



ASSOCIATION OF
IMAGE CONSULTANTS
INTERNATIONAL

AICI Certified Image Consultant (AICI CIC) Portfolio Handbook

Updated January 2025



Table of Contents

AICI CIC Portfolio Basic Requirements 4

AICI CIC Portfolio Guidelines 5

 Step 1: Submit the AICI CIC application.....5

 Step 2: AICI CIC Portfolio Submission5

 Deadlines.....5

 Online Materials Submission5

 Guidelines for CIC candidates.....6

 Ethical guidelines of CIC reviewers6

Guide to Completing the AICI CIC Portfolio..... 7

 Section I: Professional Preparation7

 Section II: Business Identity8

 Section III: Consulting Experience.....8

 Section V: Professional Participation In AICI10

 Section VI: Commitment to AICI Code of Ethics11

 Summary11

 Calculating Your Points12

Documentation 12

Facilitating The Review Process..... 12

When Your AICI CIC Application Has Been Received..... 13

When Your AICI CIC Application Has Been Approved 13

Maintaining Your Certification Status With AICI 13

AICI Core Competencies..... 14



AICI CERTIFIED IMAGE CONSULTANT (AICI CIC)

Congratulations for aspiring to the first level of certification in your profession!

The AICI Certified Image Consultant (AICI CIC) designation shows others that you have achieved practiced standards in the image consulting industry and that you keep abreast of current thinking and technical knowledge. As an AICI First Level Certified Image Consultant, you will be able to use the letters “AICI CIC” after your name and will be perceived by clients, colleagues, and the media to have achieved a competent level of training and knowledge in the image field.

To earn your CIC certification, you must have successfully completed your CIC portfolio and passed the CIC exam. Both steps are mandatory for earning the AICI CIC designation and you may not use the “AICI CIC” after your name until you have successfully completed both steps. The order in which you complete these steps is determined by the track that you selected on your CIC application.

Please review this application carefully, as it will take some time to complete. All information will remain confidential. You will be on your way to becoming an AICI CIC if you successfully fulfill all the requirements stated in the AICI CIC Portfolio. The standard is high, and you must prove to the reviewer that you have received appropriate training and are working in a qualified image business.

The decision of the AICI CIC Reviewer is final, but you will be told the reasons you fell short in any section. You have one year from the date you pass your CIC exam to complete the requirements, add or clarify information and send the folder with your documentation to the AICI CIC Reviewer. It is strongly advised that you submit your completed portfolio at least two (2) months in advance of your final deadline in case you need to add or clarify any documentation.

Submit your CIC Portfolio electronically using this fillable PDF document via DropBox, or you may submit the application by email to your designated reviewer. You will receive the contact information for your designated reviewer when AICI processes your application fee. Submit the files all files into ONE SINGLE PDF document. Be certain to keep all your originals and only submit copies of your supporting documentation, except for the client evaluations that must be delivered via Dropbox.

Please note that all entries and supporting documentation, except for promotional materials must be submitted in English. If you wish to submit documents in languages other than English, please notify the certification coordinator when you are ready to submit your portfolio before your reviewer is assigned

Please contact your AICI VP Certification for guidance or to ask questions about your Portfolio submission. Your VP Certification will be listed under Board Members on the AICI website <https://aici.org>.



ASSOCIATION OF
IMAGE CONSULTANTS
INTERNATIONAL

AICI CIC Portfolio Basic Requirements

1. Please ensure your AICI application and payment were received by AICI Global Office.
2. You show proof of professional preparation (30 hours of image consulting training) in the image field.
3. You show at least 0.8 CEU report dated prior to your submission of CIC portfolio.
4. You are a member of a professional image association. See application for the list of acceptable associations and the list of participation/leadership roles that will be accepted. Others will be considered upon request.
5. You have experience working with at least five paying clients, showing proof of payment, and submitting client evaluations.
6. Review and submit your CIC portfolio in full.
7. You submit your photo with the application. *
8. You have promoted yourself and your image knowledge through your business identity. *
9. Your portfolio demonstrates a professional level and passes the AICI CIC image and presentation criteria. The documents must be computer-typed. Handwriting is not acceptable.
10. All dues and fees are up to date and any ethical or professional issues are cleared.
11. Submit the AICI Accreditation Code of Conduct and Standards of Professional Behavior.
 - Members agree to abide by the AICI Code of Conduct when joining AICI and each year at renewal.
 - Members must be in good standing with AICI and the AICI Ethics Reviewer.

*See the AICI CIC Portfolio Guidelines for specifics.



AICI CIC Portfolio Guidelines

Step 1: Submit the AICI CIC application.

- Register online using the AICI website.
- Submit the completed AICI CIC application to the AICI global office website.
- Submit payment for the AICI CIC application.
- Receive e-mail confirmation, from the AICI global office, that your AICI CIC certification application and payment have been received.
- Receive e-mailed instructions for the next step in the application process.

