

## The Application of Make-up through Optical Illusion

- Focused on Lineal Illusion -

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### Abstract

With the occurrence of interest in image-presentation that helps express one's individuality in several place in our society, it has affected make-up field. Now, make-up is getting to be recognized as a key role player that reflects our social and cultural concerns not only by presenting a appropriate one that is proper when to use and what for, but also presenting individualistic images that are able to express one's attractiveness free from a last plain concept that meant merely applying cosmetics to one's face is make-up.

Like above, the reason that a change for consciousness of the function of make-up was possible is a noticeable outcome that results from the difference before and after make-up. In other word, with the help of Corrective Make-up that makes use of optical illusion, the analytic research for features could have been carried out systematically, therefore, women get to present their beauty of innate facial shape and features at their pleasure.

The basic principles of the Corrective Make-up, which was introduced to satisfy the purpose of the existing make-up take advantage of lines and colors that are part of the optical illusion. The nature of direction and movement was expressed by the direction and angle of lines and the colors are also able to induce the variation of images depend on the whole color around them or contrastive color around.

This thesis is mainly about optical illusion through lines that are part of elements that induce the optical illusion and deals with phenomena that occur when we apply lines that are part of design into the make-up. And this is written for the purpose of establishing the last basis of make-up more scientifically and systematically through the research for the variation when we apply the nature of lines into our features and deriving facial image variation from it.

This is also for study into the role of make-up as for psychological effect that is able to make facial images look different when the optical illusion with possible visual errors is applied into it.

In conclusion, we can say "Make-up is optical illusion through visual elements such as lines, surfaces, books, touch and so on."

**Key words:** Corrective Make-up, Facial shape, Image, Make-up, Optical illusion

### I. Introduction

The field of make-up is being developed

rapidly, as interest in object-image has grown up high, is changing from past indiscriminate make-up to new one that emphasizes individual tastes

and characteristics. In other word, characteristic image production that enables us to show our charm as much as possible and proper production that goes well with when, where and purpose play an important role that reflects social and cultural aspect.

As one way of showing oneself pertinently, the field of make-up was able to develop, and it was the field of corrective make-up which takes advantage of optical illusion that was able to be basis of these development, and this results from the study that was based upon human-scientific proportion, form psychology, principles of design.

Optical illusion that could be utilized in make-up, consists of two parts - lineal illusion and color illusion, and it is not too much to say that these two parts make make-up. This thesis mainly deals with the lineal illusion.

A line is an essential element in make-up to draw and create overall facial shape. Depended on thickness and direction of lines, degree of angle, tools that are used, the result varies and they produce beauty having close relation with proportion of lines. Even though 1mm little change, if you correct and modify them followed by facial shape, people who see you can be in temporary optical illusion, and you can show your overall facial impression completely different.<sup>1)</sup>

This thesis is about what effect optical illusion can affect to make-up, especially lineal properties that deals with lineal illusion - it happens when lineal properties are applied on faces. The purpose of this thesis is that produce and make use of creative images through analysing superficial meaning and optical expression that happens when various forms of lines are applied to the facial surface. From now on, through this study, let me introduce image-formation-process and method that can be changable by optical illusion.

## **II. Optical illusion applied to make-up**

### **1. Relation between make-up and optical illusion**

We call wrong phenomenon about things 'optical illusion', and it consists of some parts; geometrical illusion, false manifestation movement, comparison of brightness and light, optical illusion based on a request or an attitude.

For effective make-up, there are two typical illusion; one is geometrical illusion, the other is comparison illusion based on brightness or light. It is geometrical illusion that this thesis deals with, this thesis is to prove functional efficiency of make-up that can be modified by optical illusion through presenting some situations that can be altered different images by form and direction of lines, and applying to real human faces.

Geometrical illusion is that geometrical figures that are laid on without relation with viewer are perceived differently from estimated objective size or shape.

In other word, it means that when you see a geometrical figure, you perceive its objective size, length, direction, and so on differently. When it is applied to make-up, it can induce image alternation through modifying from overall shape of face to part of it. The basic method of make-up is based on corrective make-up that takes advantage of temporary optical illusion that happens when we put lines and colors to our faces. Corrective make-up help produce hopeful image by completing demerits and emphasizing merits of our faces through the process of modification that makes shortcomings of facial shape less short and useless parts hard to be seen.

When it comes to illusion that are applied to

make-up, there are several; facial-touch-illusion that makes faces look more smooth, illusion that are based on lineal shape, direction, length and three-dimensional effect illusion that makes use of hi-light & shadow. You can produce your facial images diversly depended on how to handle.

