

AICI Core Competencies

The AICI Core Competencies identify the knowledge, skills, abilities and behaviors required for success as an Image Consultant. These Core Competencies form the basis for certification with AICI and establish a path for continued professional development.

Please refer to the AICI CIC Exam (CIC) Examination Handbook at www.aici.org for information on which Competencies are covered in the AICI CIC Exam.

I. Technical Knowledge

- A. Psychological Aspects of Image
 - Effects of Image
 - Self Concept Theory/Individual Identity
 - General Values & Clothing Value Theory
 - Personality Theory
 - Defense Mechanisms

- B. Social Aspects of Image
 - Origins, Motives & Function of Apparel & Grooming
 - Non-Verbal Communication via Image
 - Cultural Patterns & Diversity
 - Roles, Status & Stratification/Rank
 - Historic Costume
 - Fashion Industry & Fashion Trends
 - Etiquette & Protocol
 - Civility

- C. Physical Aspects of Image
 - Physical Body Perception & Presentation
 - Body Language
 - Nutrition/Diet
 - Exercise/Fitness
 - Cosmetic Surgery
 - Grooming

- D. Artistic Aspects of Image/Visual Design in Apparel
 - Art in Dress & Image (including Accessories)
 - Design Principles (Goals)
 - Balance
 - Proportion
 - Scale

Rhythm
Emphasis
Unity

- Design Elements (Tools)
 - Line
 - Shape
 - Color
 - Texture
 - Pattern
 - Scale
- Personal Style in the Elements of Design
- Wardrobe Management

II. Professional Preparation & Development - Application of Technical Knowledge

A. Clientele/Target Market

- Potential Clientele

B. Programs (Working with Groups)

- Presentation Topics (refer to I. Technical Knowledge, above)
- Program Presentation Skills
- Types of / Formats for Programs/Presentations
- Teaching/Facilitation Techniques
- Teaching Aids & Materials
- Program Preparation Materials

C. Services (Working with Individuals)

- Potential Services (Women, Men, Children)
- Service Preparation Materials
- Coaching/Facilitation Techniques

D. Products

- Potential Products/Product Development
- Distribution

E. Marketing/Marketing Techniques

- Public Relations
- Promotions/Promotional Materials
- Graphics

- Fee Structure
- Selling Skills
- Business/Personal Networking
- Social Media

III. Business Management

A. Organizational Aspects

- Business Forms
- Official/Business Location
- Financing
- In-Office Staff
- Resources/Related Professionals
- Associations to Join/Conferences to Attend
- Publications to Subscribe to

B. Management Aspects

- AICI Code of Ethics
- Strategic Planning/Business Plan
- Equipment & Supplies
- Legal Issues
- Management Style & Skills
- Accounting & Record Keeping
- Travel

Outline adapted with permission from the work of Judith Rasband, AICI CIM, Conselle LC, for use by AICI.

AICI Code of Ethics and Standards of Professional Conduct

Members of AICI shall:

- Act with integrity, competence, dignity, and in an ethical manner when dealing with the public, clients, prospects, employees and fellow members.
- Practice and encourage others to practice in a professional and ethical manner that will reflect credit on members and their profession.
- Strive to maintain and improve their competence and the competence of others in the profession.
- Use reasonable care and exercise independent professional judgment.

Standards of Professional Conduct

STANDARD I: FUNDAMENTAL RESPONSIBILITIES

Members shall:

- A. Maintain knowledge of and comply with all applicable laws, rules, and regulations of any government, governmental agency, regulatory organization, licensing agency, or professional association governing the members' professional activities.
- B. Not knowingly participate or assist in any violation of such laws, rules, or regulations.
- C. Not undertake any professional responsibilities unless, by training and experience, the member is competent to adequately perform the work required
- D. Accurately represent qualifications, education, experience and affiliations in all forms of personal and professional communication as prescribed in AICI's Bylaws.

STANDARD II: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE CLIENT

Members shall:

- A. Clearly define, verbally or in writing, the scope and nature of the project or services to be performed and all fees or costs involved in the project or services from conception to completion.
- B. Inform clients and prospective clients of any special relationship or circumstances that could be considered a conflict of interest.
- C. Hold client information in confidence, except as compelled by law.

