



## *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.

If you are considering working with an image consultant, this listing will give you information about the scope of services an image consultant may offer. If you are considering becoming an image consultant, this will help you to identify areas of study. Please refer to the [FLC Study Guide](#) for information on which Core Competencies are covered in AICI's First Level Certification (FLC) Exam.

### **I. Technical Knowledge**

#### **A. Psychological Aspects of Image**

- Effects of Image
  - Cognitive
  - Emotional
  - Spiritual
  - Behavioral
- Self Concept Theory/Individual Identity
  - Body image
  - Self image
  - Self-esteem
  - Self-confidence
  - Self-actualization
- General Values & Clothing Value Theory
  - Economic
  - Aesthetic
  - Social
  - Political
  - Theoretical
  - Religious
  - Sensory
  - Exploratory
- Personality Theory
  - Yin
  - Yang
- Defense Mechanisms

## *AICI Core Competencies, cont'd.*

### **B. Social Aspects of Image**

- Origins, Motives & Function of Apparel & Grooming
  - Protection
  - Modesty
  - Status
  - Adornment
- Non-Verbal Communication via Image
  - Symbols, cues, clues
- Roles, Status & Stratification/Rank
  - Familial
  - Marital
  - Religious
  - Educational
  - Professional
  - Political
  - Physical (gender, age)
- Fashion Industry & Fashion Trends
  - Fashion cycle
  - Fashion forecasting
  - Fashion forces
- Etiquette & Protocol
  - Introductions
  - Greetings
  - Social / Entertaining
  - Business
  - Dining

### **C. Physical Aspects of Image**

- Physical Body Perception & Presentation
  - Body/figure characteristics & types
- Body Language
  - Posture
  - Movement
  - Gestures
  - Facial expressions
- Grooming & Hygiene
  - Hair
  - Skin and body care
  - Nail care
  - Dental
  - Makeup

## *AICI Core Competencies, cont'd.*

### **D. Artistic Aspects of Image/Visual Design in Apparel**

- Design Principles (Goals)
  - Balance
  - Proportion
  - Scale
  - Rhythm
  - Emphasis
  - Harmony
  - Unity
- Design Elements (Tools)
  - Line
  - Shape
  - Color
  - Texture
  - Pattern
- Design Process & Personal Style
  - Physical characteristics
  - Personality characteristics
  - Clothing characteristics
- Wardrobe Management
  - Lifestyle analysis
  - Wardrobe evaluation
  - Wardrobe planning
  - Personal shopping
  - Care and maintenance of clothing

## **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

## *AICI Core Competencies, cont'd.*

### **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

## **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 and Record Keeping
- Travel

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