## 2. Relation between make-up and lines

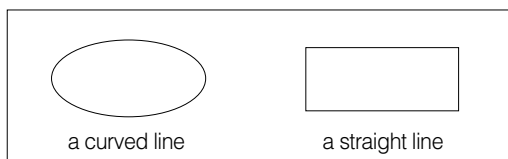
When you try to produce your beauty through the lineal optical illusion, you should get hold of facial lines, shapes and direction, understanding for whole image beforehand.

Typical parts for lineal illusion that can be applied to make-up are eye brows, eye lines and lip lines; You can produce different image according to shape and direction of lines.

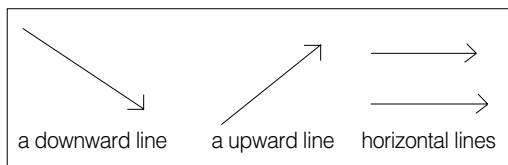
Generally, forms of lines are divided into a straight line and a curved line, and when it comes to direction of a line, they can be divided into a upward line, downward line and horizontal line.<sup>2)</sup>

### 1) Forms of lines

Form of lines are roughly divided into a curved line and straight line, each properties of curved



<figure 1> forms of lines



<figure 2> direction of lines

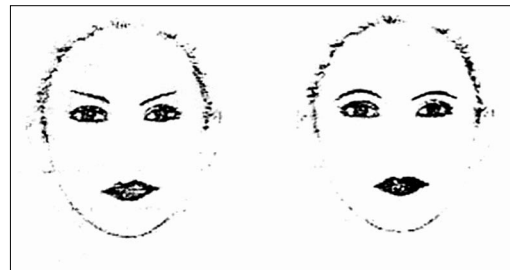
lines and straight lines are definite, so image production for forms is definite.

Curved lines are smooth, graceful, warm and look more spacious than rectangular facial shape, and look younger than they are, so they give off cute image and womanish feeling. On the other hand, they look like unstable, and dull. Straight lines are angled, tough, muscular and rough, however, more stable than curved lines, dynamic and characteristic.

You can see the pictures that depict the comparison of curved and straight forms.(figure3) You can aware of differences of them. If you mainly use straight lines on a face, it looks more tough and cold, but for curved lines, it looks more graceful and smooth with features. Like above, you can notice that formal principles of lines that are usually utilized are also applied to the facial space, it is possible existing appearances to the modified appearances through putting these principles into the real faces.<sup>3)</sup>

### 2) Direction of lines

Followed by direction of lines, you can induce direction of sight where you want, you can obtain optical effect that makes use of temporary illusion that are differently seen depended on which direction of lines are.<sup>4)</sup> Direction of lines are



<figure 3> comparison of curved lines and straight lines: same direction except forms of lines

roughly divided into three; upward lines, downward lines and horizontal lines. According to the effect that can be acquired when these lines are applied to make-up, it can induce variation for whole image of faces.

This thesis dealt with variation of images that happen when direction of lines are applied to faces. (figure 4)

Firstly, when upward lines are applied to a face, it generally looks bright, cheerful and young, but they can induce sharp, cold and fierce image. It is someone who has facial lines looking downward that corrective upward lines are useful when they are applied to make-up, by using upward lines; Inducing downward facial lines to go up, you can make your facial image more bright and young.<sup>5)</sup>

People whose facial lines are looking down look depressed and unhappy, the whole face look loosen, so they look older than they really are, but they look warm, smooth and cute.<sup>6)</sup>

It is someone who has facial line looking upward that corrective downward lines are useful when they are applied to make-up, by using downward lines; You can make your facial image more warm and smooth. Horizontal lines are free from danger and calm, look like peaceful, quiet

and heavy, but look like cold-heartedness, greedy, and tedious, so they can seem to be non-characteristic. When horizontal lines are applied to people who have narrow facial shape, they can induce their faces to look wide, also applied to long facial shape, they can induce their faces to look smaller than they are through cutting off their upper and lower parts of faces.

