

# Professional Preparation and Development

**Clientele/Target Market**  
Potential Clientele

**Programs (Working with Groups)**  
Presentation Topics, Program Presentational Skills, Types of Formats for Programs/Presentations, Teaching/Facilitation Techniques, Teaching Aids & Materials, Program Preparation Materials

**Services (Working with Individuals)**  
Potential Services (Men, Woman, Children), Service Preparation Materials, Coaching/Facilitation Techniques,

**Marketing/Marketing Techniques**  
Public Relations, Graphics, Promotions/Promotional Materials, Fee Structure, Selling Skills, Business/Personal Networking, Social Media

**Products**  
Potential Products/Product Development, Distribution

# Business Management

## Organizational Aspects

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

## Management Aspects

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

## AICI Core Competencies

# Technical Knowledge

**Psychological Aspects of Image**  
Effects of Image, Self Concept, Theory/Individual Identity, General Values & Clothing Value Theory, Personality Theory, Defense Mechanisms

**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

**Physical Aspects of Image**  
Physical Body Perception and Presentation, Body Language, Nutrition/Diet, Exercise/Fitness, Cosmetic Surgery, Grooming

**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, Personal Style in the Elements of Design, Wardrobe Management