



Certified Image Professional APPLICATION

02/01/2024



Congratulations for aspiring to the second level of certification in the image consultant profession!

The AICI Certified Image Professional (AICI CIP) designation after your name demonstrates to clients, colleagues, and the media that a professional standard in the image industry has been attained. This has been achieved by extensive training, technical knowledge, and image consulting experience.

The information you provide in your application materials will remain confidential. If you have any questions about the application, please contact the Vice President of Certification at vpcertification@aici.org.

You will be accepted as an AICI CIP only if you successfully fulfill all the requirements stated in the AICI CIP Application. Your acceptance is NOT guaranteed. The decision of the AICI CIP External Reviewer is final. The Review Scoring Report you receive after the analysis of your application will indicate whether you did or did not meet the requirements and will include the reasons for the scores that were given. In addition, you must meet the AICI Code of Ethics to qualify as a CIP.

You have one year from the date you pay your CIP application fee to send your CIP portfolio with all your documentation. You can only count work that has been accomplished before your application date. Do not apply for your CIP until you know you have met the CIP requirements. If your CIP portfolio is not completed within one year, you may reapply and pay the application fee again. You can contact the AICI Certification Director with questions about the application process at certification@aici.org.

You are on a journey towards excellence in your profession!

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TEN STEPS TO DEVELOPING A CIP PORTFOLIO

Step One: Ask Yourself, “Do I Meet the Basic CIP Portfolio Requirements?”

Go through the list below, and if you can check off  each item, you are ready to complete the CIP application.

- ☐ I have achieved AICI CIC (AICI Certified Image Consultant) for at least one year and wish to apply for my AICI CIP.
- ☐ I have earned the required CEUs needed to maintain my CIC.
- ☐ For AICI Members: I have abided by the AICI Code of Ethics. Any ethical/professional issues are cleared. Dues and any re-certification fees are up to date. I have signed the forms. For Non-Members: I will adhere to the AICI Code of Ethics and complete and sign the form. These documents are on the next three pages.
- ☐ I have been a member of a professional image association for two full years and participated in leadership positions.
- ☐ I have been self-employed, working with fee-paying clients for image services, or employed by another image consultant, university, company, or organization for a minimum of two years (full time) or four years (part time).
- ☐ I can show proof of professional preparation in the image field.
- ☐ I have provided information and promoted myself through writing, media, appearances, and/or speaking engagements.
- ☐ I have contributed my image skills to charitable and/or philanthropic causes.
- ☐ I have demonstrated a high level of professionalism in my image consulting work.
- ☐ I am ready to submit my CIP application because I have met all the requirements.

Commitment to the AICI Code of Ethics

I, _____ on the date of _____, as a member of AICI or as a non-member receiving an AICI designation hereby am committed to follow and am obligated by this AICI Code of Ethics Handbook. I understand that any violation of this Code shall be determined using the established rules and procedures set forth by the AICI Ethics Committee. 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, which I may have against AICI or against any member of AICI arising out of any complaint, investigation, preceding, or enforcement related to the AICI Code of Ethics Handbook, including with respect to findings and disciplinary actions up to and including expulsion.

My signature on this document means I pledge to abide by the standards set by the AICI Code of Ethics.

Step Two: Complete the CIP Application and Pay the Fee

Make sure that you have the most up-to-date version of the AICI CIP Application. You can find it on the AICI website at <http://www.aici.org/?page=CIP>. You can complete the one-page application form and make the payment at this website.

- You will need to sign into the AICI website with your username and password (non-members will be assigned a temporary username and password).
- Go to the menu Certification.
- Go to Certified Image Professional.
- Click on the button CIP Application.
- Select the CIP Application and complete the application.
- Submit your payment online through AICI's secure payment system.

If you have any problem with your application or payment, please do not hesitate to contact AICI HQ for instructions. You can contact certification@aici.org or the AICI VP of Certification at vpcertification@aici.org.

When your application and payment are received by AICI HQ, you will be notified within 7-10 business days. This will open your one-year candidacy period. The AICI CIP External Reviewer must receive your application portfolio within 365 days from the date AICI Headquarters receives your AICI CIP application and payment. If the application process is not completed within the one-year period, the processing fee is required again upon re-submission.

Your portfolio should be sent by mail to certification@aici.org.

AICI Certified Image Professional (CIP) Application Form

Please fill out this form and send it to AICI Headquarters to start your AICI CIP candidacy period. Include the payment of \$400.00 US (\$650.00 for non-members), which will be non-transferable and non-refundable.

Name:
Address:
Phone:
E-mail:
Website Address:
Date you earned your AICI CIC certification:
Date your payment was sent to AICI Headquarters:
Completion date for materials to reach the AICI CIP External Reviewer:

I understand that all my financial, proprietary, and copyrighted material sent to the AICI CIP Review Committee will remain strictly confidential.

I understand that the decision of the AICI CIP Reviewer is final and that I may not enter into any discussion with the individual involved beyond the official comments and recommendations made to me in the Review Report.

I understand that AICI is not responsible for any lost or stolen file, folder, letter, evaluation, or piece of information that my clients or I send to AICI or the CIP External Reviewer.

I enclose payment for \$400.00 US (\$650.00 for non-members) to open my Certified Image Professional Candidacy period, which will end one year from the date AICI receives payment.

Signed:	Date:
Electronic signature is acceptable for this application.	

