



AICI

Certified Image Professional (CIP)
Walk-through

The Source for Image Professionals®

Education • Experience • Excellence

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AGENDA

The CIP Portfolio

- Critical Issues
- The Deadlines
- The Basic Requirements
- Tips for Portfolio Organization
- The Structure
- Tips for Successful Portfolios
- Reviewers Contact Information

Maintaining Your Certification

CIP Walk-through





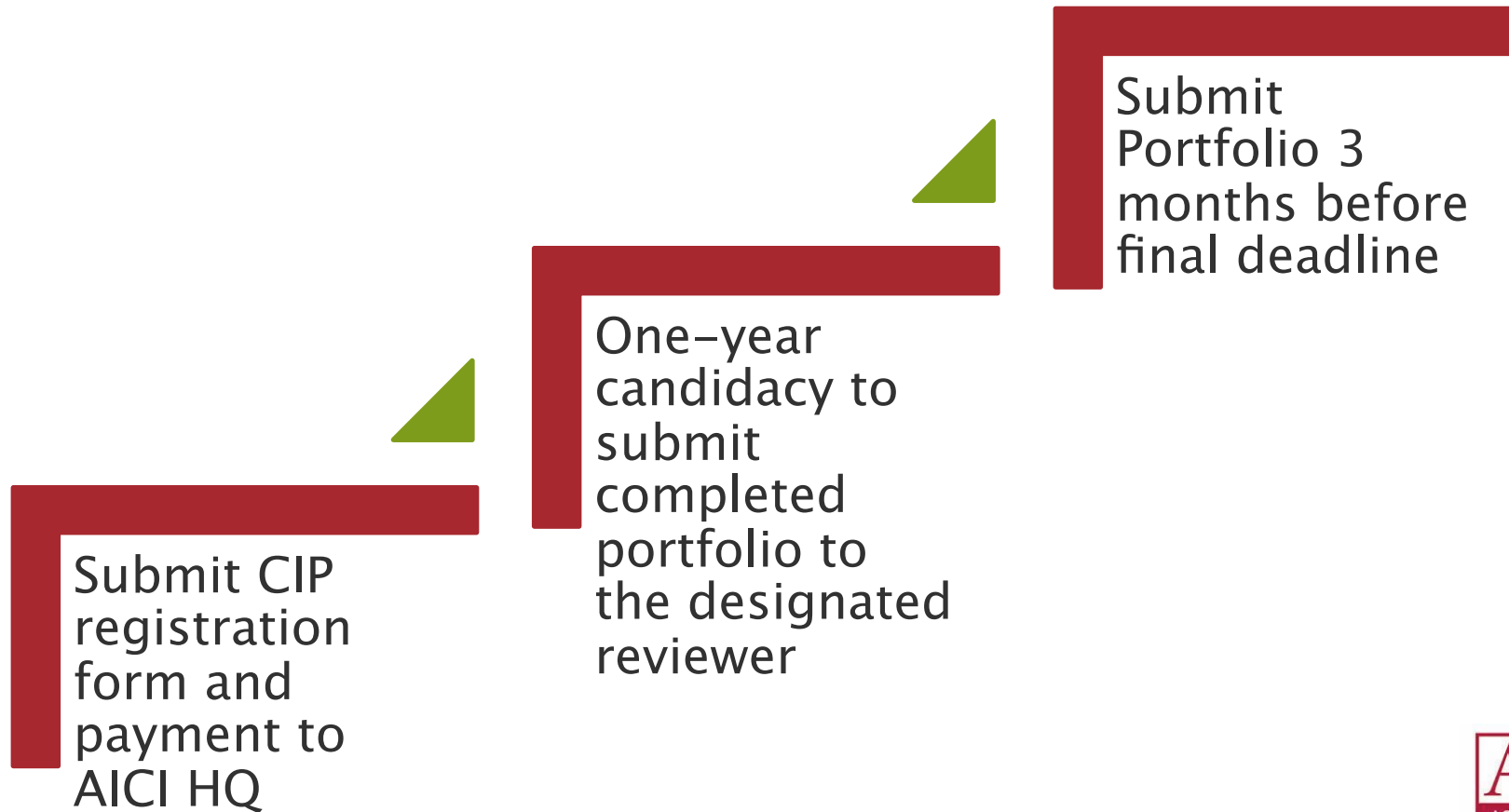
CIP Walk-through

The CIP Portfolio

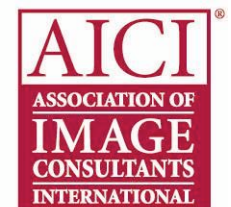
Critical Issues

- Planning ahead – take your time, ask questions, read the guidelines, keep track of your work
- Understanding the process
- Meeting ALL requirements
- Respecting the deadlines

The Deadlines



CIP Walk-through



The Basic Requirements

- Have held the AICI FLC designation for at least 1 year
- Submit registration form and payment to HQ
- Are in good standing with AICI and the Ethics Committee
- Have earned required CEUs to maintain certification
- Professional preparation (min. 140 hours)
- Personal branding – professional image
- Business Promotion

The Basic Requirements (continued)

- Philanthropy
- 3 Peer (CIP or CIM) Evaluations (unopened)
- 10 Client Evaluations (unopened)
- High level professionalism portfolio

Tips for Portfolio Organization

- Compile all your records
- Make an inventory
- Choose a sturdy binder
- Keep original documents
- Submit copies only to reviewer
- Label all materials clearly
- Use sub-section dividers

The Structure

- I. Professional Preparation (min. 14 points; max. 80 points)
- II. Experience (min. 96 points; max. 350 points)
- III. Instruction (min. 0 points; max. 100 points)
- IV. Promotion (min. 20 points; max. 100 points)
- V. Higher Education (min. 0 points; max. 285 points)
- VI. Participation and Leadership (min. 11 points; max. 50 points)
- VII. Awards and Recognition (min. 0 points; max. 30 points)
- VIII. Candidate Professionalism (min. 185; max. 270 points)
- IX. Portfolio Professionalism (min. 30 points; max. 60 points)

401 points are required to achieve the AICI CIP.