STANDARD III: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE PROFESSION AND THE ASSOCIATION

Members shall:

- A. Not engage in professional misconduct.
- B. Members shall not engage in any professional conduct involving dishonesty, fraud, deceit, or misrepresentation or commit any act that reflects adversely on their honesty, trustworthiness, or professional competence.
- C. Not knowingly endorse an individual who is unqualified with respect to education, training, and/or expertise, as per the established Bylaws and membership requirements of the Association.
- D. Not discriminate against anyone based upon economic factors, race, creed, ethnic background, gender, age, sexual preference, physical condition or country of origin.
- E. Members shall not, without permission or giving appropriate credit, use materials,

client lists, titles and/or thematic creations originated by others. Members will take credit only for work created by them or by those under their paid supervision.

- F. Hold inviolate any confidential information entrusted to them by a colleague, except as compelled by law.
- G. Not be a party to any agreement to unfairly and/or inappropriately limit another consultant's access to the marketplace.
- H. Not, by word or deed, cause unjust injury to another consultant's reputation and/or business relationship(s).

Violation

As a member of AICI, or as a non-member receiving an AICI designation, I am committed to and obligated by this Code of Ethics and Standards of Professional Conduct. I understand that any violation of this Code shall be determined using the established rules and procedures set forth by the AICI Ethics Reviewer. I understand that any disciplinary action shall be applied by AICI in accordance with the Bylaws and Policies and Procedures of the Association.

I hereby waive any and all claims, including claims for defamation and restraint of trade, that I may have against AICI or against any member of AICI arising out of any complaint, investigation, proceeding, or enforcement related to the Code of Ethics, including with respect to findings and disciplinary actions, up to and including expulsion.

I subscribe to the AICI Code of Ethics and Standards of Professional Conduct. My signature on this document means my pledge to abide by these standards.

Signature Date Electronic signature applicable for online application.

- I am a member of AICI
- I am a nonmember receiving an AICI certification.

AICI CIC Portfolio

Please refer to the Guide to Completing the AICI CIC Portfolio (pages 3 - 9) to ensure you are adequately meeting all requirements.

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Name Date

SECTION I: PROFESSIONAL PREPARATION

[Documentation must be included in support of each section]

We want to know if you have taken image training courses.

To qualify as validation for training or education, a course description, course learning outcomes, or a course outline must be submitted. The course topics must be within the AICI Core Competencies. (See AICI Core Competencies, pages 11-13). CEU Reports are considered validation.

A. Attendance at Training Programs, Courses, Seminars or Workshops offered by an AICI CEU Provider or other educational providers.

.1 point = per hour of instruction

Each entry must be of at least six (6) hours

(CEU Report is accepted as valid documentation.)

Training Company	Course Name	Date(s)	Days	Points

Minimum points 2 (20 hours)

Subtotal: _____

B. Attendance at Seminars & Workshops Sponsored by National or International Image Organizations or Associations

.1 point = per 1 hour workshop or seminar during last 3 years

(CEU Report is accepted as valid documentation.)

Sponsor	Activity	Date(s)	Days	Points

Minimum points 1 (10 hours)

Subtotal: _____

Name_____ Date_____

C. Business Development Courses, Seminars and Workshops Attended

Finance, business management, etc., sponsored by the Small Business Administration or other business organizations or training companies

.1 point = per hour of instruction during the last 3 years

Sponsor	Course	Date(s)	Days	Points

Minimum points 0;

Subtotal: _____

SECTION I: Points Required: 3

Total Points

SECTION II: BUSINESS IDENTITY

[Documentation must be included in support of each section]

This section will be evaluated by the AICI CIC Reviewer. The applicant does not total points in this section.

A. Professional Appearance

Please submit a recent promotional headshot photo of yourself with your application. Scan and send electronically if submission is on-line. Mail-in application Insert the photos in this Section.

Points: 1 Point

Points

B. Business Identity: Business Name / Logo / Business Card / Stationery

Scan and send electronically if submission is on-line. Mail-in application copy samples of your business identity (name and logo) such as your business card and stationery.

Points: 2 Points

Points

C. Business Promotion: Brochure / Website

Scan and send electronically if submission is on-line. Mail-in application copy samples of your business brochure and/or website. Print the pages of the website and include.

Points: 2 Points

Points

Section II: Points Required: 5 Points

Total Points

Name _____ Date _____

SECTION III: CONSULTING EXPERIENCE

[Documentation must be included in support of each section]

Image Consulting Experience

You are required to submit documentation as proof of having conducted Image consultations or presentations with 5 paying clients. Please submit the following documentation for each entry:

- Invoice
- Evaluation form completed by client (two-page Evaluation Form follows)

1 point per consultation

Client	Type of Consult	Date	Points

SECTION III: Points Required: 5

Total Points

Name_____ Date_____

Candidate Performance Evaluation | Client Evaluation

Candidate please complete:

Name of Image Consultant:

Name of Client Evaluator (Print):

Address:

Phone Number:

Email:

Date(s) of Consultation:

To the Evaluator:

Please help me by taking a few minutes to fill out this Client Evaluation form as part of my AICI Certified Image Consultant (AICI CIC) Portfolio.