Step Three: Review the Instructions and Understand Final Portfolio Requirements

1. Re-read the entire application carefully until you are familiar with its requirements.
2. Attend a CIP Walk-Through session at your chapter or the AICI Conference.
3. To be acknowledged at an AICI Conference, your CIP portfolio must be received by the AICI CIP External Reviewer by February 1st of the conference year.
4. Ask a Certified Image Professional or Certified Image Master to be your coach to assist in the application process. This is strongly advised, but it is not mandatory.
5. You will create your portfolio making sure that you carefully save all the materials. Send your portfolio to certification@aici.org.
6. Applicants from non-English-speaking countries who have written materials in their native language must provide a short summary of the documents in English, so that the AICI CIP External Reviewer can properly evaluate them.
7. In the files that you send for the AICI CIP External Reviewer to examine, you will insert the Application form, the Commitment to the AICI Code of Ethics form, and the Application for Certified Image Professional Summary sheet (page 51) at the front of your materials.
8. In front of each section, you will insert the cover page for that section. Insert subsection cover pages as appropriate.

Step Four: Obtain Evaluations

- You will need three (3) completed evaluations from your image-related peers, preferably AICI CIMs or CIPs, who are very familiar with your work and understand the importance of certification in AICI.
- You will also need to obtain ten (10) evaluations from paying clients. The blank forms for the peer and client evaluations follow this section.
- The evaluations must be submitted electronically from the evaluators directly to certification@ aici.org. They must indicate that the evaluation is for you. It is important to emphasize to the evaluators that the evaluation information must be kept confidential for it to be considered by the CIP External Reviewer. It is advisable to request more evaluations than required so that your portfolio review is not delayed because of insufficient evaluations.
- The evaluations are more impressive if the respondents did not all attend the same class or session. Seeking evaluators from a variety of sources is encouraged.

CERTIFIED IMAGE PROFESSIONAL PEER EVALUATION

Candidate Please Complete:

Name of AICI CIP Candidate:
Name of Evaluator and Certification:
Date(s) of Relationship:

To the Evaluator:

Please send the completed form to certification@აცი.org. Please do not share your responses with the candidate.

Evaluator's Signature: _____

Date: _____

Please rate the candidate on each of the statements below by placing  in the appropriate box. 5 is a high rating, and 1 is low rating. N/A means that you are unable to rate the candidate on this item because you have not observed this about the candidate.

1. Professional Practices/Ethics

The Candidate:	1	2	3	4	5	N/A
Returned messages to me in a timely fashion						
Was punctual or communicated if the unexpected came up						
Showed a grasp of and was responsive to concerns or issues						
Had effective listening skills						

Took care of details						
Completed responsibilities with me in a timely manner						
Demonstrated excellent organizational skills, such as time management, organizing materials, and attention to details						
Demonstrated ethical and professional behavior at all times						
Used terminology and language effectively to explain things clearly						
Demonstrated excellent follow-up practices						

2. Appearance

The Candidate:	1	2	3	4	5	N/A
Was always appropriate for the occasion						
Was well-groomed						
Had a hairstyle, clothing, and makeup that were appropriate for a professional image consultant						
Body language was always appropriate						

3. Professional Relationship

The Candidate:	1	2	3	4	5
Respected the relationship with others (i.e., did not gossip about others)					
Was positive and enthusiastic					
Communicated clearly and concisely					
Delegated appropriately					
Added value to the relationship					

Additional Comments:

Candidate's Name: _____

I did not share this information with the candidate.

Evaluator's Signature: _____ **Date:** _____

CERTIFIED IMAGE PROFESSIONAL CLIENT EVALUATION

Candidate, please complete:

Name of Image Consultant: _____

Name of Client Evaluator: _____

Address: _____

Phone Number: _____

Email: _____

Date(s) of Consultation: _____

Evaluator, please complete Image Consultation/Presentation Evaluation:

Name of Image Consultant: _____

Type 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 consultant's work by placing a check mark ☒ in the appropriate box.

YOUR SATISFACTION WITH YOUR CONSULTANT	Very Satisfied	OK	Not Satisfied
Rapport with your consultant			
Your consultant's knowledge			
Ability to share knowledge			
Ability to understand your goals			
Ability to help you develop a plan to your desired goals			
Ability to help you achieve the desired results			
Appearance and behavior			

What other comments would you like to make about the sessions with your image consultant and/or the results of the sessions?

Please send the completed form to certification@ aici.org. Thank you for providing this valuable feedback. Please do not share this completed form with the candidate.

I did not share this information with the candidate.

Evaluator's Signature: _____

Date: _____

Step Five: Organize Your Materials

Check off  each item when it is completed.

- ☐ Set up folders online for each section and subsection and make sure each folder is appropriately named.
- ☐ Begin assembling records of your education and experience for each section. This will allow you to initially see where you have the most points as well as identify the sections where there appear to be some gaps.
- ☐ Systematically go through your business files and pull documentation that could support each section. File each item into the appropriate section folder.
- ☐ In a separate folder, place the documents you select for inclusion in each portfolio section.
- ☐ Determine how you will provide examples of your videos, blogs, Facebook and Instagram pages, etc.

Step Six: Calculate Your Points and Prepare Documents

- As you complete each subsection, post the points you believe you have earned in the space provided.
- Calculate and enter your total for each section. Sections have minimum and maximum point requirements. If you are unable to meet the minimum number of points, set your application aside until you are eligible. If you have earned more points than the maximum allowed, include your data and documentation, but write only the maximum number at subtotal and total levels.
- Transfer your total points for each section to the summary page on page 51. You must attain a minimum total of 350 points in Sections I through VI in order to qualify.
- The points for Section VII and VIII will be calculated by the AICI CIP External Reviewer.