Step 2: AICI CIC Portfolio Submission

- Download AICI CIC Portfolio documents from the AICI website.
- Complete the fillable application.
- Gather all supporting documentation.
- Save a copy of your AICI CIC Portfolio.
- Gather your client evaluations.
- Submit your AICI CIC Portfolio.
- E-mail all documents, except for the client evaluations, to your assigned AICI CIC Reviewer.
- Send the client evaluations link to your customer. The completed form will go directly to the reviewer.

Deadlines

You have twelve (12) months to complete your review. To ensure success in your AICI CIC application and to give your AICI CIC Reviewer an opportunity to be of help to you, it is required that your portfolio reaches your designated reviewer TWO (2) months in advance of your final deadline. No refunds are given. If the application process is not completed within the stated time, the certification registration fee is required again upon re-submission.

Online Materials Submission

Keep all original documents. Scan all original documents and save them electronically to your computer. You will submit your AICI CIC Application electronically.

1. Download and complete the fillable AICI CIC Portfolio form, Sections I – V and the CIC Summary Page.
2. Gather your electronic documentation requested in Sections I – V.
3. Once you have completed the fillable CIC Portfolio form, Sections I – V, and have gathered your electronic documentation, send the application form and documentation to DropBox link that is emailed to you.
4. You will have your client submit their evaluation form digitally through DropBox.

5. Once your electronic documentation is received, and your client evaluations have been received, your AICI CIC Portfolio will be reviewed.

Guidelines for CIC candidates

1. Submit the complete portfolio by DropBox. For Dropbox link, please contact your CIC coordinator by email: certification@ aici.org.
2. Wait for the introduction email to CIC reviewer. They will confirm with you when your DropBox portfolio link is received.
3. When the CIC reviewer confirms your DropBox portfolio link, please send the remaining evaluation forms to the CIC Reviewer.
4. Only the candidate can communicate to the reviewer or VP Certification. Officers of the chapter, mentors, and other persons are not allowed to intervene during the review. If someone intervenes or answers for the candidate, they are automatically disqualified from the CIC process.
5. If a language interpreter is needed, a letter introducing the interpreter must be sent to the reviewer for approval.
6. Unless there are any unforeseen circumstances, all responses between the reviewer and the candidate are to be done within 72 hours. Failure to do so might cause disqualification of the application.
7. If candidates are disqualified, they may re-apply after 30 days. They will be assigned to another reviewer. This time will be deducted from the 12 months candidacy period.
8. CIC candidates must ensure they submit complete documents.
9. Should issues arise, comments may be submitted to the VP Certification.

Ethical guidelines of CIC reviewers

1. All information submitted to the reviewer will be kept confidential.
2. Maintain a professional and neutral tone in all communication.
3. The reviewer must conduct the review without bias.
4. Should concerns or issues arise causing delay or bias, the issues must be raised to the VP of Certification right away. The portfolio will be assigned to another reviewer.
5. The review must be conducted according to CIC portfolio guidelines.

AICI and the AICI CIC Reviewer reserve the right to change or update the application and its fees at any time. It is the responsibility of the applicant to ensure they are working with the most recent edition of the AICI CIC Application.

Guide to Completing the AICI CIC Portfolio

Section I: Professional Preparation

- 1) Image Industry Relevant Training: Attendance at Training Programs, Courses, Seminars or Workshops Offered by an AICI CEU Provider or Other Educational Providers.
 - a. To qualify for the AICI CIC, applicants must have attended training programs, courses, or seminars that address areas listed in the AICI Core Competencies (pages 11– 15). You must include training in the areas listed in Section I.D of the AICI Core Competencies (Technical Knowledge: Artistic Aspects of Image/Visual Design in Apparel). Additional training may be in the areas listed in Section I.A through I.C of the AICI Core Competencies.
 - b. Each entry must be for at least six (6) hours.
 - c. Conference sessions and chapter CEU-approved educational events will not be considered in this sub-section and must be entered under Continuing Education.
 - d. The Training Provider must be a reputable individual or company.
 - i. For programs/courses/workshops CEU'd by AICI: Provide a copy of your CEU Report to validate attendance.
 - ii. For programs/courses/workshops NOT CEU'd by AICI: You will be required to provide a complete course description or outline, as well as instructor's/company's qualifications as a trainer in this area.
 - e. For each training program/course/workshop that is submitted, you must attach at least ONE of the following as documentation, making sure to clearly indicate Application Section and date for each piece of documentation.
 - i. CEU Report (may be obtained by going to www.aici.org)
 - ii. Certificate of Attendance/Completion/Achievement
 - iii. Letter of Confirmation: Letter must be on training company's letterhead and signed by the instructor. Letter should include the course title, date(s) of attendance, length of program, and confirmation of your attendance and completion of the program.
- 2) Continuing Education:
 - a. Examples:
 - i. Attendance at Conference
 - ii. Seminars & Workshops Sponsored by National or International Image Organizations
 - iii. Associations National or International Image Organizations
 - iv. Associations that offer programs related to the AICI Core Competencies include:

1. AICI Annual Conference or AICI Chapter Education Events or Conferences
2. Color Designers International
3. Color Marketing Group
4. Other

Documentation Required for Proof

It is required that each entry be supported by at least one or more of the following documentations. Make sure that all submitted documentation clearly indicates the relevant Application Section and is correctly dated.