### 3) optical illusion applied to shape of faces

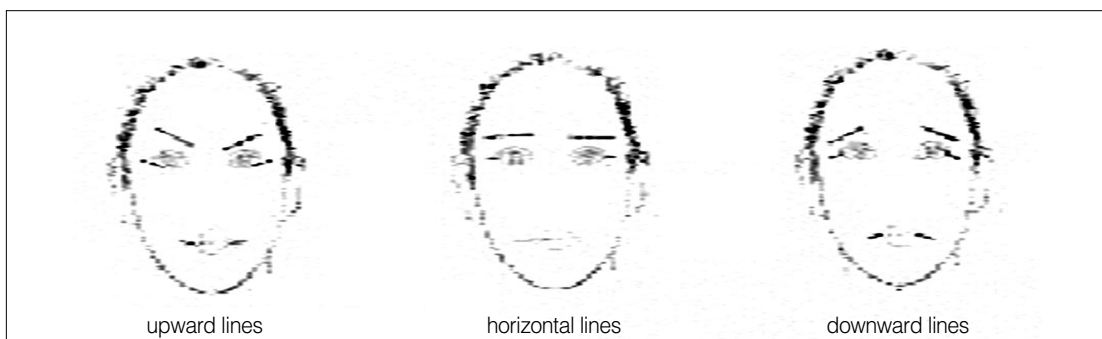
#### ① An oval shape

This is basic shape of faces, when you put on regular make-up not peculiar one, this is typical shape of modification.<sup>7)</sup> However, if you want to produce characteristic features or strongly emphasize your image, you can make variation through optical illusion.

For example, you can produce three-dimensional effect on your cheekbones using the hi-light technique or drawing shades on your temples using shadow technique to produce characteristic facial appearance.

#### ② Round shape

This shape has same length and width of a face, it looks like short of length or looks wide, the basic impression of the face looks young and



<figure 4> upward lines, upward lines, downward lines on the same face and comparison

cute.<sup>8)</sup> If you want to make your face long through making the width narrow, you should draw shadow on each side of your face to reduce round face image.

### ③ Standing oval shape

This shape looks narrow but long and gives quiet impression. If you want to make this shape short, you should make use of illusion that puts shadow on your long forehead or chin. Also, partially you can make your face look short by drawing eye brows horizontally long.<sup>9)</sup>

### ④ Reversed triangle shape

This has wide forehead, sharp chin, narrow width and cold impression, but characteristic form. To make this look like ideal facial shape that is similar to an oval, you should make your forehead look narrow by drawing shadow on your each side of your forehead, also you should put hi-light technique on your cheeks near chin to make your cheeks and chin look voluminous.

Partially, you can draw your eye brows shortly and angled or draw arrow-like eye brows to make your forehead look an arrow.

### ⑤ Lozenge shape

This has inward temples and cheeks, also as people get older, they usually get this shape. To modify this, put on bright color on your inward parts, dark color on your cheekbones, in other word, you can take advantage of illusion related to brightness and darkness.<sup>10)</sup>

### ⑥ Rectangular shape

This has thick chins, especially each side of them, gives off heavy and muscular impression, and actually a lot of men have this shape. In this case, you should apply lineal optical illusion that induces the rectangular shape to gives off smooth impression by mainly using curved lines,

and should make it look round using shadow technique on your cheeks to reduce heavy impression.<sup>11)</sup>

## 4) Lineal illusion applied to faces around

### ① Make-up focused on eyes (Eye make-up)

There are four techniques in this make-up; eye brow, eye line, eye shadow, and eye lash techniques.

#### A. Eye make-up focused on direction of lines

Depended on the way you draw eye lines and eye brows, the result of make-up can be different. In other word, depended on the direction of lines - horizontal, upward, or downward - the facial impression can be totally different.<sup>12)</sup>

When it comes to eye brows, they can affect total facial shape, for round facial shape, you can draw them angled and shortly to induce viewers gaze to get together to the center of your face. As a result, you can make your face even more narrow than before you put on make-up.

On the contrary, for long face, you can draw your eye brows horizontally long to separate upper and lower part of your face, as a result, you can make your face shorter and smaller.

Besides, for loosen eyes - the ends of the eyes are pulled down - you can make the eyes upward by drawing eye brows or eye lines upward.<sup>13)</sup>

Like above, according to the direction of lines, you can make your facial shape improved and your total impression as well.

#### B. Eye make-up focused on forms of lines

Comparing curved lines with straight lines that are used in make-up, the former makes facial impression warm, the latter makes it refined.

Representatively, for eye make-up, you can find it at shape of eye brows. When you compare arched eye brows with angled eye brows, you can see the difference more definitely.<sup>14)</sup>(figure 7, 8)

C. Eye make-up focused on length of lines

It is total width of a face that the most susceptible to the length of lines that are used in eye brows and eye lines, if you draw the eye brows long, total width of your face looks wide, if you draw them short, it looks more narrow.<sup>15)</sup> Also, if you draw your eye lines long, it makes width of your face look wide, if you draw them short, it makes width of your face look more narrow. Besides, for eye lines, they affect total length of your eyes, you can make them look long by drawing eye lines longer than before.