Tips for Preparing Documents:

- Provide documentary proof, including names, dates, and number of hours.
- Be accurate, factual, and complete in every response.

- Avoid abbreviations and acronyms.
- For documents of more than one paragraph, highlighting the areas that support your points will speed up the review process.
- If there is a question of dates, qualify with “approximately.” When possible, try to obtain exact information.
- Supporting documentation may be found in office files, personal records, bank/financial/tax forms, and former employment files.
- Published items (e.g. booklets, e-zines, newsletters, articles, blogs, or similar publications) must be principally informational and written by you. Advertising copy and/or marketing of services will not be counted except in Section V.
- Submit all documentation in a readable, viewable, or audible format. This includes PowerPoint presentations and copies of web pages.
- If English is not your primary language, translate the key pieces of your portfolio to ensure all your relevant activities receive the points they deserve.
- Documents can be used only once to support a section.
- Documentation which could support several areas should be assigned to the section still needing minimum points.
- Many sections will require multiple documents as proof.
- Expect to ask others (school personnel, past employers, government agency staff, clients, etc.) to supply supporting information. Verification by others requires their contact information, including telephone number, and signature on their official letterhead. Allow sufficient time to obtain this information so that submitting your portfolio is not delayed.
- It is strongly suggested that an introduction sheet appear before each set of documents explaining the purpose of that information.
- Discuss any questions you have about documentation with your coach if you have one, and if you still do not have an answer, contact the V P of Certification for assistance at ypcertification@aic.org.

Step Seven: Complete the Checklist for Submitting Your CIP Portfolio

Check off ☒ each item is completed before you submit your CIP Portfolio.

- ☐ I am confident that my portfolio materials strongly support the points I have listed.
- ☐ My photo is included in my portfolio.

- ☐ I have obtained three completed evaluations from my image-related peers (preferably current AICI CIM or AICI CIP members) and ten evaluations from paying clients.
- ☐ I have transferred my information and points to the summary page and included it in the portfolio.
- ☐ I have included the signed application.
- ☐ I have included the signed AICI Commitment to the Code of Ethics form.

Step Eight: Submit your CIP Portfolio

Send the following to the certification@ aici.org. Your portfolio will be forwarded to the CIP External Reviewer for evaluation.

Check off ☒ the boxes as you complete them.

- ☐ The completed and signed application
- ☐ AICI Commitment to the Code of Ethics forms
- ☐ AICI CIP Section Score Sheets
- ☐ Application for Certified Image Professional Summary Sheet (Make sure copies of all your documentation are retained on your computer.)
- ☐ Follow-up with everyone you asked to complete an evaluation to make sure the portfolio review is not delayed because evaluations have not arrived at certification@ aici.org.

Step Nine: Respond to Any Questions from the AICI CIP External Reviewer

The CIP portfolio review process takes about three months to complete. If the AICI CIP External Reviewer has any questions, you will be contacted via email through a Gmail account.

Step Ten: Receive Notification of AICI CIP Application Results

You will be notified by the AICI VP of Certification by letter the results of your CIP portfolio review. Included with the letter will be a document that shows how you scored in each of the sections and the reasons for those scores.

AICI CIP Portfolio Sections

Each section is described in two parts: the Explanation for that section and the Documentation. This will help you to understand what is needed to fulfill the requirements for that section. Each section needs to be well-documented.

Section I: Professional Preparation

Section II: Years of Business Experience

Section III: Business Services

Section IV: Business Products

Section V: Business Identity

Section VI: Professional Contribution

Section VII: Candidate Professionalism

Section VIII: Portfolio Professionalism

Section IX: Candidate's Image

Each section has points that are allocated. Most sections have minimum points required to pass that section. There is a maximum for each section. Although your points may exceed the maximum, only count the maximum points allowed when reporting totals. You do not have to allocate points for Section VII, Section VIII, and Section IX. The AICI CIP External Reviewer will assign these points based on the confidential client and peer evaluations and your portfolio professionalism.

Section I: PROFESSIONAL PREPARATION

Copy this and the next sheet and include them in front of the section in your portfolio.

A. FOUNDATION IMAGE TRAINING: Attendance at training courses, seminars, or workshops of at least 6 hours each and offered by at least two education providers.

0.25 point = 1 hour of class instruction

Education Provider	Course Name i.e. Type of Course	Date(s) and # of Days	Hrs. of Instruction	Points
#1				
#2				
#3				
#4				
#5				
#6 etc.				

Minimum Points **24**; Maximum **50**

Subtotal: _____

B. IMAGE INDUSTRY CONTINUING EDUCATION: Attendance at educational events that build on core image training, are in the AICI Core Competencies, and occurred during the last 3 years (from the date your CIP Application was submitted to AICI HQ).

.2 point = 1 hour

Education Provider	Activity	Date(s) and # of Days	Hrs. of Instruction	Points
#1				
#2				
#3				
#4				
#5 etc.				

Minimum Points **6**; Maximum **20**

Subtotal: _____

C. DEGREE EDUCATION: Degrees earned that are in the AICI Core Competencies.
You only earn points for the highest level achieved.

10 points = Associate Degree
20 points = Graduate Degree
30 points = Post-Graduate Degree
40 points = Doctorate Degree

Education Provider	Major	Degree	Date	Points
#1				
#2				
#3				
#4 etc.				

