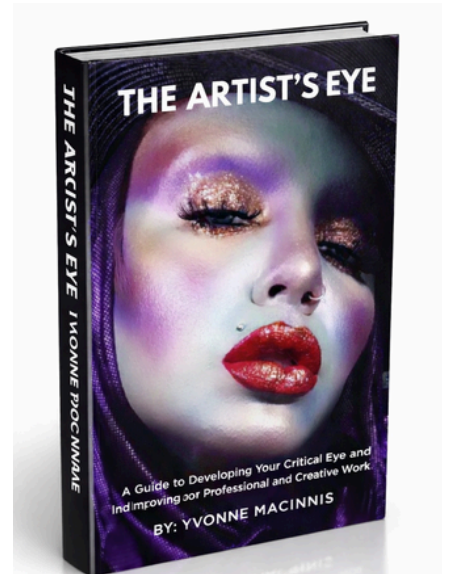


THE ARTIST'S EYE

A GUIDE TO DEVELOPING YOUR CRITICAL EYE AND
IMPROVING YOUR PROFESSIONAL AND CREATIVE WORK



About the Book

The Artist's Eye is your guide to seeing the world through a creative lens, offering a framework for how artists perceive, interpret, and evolve. This book dives into developing a keen eye, nurturing your unique taste, and sustaining creativity over time. It empowers artists to rise above fleeting trends, enabling them to create with clarity, confidence, and purpose.

Designed for those who crave true inspiration, **The Artist's Eye** invites you to embrace a new perspective and elevate your artistic journey.

Who It's For

- Creatives across all disciplines, from emerging to established.
- Beauty, fashion, and aesthetic professionals seeking elevation.
- Educators and industry leaders shaping the next generation.

Key Take Aways

- Developing a trained critical eye, refined taste, and creative intention.
- Building originality and longevity beyond trend.

ABOUT THE AUTHOR

Yvonne MacInnis is a globally respected makeup artist, creative director, and educator with over 20 years of international experience across fashion, beauty, and professional education.

Recognized for her sharp eye and creative leadership, Yvonne helps artists develop excellence, longevity, and vision. **THE ARTIST'S EYE** reflects her career and invites all creatives to elevate how they approach their work.



KEYNOTES + MASTERCLASS OFFERINGS

YVONNE MACINNIS IS AVAILABLE FOR INTERNATIONAL KEYNOTES, TALKS, PANELS, AND EDUCATIONAL SESSIONS. HER SPEAKING STYLE IS CAPTIVATING, ARTICULATE, AND ROOTED IN GENUINE EXPERIENCE. SHE FOSTERS A DEEP CONNECTION WITH AUDIENCES BY EXPLORING BOTH THE CRAFT AND MINDSET ESSENTIAL FOR ACHIEVING CREATIVE EXCELLENCE. YVONNE IS TRULY INSPIRING, MOTIVATING OTHERS WITH HER PASSION AND DEDICATION TO HER CRAFT, ENCOURAGING THEM TO REACH THEIR FULLEST POTENTIAL.

POPULAR KEYNOTE TOPICS INCLUDE:

1. THE ARTIST'S EYE

A masterclass based on THE ARTIST'S EYE framework, teaching students how to observe, evaluate, and make intentional creative decisions across various disciplines.

2. FINE ART REIMAGINED

An interactive session to explore fine art in unconventional mediums, such as face painting and hair as a sculpture. This experience will enhance refinement in design, transcending fleeting trends.

3. THE ARTIST'S EYE IN THE AGE OF AI

An inspiring talk that demystifies AI for creative students, showing how digital tools can support learning, experimentation, and idea development without replacing authorship or critical thinking.

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B E C C A

specialties

- Media and Press Opportunities
- Interviews (print, digital, podcast, video)
- Guest lectures and fireside chats
- Panels and moderated discussions
- Book signings and live talks
- Editorial features and expert commentary

contact

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