Please place the form in the stamped addressed envelope provided. Please seal the envelope and send it to me; it will remain confidential until opened by the Reviewers. I will receive a copy of the evaluation only if you have given permission to do so.

I do I do not give my permission for the Candidate to read this evaluation.

Evaluator's Signature Date

Image Consultation / Presentation Evaluation

Name of Image Consultant (Print): _____

Name of Consultation / Image Presentation: _____

Image Topics Covered: _____

Length of Consultation / Image Presentation: _____

Thinking about your sessions, how valuable was the image consultant's help to you? Please rate your level of satisfaction with the consulting/presenting process by circling the number that indicates how satisfied you are with each part of the process. Use the scale below.

YOUR SATISFACTION	1 Not Satisfied	2	3 Very Satisfied
Rapport with your consultant.			
Your consultant's knowledge.			
Your consultant's ability to relay knowledge.			
Your consultant's ability to understand your goals.			

Your consultant's ability to develop a plan to help you meet your goals.			
Other area you were or were not satisfied with: (Please specify)			

Did your meeting with the image consultant meet your expectations? Yes No

Was the image consultant professional in appearance and actions? Yes No

Evaluator's Signature Date

Thank you! Please seal this survey in the envelope provided to you and return it and the cover sheet to your image consultant.

Name _____ Date _____

SECTION IV: MEMBERSHIP

[Documentation must be included in support of the section]

PROFESSIONAL IMAGE ASSOCIATION MEMBERSHIP

You are required to have been a member of a recognized professional image association (e.g., Association of Image Consultants International) for at least one year. Include proof of membership for the past year.

1 point = per full year of membership (only completed years are counted)

Association	From month/year	To month/year	Points

SECTION IV: Points Required: 1

Total Points

Name_____ Date_____

SECTION V: PORTFOLIO PROFESSIONALISM

This section will be evaluated by the AICI CIC Reviewer, and it applies to both physical and online submissions. The applicant does not total points in this section.

The CIC Reviewer will assess the professionalism of portfolios based on the following criteria:

- 1 Point = Clarity of the portfolio submitted
- 1 Point = Organization of the portfolio submitted
- 1 Point = Completeness of the portfolio submitted
- 1 Point = Aesthetics of the portfolio submitted

SECTION V: Points Required: 4

Total Points

SECTION VI: PROFESSIONAL PARTICIPATION IN AICI

[Documentation must be included in support of the section]

You are required to have been an ACTIVE member of the Association of Image Consultants International. Please review the Leadership Points System included in the CIC Application Guidelines for a list of all roles that will be considered, and points awarded for each role.

Only completed roles will be counted. Include recent CEU Report or official letter from a Reviewer chair, Chapter Officer or International Board Member stating that you have completed a role in a volunteer capacity.

Role in AICI	From month/year	To month/year	Points

SECTION VII: Points Required: 2

Total Points

AICI CIC Portfolio Summary Page

Transfer your totals from each section to this page.

		<u>Required</u>	<u>Section Totals</u>	<u>Verified</u>
SECTION I	Professional Preparation	3	_____	<input type="checkbox"/>
SECTION II	Business Identity	5	_____	<input type="checkbox"/>
SECTION III	Consulting Experience	5	_____	<input type="checkbox"/>
SECTION IV	Membership	1	_____	<input type="checkbox"/>
SECTION V	Portfolio Professionalism	4	_____	<input type="checkbox"/>
Section VI	Participation in AICI	2	_____	<input type="checkbox"/>

*20 points are required for your AICI CIC Portfolio to be approved. Required points are established to ensure professional growth. Although your points may exceed the maximum, include only the points allowed when reporting totals. If you have fewer points than required, put the application aside until you can qualify.

Double-check your entries and documentation. All documents scanned or submitted must include your name, the section and subsection number. Submitted information is subject to verification by the AICI Certified Image Consultant (AICI CIC) Reviewer. Additional supporting documentation may be requested during the review process. Online Portfolios must be submitted to your designated reviewer. You will receive the name of your designated AICI CIC Co-Chair upon approval of your AICI CIC Application.

I hereby acknowledge that the information on this application is true and accurate.

Signed:

Date:

Electronic signature is acceptable for online application.

Print Name:	
Address:	
Phone:	Fax:
Email:	