Minimum Points **0**; Maximum **40**

Subtotal: _____

SECTION I: (Minimum Points 30; Maximum 110)

Total Points: _____

Section I: PROFESSIONAL EXPERIENCE

Explanation and Documentation

There is a difference between sections IA and IB. IA includes courses of at least six hours that are foundational image courses. Those in IB are continuing education courses that build upon the foundation courses.

SECTION IA. FOUNDATION IMAGE TRAINING

Explanation

- Applicants must show that they have trained with more than one trainer.
- Each entry must be of at least six (6) hours.
- Training programs must address areas listed in Technical Knowledge in the AICI Core Competencies

The AICI Core Competencies are a guide to acceptable courses for Section 1A. Find a list of the competencies on the next page.

Documentation

- For programs/courses/workshops of six hours and longer and CEU'd by AICI, provide a copy of your Member CEU Record from Headquarters to validate attendance.
- For programs/courses/workshops NOT CEU'd by AICI, you are required to provide the following:
 - course description
 - instructor/company qualifications
 - number of hours for each course
 - certificate of completion or letter written on the training company's letterhead that confirms attendance and completion of each course.

Any training or documentation previously used for your AICI CIC application can be re-used.

CORE COMPETENCIES

as of Aug 2021

PROFESSIONAL PREPARATION AND DEVELOPMENT

Cientele/Target Market

Potential Cientele

Programs (Working with Groups)

Presentation Topics, Program Presentational Skills, Types of Formats for Programs/Presentations, Teaching/Facilitation & Engagement 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, Digital Marketing, Corporate Social Responsibility

Products

Potential Products/Product Development, Distribution

Personal Development

Adapting to Virtual Training, Presenting & Consulting; Studio Setup & Equipment, Virtual Training Know-How, Blended Learning Model, Leadership, Personal & Corporate Branding

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, Image and non-image related entities to associate with for strategic alliances

Management Aspects

AICI Code of Ethics, Strategic Planning/Business Plan, Equipment Supplies, Legal Issues (East & West), Management Style & Skills, Accounting 5- Record Keeping, Travel, Short & Long Term Business Projection, Pivot Strategy

TECHNICAL KNOWLEDGE

Psychological Aspects of Image

Effects of Image, Self Concept, Theory/Individual Identity, General Values & Clothing Value Theory, Personality Theory, Defense Mechanisms, Psychological Shifts (Working From Home)

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, Sustainability, Diversity & Inclusivity

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

ITEMS IN **YELLOW** ARE NEW ADDITIONS

SECTION IB. IMAGE INDUSTRY CONTINUING EDUCATION

Explanation

National or international organizations or associations that offer programs related to the AICI Core Competencies may include such groups as the following:

- AICI CEU Providers
- Color Marketing Group
- Fashion Group International
- Image Institute of Image Training and Testing International
- AICI Academy

When counting points for a specific conference, only include the number of hours you attended the workshops/seminars. Also, only count classes that you have attended during the last three years from the date the CIP Application was submitted to AICI HQ.

Documentation

It is required that each entry be supported by one of the following documentations. Make sure that all submitted documents clearly indicate Section IB and are correctly dated.

- Member CEU Record or copy of CEU Verification Form from AICI Conference.
- Continuing Education transcript showing hours of instruction and proof of attendance.
- Letter written on training company's letterhead and signed by the instructor. Letter should include the course title, date(s) of attendance, hours of instruction, and confirmation of attendance and completion of the program.

SECTION IC. DEGREE EDUCATION

Explanation

There are four types of Degrees:

- Doctorate, or Ph.D., indicates approximately three years of additional study in a particular subject beyond the post-graduate degree.
- Post-graduate, or Master of Arts (MA), Master of Fine Arts (MFA), Master of Science (MS) or Master of Business Administration (MBA), indicates at least two years of additional study in a particular subject beyond the bachelor's

degree.

- Bachelor of Arts (BA), Bachelor of Fine Arts (BFA) or Bachelor of Science (BS) indicates four years of study beyond high school.
- Associate of Arts (AA) indicates two years of study beyond high school at a junior or community college. It can also include two-year programs that resulted in a license or diploma.

Documentation

Make sure that all the entries and proofs of documentation are clearly marked and correctly dated.

- Transcripts listing courses and a copy of the degree document
- Letter from educational institution verifying attainment of a degree

Section II: YEARS OF BUSINESS EXPERIENCE

Copy this and the next sheet and include them in front of the section in your portfolio.

A. HAVING YOUR OWN IMAGE CONSULTING PRACTICE

- 20 points per year, full time (40 hours or more per week) – not employed in another job
- 10 points per year, part time (minimum 20 hours per week)

Business	Responsibility	From (Month/ Day/Yr)	To (Month/ Day/Yr)	Points
#1				
#2				
#3				
#4				
#5 etc.				

Minimum Points **40**; Maximum **120**

Subtotal: _____

AND/OR

(You can earn points for both Section A and B or only Section A and only Section B. However, self-employment and working for another consultant cannot occur simultaneously.)

B. EMPLOYED BY ANOTHER IMAGE CONSULTANT, UNIVERSITY, COMPANY, OR ORGANIZATION

- 20 points per year, full time (40 hours or more per week) – not employed in another job
- 10 points per year, part time (minimum 20 hours per week)

Business	Responsibility	From (Month/ Day/Yr)	To (Month/ Day/Yr)	Points
#1				
#2				
#3				
#4				
#5 etc.				

Minimum Points **40**; Maximum **120**

Subtotal: _____

C. RELATED IMAGE CAREER EXPERIENCE: Retail, cosmetology, fashion writing, verbal and non-verbal communication positions, psychology, life coaching, corporate training, etc.

