architecture. robust and up-to-date pedagogical approach.

Andragogy applied to the training of new makeup artists should focus on problem-solving. real observations made on the *set* (BARNA, 2019). The trainee needs to be instructed not only on blending techniques, but also on molecular incompatibility. between a water-based base and an excessively silicone-based *primer ,* which results in rolling and Peeling *(flaking)* of the product on the artist's face. Teaching the basics of chemical formulation is the An indispensable foundation for professionals to know how to create safe cosmetic mixtures, customizing them. Textures for mature or excessively oily skin, right on your countertop.

Continuous immersion in international *masterclasses* and the exchange of information with global experts. Market research exposes professionals to cutting-edge techniques and new polymers launched on the market. This assimilation of techniques developed in the major entertainment hubs worldwide and its Subsequent adaptation to tropical climatic realities attests to the need for resilience and The adaptive intelligence of the modern makeup artist. The market demands continuous technical updating. constant, keeping pace with the release of new image sensors and pigments synthetics.

"Reflective practice" constitutes the fundamental method for improving the characterization of high level. The makeup artist should not mechanically repeat flowcharts; he analyzes the behavior of each product with each new application. If a characterization showed severe oxidation on the skin of Whether a news anchor or someone couldn't handle the presentation at the festival, the professional investigates the failure of Adhesion, assesses the interpreter's sweat alkalinity level, and adjusts the load of polymeric fixatives. the following day. This analytical *debriefing* capability transforms the incident into a methodological consolidation tool.

In conclusion, the rise of the salon makeup artist to the level of corporate excellence demanded by The success of large production companies is not due to chance (BARNA, 2019). It is the result of technical literacy. tireless. The consolidation of an educational culture based on the physics of colors, on the chemistry of Solvents and in tegumentary physiology are the only sustainable path for the sector. Methodological preparation will ensure that the characterization professional positions themselves not as a mere executor of embellishment, but as a technical specialist essential to the solidity and splendor of the monumental global audiovisual and events industry.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

CONCLUSION

An examination of the intersections between audiovisual recording technology, skin biology, and...
Cosmetic engineering undeniably demonstrates the technical and scientific maturity achieved by
Contemporary professional makeup. The advent of extreme image resolutions (Ultra HD and
4K has eliminated the old margins of error in the application of facial products (PAYNE, 2016). Lenses of
High definition relentlessly exposes base buildup and texture incompatibilities.
forcing the market to transition towards refractive polymers that mimic the organic nature of
human tissue and create the optical blurring *(soft-focus) effect.*
A deeper understanding of thermoregulation has shown that the body's physiological response acts...
as the main agent of cosmetic degradation under the intense light of studios (DRAELOS, 2022). A
Sebaceous secretion and sweat emulsify rudimentary makeup. Effectively mitigating this...
The bottleneck requires rigorous mastery of astringent aseptic protocols and strategic application.
of silicone elastomers. The longevity of the characterization proved to be directly proportional to
The makeup artist's chemical knowledge and their precision in building up coverage in thin layers are key.
(layering).
The logistical complexity required by mega music and television events validated the premise that
that excellence cannot be based on isolated improvisation (BARNA, 2019). Performance in leading
Large teams require standardized shielding processes, ensuring that the appearance of
Artists must withstand temperature fluctuations and friction during strenuous performances. The rigor
Procedural sealing and the use of acrylic fixatives minimize repetitive interventions.
Touch *-ups* optimize workflow in dressing rooms and provide mechanical safety for directors.
event.

In the context of television drama and filmmaking, the analysis reinforced that maximum proficiency
The makeup artist's job is to make the product imperceptible (KEHOE, 2004). The execution of the makeup
Organic corrective therapy, based on the color wheel and the cancellation of complementary colors, neutralizes
Discolorations without producing artificial textures. The obsessive respect for aesthetic continuity between the
Daily filming footage highlights the indispensable laboratory discipline on film *sets* , protecting
The audiovisual work suffers from continuity flaws that compromise the viewer's immersion.
The urgency of an academic education that transcends manual technique has been demonstrated by evolution.
The accelerated growth of the cosmetics and video equipment industries. The global audiovisual market.
The company demands professionals with expertise in optical colorimetry, fluid behavior, and chemistry.
of polymers (PAYNE, 2016). The adoption of curricular matrices that prioritize reflective practice
and understanding the fixation mechanisms will be fundamental to overcoming the deficiency of

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VI, v.1 2025 | Submission: October 17, 2025 | Accepted: October 20, 2025 | Publication: October 23, 2025

Experts capable of working to the high standards demanded by broadcasting and digital film.

The outlook for the field of characterization indicates a growing convergence between aesthetics and...

Dermatological health and technology. The new generations of matrix-based highlighters.

LED and immersive image capture will require dynamic colorimetric adjustments on the part of the

The makeup artist will need to work closely with the lighting engineering departments.

The beauty professional will establish themselves as a specialist in surfaces and illusions.

optics, definitively moving away from the profile of an empirical applicator.

It can be concluded that professional makeup in high-pressure scenarios constitutes a cog in the machine.

A critique of technological precision. The non-negotiable fusion between the physiological domain of the human face, the

Knowledge of the water-repellent properties of cosmetics and optical sensitivity ensures that

audiovisual production can reach its maximum aesthetic potential. Continuous intellectual preparation and

Execution guided by methodological rigor are the pillars that support the indispensable presence of

characteristic of the major cultural and audiovisual production centers of the modern world.

REFERENCES

BARNA, C. **Makeup and Media: Aesthetic Engineering in Television.** New York: Focal Press, 2019.

DRAELOS, ZD **Cosmetic Dermatology: Products and Procedures.** 3rd ed. Hoboken: Wiley-Blackwell, 2022.

KEHOE, V. **Special Make-Up Effects for Stage and Screen: Making and Applying Prosthetics.** 2nd ed. London: Routledge, 2004.

PAYNE, D. **The Art of the Real: Make-up for High Definition Television and Film.** Los Angeles: Silman-James Press, 2016.

SWARTZ, C. **Understanding Digital Cinema: A Professional Handbook.** Burlington: Focal Press, 2005.

This is an open access article published under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.