

# Hair & make-up designer



## AI Overview

AI is beginning to transform the role of hair & makeup designers by supporting creativity, efficiency, and workflow management. AI tools could assist with generating design concepts, predicting makeup durability under various conditions, and ensuring continuity between shots. Additionally, AI-driven systems could help manage resources, track inventory, and even assist in post-production with audience feedback analysis.

To prepare for the future, designers could focus on mastering AI tools for design and continuity management, as well as becoming proficient in virtual production workflows. Staying updated on new AI technologies and learning to integrate them into their work could enhance a designer's ability to innovate and improve overall production efficiency.

## How can I prepare for the future?

As technologies develop, keeping up-to-date with the latest opportunities is important.

These are some of the areas that hair & make-up designers may need to understand in the future.

Future Tech	Description	Learning resources
<b>AI-Powered Design Tools</b>	Tools that generate hair and makeup concepts based on character details and historical accuracy.	Check out ScreenSkills Training, events and opportunities page for up to date courses on digital design; LinkedIn Learning tutorials on AI in creative fields.
<b>Self-Hosted AI for Confidentiality</b>	Local AI systems that allow secure processing of sensitive production data.	GitHub tutorials on self-hosted AI; YouTube guides for setup.
<b>Continuity Management Tools</b>	AI systems that track hair and makeup across scenes to ensure consistency.	Check out ScreenSkills Training, events and opportunities page for up to date courses on continuity management; online resources on LinkedIn Learning.
<b>Environmental Simulation for Makeup Durability</b>	AI tools that simulate environmental impacts to test makeup and hair designs for on-set durability.	Tutorials on environmental simulation from Skillshare; ScreenSkills courses on makeup design.
<b>Inventory and Resource Management</b>	AI that tracks product usage, monitors costs, and predicts future resource needs.	Check out ScreenSkills Training, events and opportunities page for up to date workshops on budgeting and inventory; Coursera tutorials on AI in logistics.
<b>Staff planning and scheduling</b>	AI models can assist with designing a schedule or plan to arrange timings for a team to a production shoot schedule.	Common large language models like chatgpt, ollama, claude can all be excellent for this.
<b>Automated VFX workflows</b>	Future AI will be able to automate VFX workflows with tools such as face enhancement and automatic virtual makeup application. Real life make-up may on occasion be able to be simplified or previously impossible looks could now be achieved without very expensive CGI techniques.	Keep a look out for image and video editing AIs over the next year. Training resources by meta, google and open AI are an excellent place to start.

## What AI tools can I use right now? – Efficiency & workflow opportunities

### Pre-production

**Style and design assistant:** AI could generate lists of potential hair and makeup concepts based on character descriptions and a script or historical references, assisting designers to manage and organise their design processes. It can also work as a visual 'sounding board' for ideas allowing rapid testing of ideas.

**AI's hosted on your computer for privacy:** Designers could run AI tools locally to ensure secure handling of sensitive production data, particularly when working with confidential scripts or designs.

**Pre-vis and tech-vis simulations:** AI tools could assist in pre-visualising lighting and makeup designs, helping designers plan effectively before shooting begins.

### Production

**Digital continuity tracking:** AI could monitor hair and makeup continuity across scenes, providing real-time alerts to ensure consistency throughout the shoot.

**Environmental impact simulations:** AI could simulate real-world conditions, like lighting and humidity, to predict how hair and makeup will appear on camera.

**On-set effectiveness:** AI could assist in adjusting makeup for on-set lighting changes or other dynamic conditions, ensuring that designs stay consistent.

### Post production

**Inventory and cost tracking:** AI could automate product usage tracking, helping designers manage inventory and predict future needs based on production requirements.

**Audience response insights:** AI could analyse audience reactions to character looks, providing valuable feedback that helps refine future designs.

**Automated VFX workflows:** AI could enable virtual makeup application or face enhancements, reducing the need for costly CGI and streamlining workflows.