10 points per year, full time (at least 40 hours per week)

5 points per year, part time (at least 20 hours per week)

Business	Responsibility	From (Month/ Day/Yr)	To (Month/ Day/Yr)	Points
#1				
#2				
#3				
#4				
#5 etc.				

Minimum Points **0**; Maximum **50**

Subtotal: _____

SECTION II: (Minimum Points 40; Maximum 120)

Total Points: _____

Section II: YEARS OF BUSINESS EXPERIENCE

Explanation & Documentation

In this section, you must earn points for either having your own image business and/or working for another image consultant. You can earn extra points for other employment in image-related fields.

SECTION IIA. IMAGE CONSULTING PRACTICE

Explanation

You have a full-time image business if you are working 40 hours per week doing consultations, presentations, marketing, and business development activities. You have a part-time image business if you are working a minimum of 20 hours per week in your image business. You cannot count hours after you submitted your application to AICI HQ.

Documentation

To confirm your identity, submit a recent headshot photo.

Each year must be supported by at least 2 pieces of documentation. One must come from Group A, and one piece of documentation must come from Group B below. Group all documentation for each year. Make sure that all the entries and proofs of documentation are clearly marked and correctly dated. The list below is applicable for Sections IIA, IIB, and IIC

Group A:

- Business license/ registration
- Sales tax license, e.g. vendor permit or business number such as HST # in Canada
- Tax return showing your business income (Actual money amount may be blacked out.)
- Business incorporation
- Business bank account information
- Paystubs
- Letter of confirmation from employer including dates of employment
- Employment contract

Group B:

- Brochure/flyers/website(printed)/letterhead/business card
- Testimonial letters from clients with dates of when services were provided
- Samples of written articles, newsletters, or newspaper columns
- Your business newsletter
- Any advertisements or articles published in association newsletters, e-zines, or newspapers that identify your business
- Copies of programs, ads, or thank you letters for speaking engagements or presentations
- Invoices with proof of payment: official receipts, checks, credit card statements (Invoices alone are not considered proofs of payment)

SECTION IIB. EMPLOYED BY ANOTHER IMAGE CONSULTANT, UNIVERSITY, COMPANY, OR ORGANIZATION

In this section, to earn points you must be employed by another entity in the image industry—an individual, a university, or a company or organization.

Documentation

Use the list of documents from IIA. Each year must be supported by at least 2 documents as proof. Make sure that each document is clearly marked and correctly dated.

SECTION IIC. RELATED IMAGE CAREER EXPERIENCE

Explanation

Additional work experience in any of the following can be included: retail, cosmetology, fashion writing, verbal and non-verbal communication, psychology, dermatology, interior decoration, esthetics, cosmetic nursing, life coaching, corporate training, etc. This additional work experience cannot occur when you are working full time for your own business (as in IIA or for another image consultant, university, company, or organization as in IIB.)

Documentation

Use the list from IIA. Be sure that all documentation is clearly marked and correctly dated.

Section III: BUSINESS SERVICES

Copy this and the next sheet and include them in front of the section in your portfolio.

A. TRAINING DEVELOPMENT AND DELIVERY: Multiply course hours by the number of times you taught it. Attach course outlines, descriptions, and samples of instructional materials. Preparation time does not count.

1 point per hour of instruction

Course Title	Sponsor	Date(s)	Hours	Points
#1				
#2				
#3				
#4 etc.				

Minimum Points **0**; Maximum **50**

Subtotal: _____

B. CONSULTING AND COACHING

1 point per hour of consulting or coaching individual clients

Topic	Client	Date(s)	Hours	Points
#1				
#2				
#3				
#4 etc.				

Minimum Points **0**; Maximum **50**

Subtotal: _____

C. SPEAKING ENGAGEMENTS: These are solo presentations to an audience for 1-2 hours. This is not a class.

1 point per hour of speaking

Topic	Sponsor	Date(s)	Hours	Points
#1				
#2				
#3				
#4 etc.				

Minimum Points **3**; Maximum **50**

Subtotal: _____

SECTION III: (Minimum Points 50; Maximum 150)

Total Points: _____

Section III: BUSINESS SERVICES

Explanation & Documentation

SECTION IIIA. TRAINING DEVELOPMENT AND DELIVERY

Explanation

This section includes courses developed and presented entirely by the applicant for which payment was given. In cases where the same program is delivered to a variety of organizations or companies, you may submit the materials once and then document the dates that instruction was delivered.

Examples:

- Seminars developed and presented to various companies/organizations
- Adult education classes
- Government programs

Documentation

Each entry must be supported by documentation that is clearly marked and correctly dated.

- A copy of the course outline and a sample of instructional materials are required.

PLUS one of the following:

- Participant evaluation form with course titles, dates, and length of program
- Thank you letter or signed letter of completion by authorized person with course titles, dates, and length of program
- Testimonials from employer or students with course titles, dates, and length of program
- Proof of payment (Please note that invoices alone are NOT considered proof of payment. You must include an official receipt of payment, such as a copy of checks, merchant credit card statement, bank deposit slip, or bank statement.)

SECTION IIIB. CONSULTING AND COACHING

Explanation

Points will be awarded for image consulting and coaching experiences.

Documentation

Each item must have supporting documents.

- Letter of appreciation from client with topic, dates, and number of hours.
- Proof of payment

SECTION IIIC. SPEAKING ENGAGEMENTS

Explanation

Points can be earned for speaking engagements that focused on image topics and were at least an hour in length and no more than two hours. They can be paid and unpaid engagements.