CIP Walk-through



I. Professional Preparation

A. Formal Image Industry Relevant Training (min. 90 hours; max. 500)

- Training must be in line with the AICI Core Competencies (pages 35–37)
- Each entry must be of at least six (6) hours
- Training provider must be reputable
- Include supporting documentation according to the guidelines
- A minimum of two educational sources

I. Professional Preparation

B. Continuing Education (min. 50 hours; max. 200)

- Attendance at Conferences, Seminars & Workshops Sponsored by National or International Image Organizations or Associations

C. Business Development (min. 0 hours; max. 100 hours)

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

I. Professional Preparation

- Each entry can only be used once
- Number and label each entry accordingly
- Provide adequate proof documentation
- Proofs in the same chronological order as listed in your CIP form
- Staple together all proofs belonging to the same entry

II. Business Identity and Experience

- **A. Self-employed** (min. 96 points; max. 240 points)
- **B. Employed by Another Organization** (min. 96 points; max. 240 points)
- **C. Related Image Career Experience** (min. 0 points; max. 50 points)
- **D. Related Business/Professional Experience** (min. 96 points; max. 350)

II. Business Identity and Experience

- For each year provide at least 3 proofs of documentation
- Insert a coloured sheet of paper with the year typed on it to divide each year
- Invoice are not accepted as proof
- Promotional materials: business cards, letterhead, brochures, post cards, website, flyers, thank you letters, testimonials, programs, advertisements

III. Instruction

- **Development and Instruction of Fee-Paid Image Course** (min. 0 points; max. 50)
- **Development Only of Fee-Paid Image Course** (min. 0 points; max. 25 points)
- **Instruction Only of Fee-Paid Image Course** (min. 0 points; max. 25 points)

III. Instruction

- Each entry must be supported by more than one piece of documentation
- Provide course outline, description, samples of instructional materials
- Eligible: seminars developed and presented to various organizations, adult education classes, government programs

IV. Promotion

- Articles, Chapters, Booklets, Newsletters, Blogs
- Image-Related Books
- Image-Related Video or Audio Material
- Image -Related Media Appearances
- Image-Related Speaking Engagements

- Min. 20 points; max. 100 points

V. Higher Education

- **A. Doctorate, Post-Graduate, Graduate or Associate Degree** in Home Economics, Fashion Merchandising, Fashion Design, Fine Arts, Business, Communications, Psychology, Sociology, Education (min. 0 points; max. 200 points)
- **B. Image-Related Course not applied towards degree** (min. 0 points; max. 45 points)
- **C. Higher Education in other fields** (min. 0 points; max. 285 points)

VI. Participation and Leadership

- **A1. Professional Association Membership** (min. 8 points)
- **A2. Leadership in AICI** (min. 5 points; max. 10 points)
- Review the Leadership Points System included in the CIP Portfolio Guidelines for a list of all roles that will be considered, and points awarded for each role. Only completed roles will be counted.
- **B. Related Association Membership** (min. 0 points)
- **C. Philanthropy** (min. 2 points)

VII. Awards and Recognition

- **A. Image Awards** (min. 0 points)
- **B. Related Awards** (min. 0 points)
- **C. Community Honors and Recognition** (min. 0 points)

VIII. Candidate Professionalism

- This section will be evaluated by the AICI CIP Committee
- The applicant does not total points in this section
- The evaluations must be MAILED UNOPENED
- A. Peer (CIP/CIM) Evaluations (min. 45 points; max. 60 points)
- B. Client Evaluations (min. 140 points; max. 210 points)

V. Portfolio Professionalism

- This section will be evaluated by the AICI CIP Committee
- It applies to both physical and online submissions
- The applicant does not total points in this section
- Criteria: clarity, organization, completeness, aesthetics
- Min. 30 points; max 60 points

Tips for Successful Portfolios

- Ensure that you meet ALL requirements
- Read and follow the portfolio guidelines carefully
- Submit only copies (exception: peer and client evaluations)
- Submit your complete portfolio three months before final deadline
- For online submissions, send one PDF file
- Submit your portfolio to your current designated reviewer



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Maintaining Certification

After You Earn Your AICI CIP

- Must earn 2.4 CEUs every three years
- Must pay certification renewal dues every three years
- Must hold the AICI CIP designation for at least four years before becoming eligible for the AICI CIM designation

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Questions?

Contact the CIP Co-Chairs or
VP Certification

Joanne Rae, AICI CIP

Younique Image Consulting

Youniqueimage@comcast.net

youniqueimage2001@gmail.com

(804) 502-5141

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