② Make-up focused on lips

A. Make-up focused on form of lips (Lip make-up)

Forms of lips can be divided into curved lips and straight lips according to intended images. For example, if you want to produce warm and womanish image, you should select curved-formed lips, and if you want cold, reasonable image, you should select straight-formed lips. Here we can say that properties of peculiar forms that lines have as elements of design apply to the forms of lips exactly.<sup>16)</sup>

B. Lip make-up focused on direction of lips (Lip make-up)

Depended on the direction of ends of lips, facial impression can be different. Generally, if the ends of lips are pulled down, facial image looks greedy and angry, and if they are pulled



<figure 5> downward eye brows



<figure 6> upward eye brows



<figure 7> arched eye brows



<figure 8> angled eye brows.



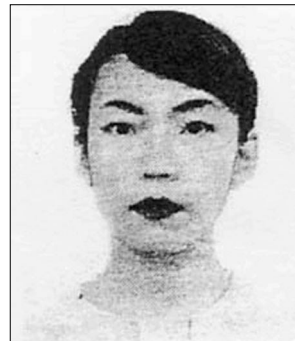
<figure 9> short eye brows



<figure 10> long eye brows



<figure 11> straight-formed lips



<figure 12> curved-formed lips

up, it gives positive impression even though you don't smile.<sup>17)</sup>

#### C. Lip make-up focused on the size of the lips (Lip make-up)

Many people think that lip make-up gives off optical image through the variation of color, but actually it is not true. Lip make-up activates variation through giving change to the volume of lips controlling the size of the lip lines.

For example, for people who have small lips, drawing the lips big by using a lip-liner makes it possible that their lips look bigger than before, and for people who have large lips, to make their lips look small, drawing the lips slightly inside of the original lip lines is useful.<sup>18)</sup> When you use these techniques, the original lip lines should be

invisible after the make-up, so you should put foundation on them or cover them with concealer. Plus, you should be careful of controlling the size of lip lines; You should not draw them too large or small to avoid your lips look unnatural.<sup>19)</sup>

#### ③ Cheek make-up focused on cheekbones

##### A. Cheek make-up processed in an oblique lines

If you draw cheeks obliquely long, center lines of the cheeks closely get together to the center of the face, so the face looks narrow, of the other hand, in case of short cheek lines, the face looks wider than the former.

If you draw cheeks shortly and horizontally, you can make your face short and small through the technique that separates your upper and lower



<figure 13> reduced lips



<figure 14> enlarged lips

part of your face. If you draw the cheeks obliquely long, your features get together to the center, so you can get your face to look narrow. In this case, it gives off sharp, keen and refined impression, so if you make use of this on indefinite or round facial shape, you can produce another new image that differs from original innate image.<sup>20)</sup>

B. Cheek make-up processed in round

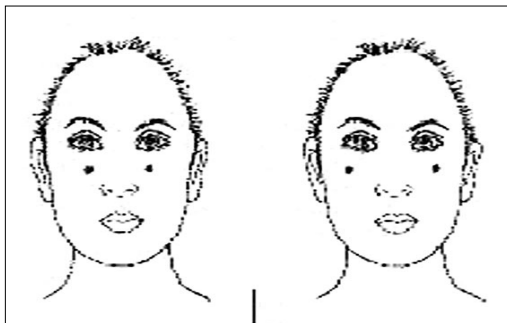
Depended on which part of face cheeks are put on, you can make your width of face different, if you apply them on near part of your nose, you can make your face look narrow, if you apply them on near part of the ears, you can make your face look wide. (Because that you should not apply it on too near the nose or ears, because they make it unnatural.) Making use of these

effect, for people who have big-round and rectangular shape of face, cheeks near the nose make their faces narrow, and for people who have relatively narrow faces in comparison to the length of faces, cheeks near the ears makes center of their faces wide and this results in wider faces than before.<sup>21)</sup>

### III. Conclusion

With the occurrence of interest in image-presentation that helps express one's individuality in several place in our society, it has affected make-up field. Now, make-up is getting to be recognized as a key role player that reflects our social and cultural concerns not only by presenting a appropriate one that is proper when to use and what for, but also presenting individualistic images that are able to express one's attractiveness free from a last plain concept that meant merely applying cosmetics to one's face is make-up.

Like above, the reason that a change for consciousness of the function of make-up was possible is a noticeable outcome that results from the difference before and after make-up. In other



<figure 15> variation in width of faces



word, with the help of Corrective Make-up that makes use of optical illusion, the analytic research for features could have been carried out systematically, therefore, women get to present their beauty of innate facial shape and features at their pleasure.

The basic principles of the Corrective Make-up, which was introduced to satisfy the purpose of the existing make-up take advantage of lines and colors that are part of the optical illusion. The nature of direction and movement was expressed by the direction and angle of lines and the colors are also able to induce the variation of images depend on the whole color around them or contrastive color around.

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