Documentation

Two of the following documents are required:

- Letter of appreciation from the group sponsoring the speaking event with date, number of hours of the commitment, and topic included
- Promotional piece that refers to speaker, topic, date, and time
- Proof of payment, e.g. copy of check

Section IV: BUSINESS PRODUCTS

Copy this and the next two sheets and include them in front of this section in your portfolio.

A. TRAINING RESOURCES: Materials developed by the applicant themselves to support training deliveries, e.g. workbook for participants, PowerPoint slide show, training prop or exercise

2 points = participant workbook, manual

0.5 points = PowerPoint slideshow

0.1 point = training exercise

Title	Description	Points
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9 etc.		

Subtotal: _____

B. CONSULTING AND COACHING TOOLS: Materials developed by the applicant to support consulting and coaching activities, e.g. consultant worksheet, prop, article

2 points = client notebook, image tool, e.g. color fan

0.1 = handout

Title	Description	Points
#1		
#2		
#3		
#4		
#5		
#6 etc.		

Subtotal: _____

C. AUTHORED BOOKS ON IMAGE (topics found in AICI Core Competencies)

20 points per published book at least 100 pages in length

2 points = co-authored book/wrote one chapter/booklet

Title	Description	Points
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9 etc.		

Subtotal: _____

D. AUTHORED ARTICLES/BLOGS ON IMAGE (topics found in AICI Core Competencies)

0.5 points = newsletter, magazine, newspaper, e-zine

0.1 points = blog

Title	Description	Points
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9 etc.		

Subtotal: _____

E. VIDEO/AUDIO ON IMAGE RELATED TOPICS (found in AICI Core Competencies): at least 30 minutes in length, e.g. podcasts

12 points = DVD or mp4

6 points = CD or mp3

Title	Description	Points
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9 etc.		

Subtotal: _____

SECTION IV: (Minimum Points 20; Maximum 80)

Total Points: _____

Section IV: BUSINESS PRODUCTS

Explanation and Documentation

Applicants who submit materials in a language other than English must provide a short summary of the materials provided in English so that the AICI CIP External Reviewer can evaluate the resources.

SECTION IVA: TRAINING RESOURCES

Explanation

Each item must be written by the applicant and be for training purposes. This can include the following:

- Workbooks
- Training props
- Handouts
- Quizzes

Documentation

Make sure that all the entries and proofs of documentation are clearly marked and correctly dated.

SECTION IVB: CONSULTING AND COACHING TOOLS

Explanation

The applicant can earn points for any props or tools used during consulting and coaching sessions. Such items might include the following:

- A coaching work plan
- A client self-evaluation
- Color analysis worksheet
- Image tools, e.g. color fans

Documentation

Samples of image consulting and coaching tools must be developed by the applicant and submitted for points to be earned. Each item must be clearly marked and an English translation provided if necessary.

SECTION IVC: AUTHOR OF BOOKS ON IMAGE TOPICS

Explanation

To earn the most points, books must be written by the applicant and be on a topic covered in the AICI Core Competencies. Points are also awarded for co-authoring books, for writing a chapter in a book, and for booklets developed.

Documentation

A copy of the book must be submitted.

SECTION IVD: AUTHOR OF ARTICLES/BLOGS/Newsletters/Chapters

Explanation

The applicant must have written the articles, blogs, etc. The topics must be related to the AICI Core Competencies.

Documentation

Include samples of each of the items for this subsection. Make sure all the samples are clearly marked and correctly dated.

SECTION IVE: DEVELOPMENT OF VIDEO OR AUDIO MATERIAL RELATING TO IMAGE, VERBAL, AND NON-VERBAL COMMUNICATION

Explanation

The applicant must have developed these items. The topics must be related to the AICI Core Competencies and be at least thirty minutes in length.

Documentation

Please submit examples of these items. Make sure all the entries and proofs of documentation are clearly marked and correctly dated.

- Copy of audio – CD or mp3
- Copy of DVD or mp4
- Podcast
- Livestream session

Section V: BUSINESS IDENTITY

Copy this sheet and include it in front of this section in your portfolio.

A. MARKETING MATERIALS

15 points = website

3 points = brochure, business logo, active business Facebook, Twitter, Pinterest, and Instagram accounts

1 point = business card, letterhead, flyer, advertisement

Item	Topic	Dates	Points

Minimum Points **25**; Maximum **40**

Subtotal: _____

B. MEDIA APPEARANCES

15 points per year of regularly hosted program

5 points per radio or television appearance in last five years

1 point per magazine, newspaper, or online media feature in last five years

Sponsor	Topic	Date(s)	Points

Minimum Points **0**; Maximum **40**

Subtotal: _____

SECTION V: (Minimum Points 35; Maximum 80)

Total Points: _____

Section V: BUSINESS IDENTITY

Explanation and Documentation

SECTION VA. MARKETING MATERIALS

Explanation

The applicant must submit samples of materials used to market their products and services. Such items could include brochures, website screenshots, links, advertisements, and business cards. The applicant must show consistency across all promotional products.

Documentation

Submit samples of each of the marketing items, making sure they are well-labeled.

SECTION VB. MEDIA APPEARANCES

Explanation

Media appearances can include being interviewed on television or radio, in print media, or online.

Documentation

Provide clips of these promotional interviews and samples from print media.

Section VI: PROFESSIONAL CONTRIBUTION

Copy these next two sheets and include them in the front section of your portfolio.

