

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