A. PROFESSIONAL IMAGE ASSOCIATIONS

1. Membership: e.g. Association of Image Consultants, Fashion Group International, Color Marketing Group, Image Institute of Image Training and Testing International

2 points per year of membership (Only completed years will be counted.)

Association	From Month/Year	To Month/Year	Points
Year 1			
Year 2			
Year 3 etc.			

Minimum Points **4**; Maximum **20**

Subtotal: _____

2. Leadership in AICI and other image associations: Please review the AICI Leadership Points System on p. 45 for roles that will be considered for points.

Role in Association	Association	From Month/ Year	To Month/ Year	Points

Minimum Points **5**; Maximum **20**

Subtotal: _____

B. OTHER ASSOCIATIONS: Membership in any image-related association, e.g. National Interior Design Association, National Speakers Association, Toastmasters, Chamber of Commerce, Association for Talent Development, etc.

1 point per year of membership

Association	From Month/Year	To Month/Year	Points
Year 1			
Year 2			
Year 3, etc.			

Minimum Points **0**; Maximum **5**

Subtotal: _____

C. CHARITABLE ORGANIZATIONS: Participation and leadership in not-for-profit organizations. This excludes what you have documented in Section IIIC: Speaking Engagements.

1 point per event (day-long)

.1 point per volunteer hour for charitable organizations

Organization	Event	Date(s)	Hours	Points

Minimum Points **2**; Maximum **5**

Subtotal: _____

D. IMAGE AWARDS: Awards, commendations, or honors from professional image organizations. Awards must be image industry relevant.

5 points = per award

Award	Organization	Date	Points

Minimum Points **0**; Maximum **10**

Subtotal: _____

E. OTHER AWARDS: Special awards from non-image organizations

5 points = per award

Award	Organization	Date	Points

Minimum Points **0**; Maximum **5**

Subtotal: _____

SECTION VI: (Minimum Points 11; Maximum 65)

Total Points: _____

Section VI: PROFESSIONAL CONTRIBUTION

Explanation and Documentation

SECTION VIA. PROFESSIONAL IMAGE ASSOCIATIONS

1. Membership

Explanation

Only completed years of membership will be accepted. Documentation must be provided for each year of membership.

Membership in Associations such as:

- Association of Image Consultants International
- Color Marketing Group
- Fashion Group International
- Image Institute of Image Training and Testing International
- FIPI

Documentation

Documentation must be provided for each FULL year of membership (clearly indicating Year 1, Year 2, Year 3, etc.)

Examples of acceptable documents are the following:

- Membership dues notice or renewal application
- Payment receipt
- Association Membership Certificate
- Confirmation email received from AICI Headquarters or other association

2. Leadership in AICI

Explanation

Points can be given for involvement in leadership positions in AICI and other image associations. Only completed terms in the leadership roles can be counted. If your leadership is in an association other than AICI, points can be allocated based on involvement in equivalent positions.

Please see the list below for the points allocated for each AICI leadership position.

Level of Commitment	Position	Points
Very High	International President	10
	International Board Member	8
High	International Chair	6
	Chapter President	
	International Task Force Leader	
Medium High	Chapter Board Member	5
	International Task Force Team Member	
	International Committee Member	
Medium	Conference Team Leader	3
Medium Low	Chapter Committee Member	2
	Chapter Education Day Support (High Involvement)	
	Social Media Community Builder	
	Chapter Start Up Team	
	City Circle Start-Up Team	
Low	Conference Speaker Support	1
	Chapter Education Day Support (Low Involvement)	

Documentation

Documentation must be provided for each completed role. The following list provides examples of how to verify your leadership involvement:

- Written verification from the appropriate supervisory local or international board member with a list of the duties performed
- Certificate of appreciation
- Certificate of distinguished service
- Conference manual with committee names listed
- Chapter Board of Directors' List for appropriate year
- Chapter newsletter with committee member names listed

SECTION VIB. OTHER ASSOCIATIONS

Explanation

This includes membership in other image-related associations, e.g. National Speakers Association, Toastmasters, Chamber of Commerce, Association for Talent Development, interior design associations, or other business associations.

Documentation

Documentation must be provided for each year of membership:

- Membership registration card
- Proofs of payment: receipt, check, credit card receipt, bank statement
- Letter of acceptance

SECTION VIC. CHARITABLE ORGANIZATIONS

Explanation

You may include participation and leadership in schools, churches, clinics, or other not-for-profit service organizations for which you did not receive compensation. You can also count any philanthropic activity for your local AICI Chapter. You may not use the same material used in Section IIIC: Speaking Engagements.

Monetary donations and donated gift certificates cannot be used.

Documentation

- Thank you letter
- Photos with a feature that identifies the event/activity
- Publicity regarding event that includes your name
- Testimonials
- Event program (with your name and date indicated)

SECTION VID: IMAGE AWARDS

Explanation

Any awards, commendations, or honors from professional image organizations can be counted. AICI's special awards are the following:

- AICI Award of Excellence
- Image Maker's Merit of Industry Excellence (IMMIE) Award
- Rising Star Award
- Jane Segerstrom Award
- Chapter Member of the Year Award
- AICI Sustainability
- AICI DE & I Award
- AICI Philanthropy Award

Documentation

Materials can include the following:

- Publicity in newspaper
- Press release and/or photo
- Official list of recipients
- Congratulatory signed and dated letter
- Copy of certificate or award

SECTION VIE: OTHER AWARDS

Explanation

This includes special awards from non-image organizations. These must be awards of substance and special recognition, not for attendance or group activities.

Documentation

Materials can include the following:

- Publicity in newspaper
- Press release
- Official list of recipients
- Congratulatory signed and dated letter

SECTION VII: CANDIDATE PROFESSIONALISM

Copy this sheet and include it in front of this section in your portfolio together with a list of all your peer and client evaluators. Please note their names, company, contact information and whether they are a peer or client evaluator. It is recommended that you request completed evaluations from a larger number than required so that your portfolio review is not delayed.

This section will be evaluated by the AICI CIP External Reviewer. You do not total points in this section.

The peer and client evaluations will be sent directly to certification@aic.org. You must not receive a copy.

All evaluations will be kept strictly confidential.

A. PEER EVALUATIONS: Please submit the following documentation. Three (3) Peer Evaluations from image-related peers, preferably AICI CIP or AICI CIM image consultants, who have seen your work and can vouch for its high standard and your professional reputation. Send a copy of the evaluation form to each peer with a date by which they should be returned to certification@aic.org. Keep a record of the peers to whom you send evaluations.

Minimum Points **30**; Maximum **45**

Peer Evaluations Grade Subtotal: _____

B. CLIENT EVALUATIONS: Please submit the following documentation. Ten (10) Client Evaluations from paying clients that vouch for the standard of your work and your professional knowledge. It is recommended that you select clients from a variety of your image business ventures rather than all the evaluations being written by members of one of your classes. Have clients send their completed forms to certification@aic.org. Keep a record of all the clients to whom you send evaluations.

Minimum Points **50**; Maximum **100**

Client Evaluations Grade Subtotal: _____

Please note that all the peer and client evaluations will be kept strictly confidential. You will not see a copy.

SECTION VII: (Minimum Points 80; Maximum 145)

Total Points: _____

SECTION VIII: PORTFOLIO PROFESSIONALISM

Copy this sheet and include it in front of the section in your portfolio.

This section will be evaluated by the AICI CIP External Reviewer who determines the total points in this section. The appearance/presentation of the portfolio provides valuable information about the candidate's professionalism. It is important that every item is clearly marked and that the External Reviewer can easily find all the documents supplied. It is expected that the portfolio materials are of the highest quality.

The AICI CIP External Reviewer will assess the professionalism of your portfolio based on the following criteria:

- Proper documentation provided for all sections (completeness)
- Documents inserted in appropriate sections and in the proper sequence (organization)
- Documents labeled and numbered (organization)
- If necessary, English explanation notes are provided (clarity)
- Binder overall appearance (aesthetics)

Each of these five (5) elements will be graded:

- Excellent (10 points)
- Acceptable (5 points)
- Unacceptable (0 points)

SECTION VII: (Minimum Points 30; Maximum 50)

Total Points: _____

SECTION IX : Candidate's Image

Please submit a recent professional full-body photograph with your application.

APPLICATION FOR CERTIFIED IMAGE PROFESSIONAL

SUMMARY

Copy this sheet and include it in the front section of your portfolio.
Transfer your totals from each section to this page.

		<u>Minimum Required</u>	<u>Maximum Allowed</u>	<u>Section Totals</u>
Section I	Professional Preparation	30	110	_____
Section II	Years of Business Experience	40	120	_____
Section III	Business Services	50	150	_____
Section IV	Business Products	20	80	_____
Section V	Business Identity	35	80	_____
Section VI	Professional Contribution	11	65	_____
Section VII	Candidate Professionalism	80	145	_____
Section VIII	Portfolio Professionalism	30	50	_____
Section IX	Candidate's Image	35	80	_____
TOTAL POINTS		331	880	_____

*Even though the minimum total above is 331, it is expected that AICI Certified Image Professionals should perform at a higher level and attain **350 points**. Minimums are established to ensure professional growth; maximums are set to prohibit AICI Certified Image Professionals from having depth in only one or two areas. Although your points may exceed the maximum, include only the maximum allowed when reporting totals. If you have fewer points than the minimum, put the application aside until you can qualify.

*Points in Sections VIII and IX will be determined by the AICI CIP External Reviewer.

*Double check your entries and documentation. All documents must include your name, the section number, and subsection number. Additional supporting documentation may be requested during the review process. Your application should be mailed to certification@aic.org.

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

Signature: _____ **Date:** _____

Print Name	
Address	
Phone	
Email	

MAINTAINING YOUR CERTIFIED IMAGE PROFESSIONAL STATUS

Once you have obtained the title of AICI CIP, you will be required to renew your certification.

The requirements for retaining your AICI CIP status are as follows:

- Renewal is every three (3) years – with a June 30th due date.
- You must practice and adhere to the AICI Code of Ethics. Violations may be reported to the Ethics Committee and may result in the rescinding of your AICI CIP.
- To ensure your continuing professional growth, you must earn a minimum of 2.4 CEUs in the first 3 years as a CIP and every three years after that to maintain your certification. If you neglect to earn the minimum number of CEUs, your certification will be revoked.
- A renewal fee of \$300 for AICI members/\$650 for non-members is required. Please note that this three-year renewal fee is in addition to your AICI annual membership dues in your renewal year.
- If your CIP is revoked, you can be reinstated if you 1) have continued to earn the required number of CEUs, 2) pay a Reinstatement Fee (see below), and 3) pay all renewal fees missed. Proof of CEUs earned will be required. Individuals who do not meet the CEU requirement will not be considered for reinstatement.

CIP Reinstatement Fees	Members	Non-Members
	\$500	\$1,000

AICI and the AICI VP of Certification reserve the right to change or update this application and its fees at any time. It is the responsibility of applicants to ensure they are working with the most recent edition of the AICI CIP Application.