- CEU Report or Copy of CEU Verification Form from AICI's Conference
- Continuing Education transcript
- Workshop or conference registration confirmation or welcome letter & proof of payment
- Letter of attendance (Short official letter signed by the instructor, preferably on letterhead, including the course title, date, and length of course, confirming you attended and completed the course)
- Copy of handouts/ proof of attendance

Section II: Business Identity

This section will be evaluated by the AICI CIC Reviewer. The applicant does not total points in this section. Please note, if you work for an image consulting firm you must submit your own promotional materials such as: business cards, flyer, brochure, bookmark, print-out of blog or website and can be under the firm's brand.

1) Professional Appearance:

Please submit a recent promotional head shot photo of you with your application. Scan your photo and place in this Section in your AICI CIC Application. This provides identity of the applicant.

2) Business Identity: Business Name / Logo / Business Card / Stationery

Please submit samples of your business identity (name and logo) such as your business card and stationery. Scan your business card and stationery for the electronic submission or if by mail mount them on paper and place in clear protectors. Place them in this section in your AICI CIC Application folder.

Section III: Consulting Experience

You are required to submit documentation as proof of having conducted Image consultations or presentations with five (5) paying clients.



Please submit the following documentation for each entry:

- Invoice
- Evaluation form completed by client

If your client does not speak English, contact your Chapter and ask for a bilingual client evaluation form. You are not allowed to assist your client in completing this evaluation.

You are required to submit five evaluations from your clients, participants in a seminar or training, coaching clients or customers or a combination. Print or photocopy the evaluation form from the AICI website and send it to at least 5 clients, with a date by when they should return it.

The evaluation forms can be found on the AICI website and completed electronically and e-mailed or printed or mailed.

For a digital submission, all evaluations should be submitted directly by clients/peers to the designated CIC reviewer via DropBox.

1. Send the clients/peers the DropBox link that was previously received along with the evaluation form.
2. Ask clients/peers to upload their completed evaluation form via DropBox link.
3. Send an email to the AICI CIC Reviewer to confirm that the portfolio is ready to be reviewed.

For a mail submission, all evaluations should be submitted to

AICI
7794 Grow Dr.
Pensacola, FL 32514
ATTN: Certification

Send each one a stamped, addressed envelope with their name and AICI CIC EVALUATION clearly marked on the front. If evaluations must be sent by courier or hand delivered, the following statement must be on the front of the envelope:

I certify the consultant has not read this evaluation.

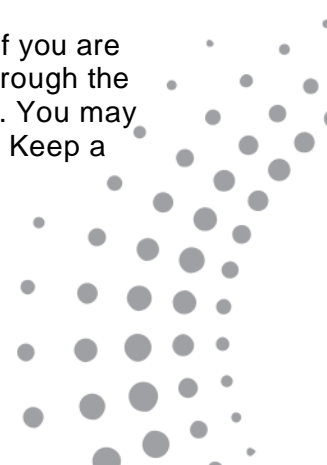
Signed: _____

Date: _____

Client name: _____

Keep the envelopes sealed when submitting them with your one-page online form or if you are submitting your application by mail in your portfolio. Evaluations that have not been through the mailing system (no OFFICIAL stamps or other proof of mailing) will not be considered. You may send more than 5 evaluations out to clients, but only submit 5 in with your application. Keep a record of all the clients to whom you have sent evaluations.

Include a list of the five clients' names whose evaluations you are submitting.



Section IV: Portfolio Professionalism

This section will be evaluated by the AICI CIC Reviewer, and it applies to both physical and online submissions. The applicant does not total points in this section.

The CIC Co-Chair will assign a maximum of four (4) points for the clarity, organization, completeness, and aesthetics of the portfolio.

Section V: Professional Participation In AICI

Participation in AICI at an international or chapter level in any capacity listed below. Only completed roles will be considered. Please review the AICI Leadership points system below:

Level of Commitment	Position	Total Points	Period to earn the points
Very High	International President	10	1 year
	International Board Member	8	1 year
High	International Committee Chair	6	1 year
	Chapter President	6	1 year
Medium High	Chapter Board Member	5	1 year
	International Committee Member	5	1 year
Medium	Conference Team Leader	4	Conference period
Medium Low	Global Conference Team Member/Ambassador	3	Conference period
	*Regional Conference Team Member	3	Conference period
	Chapter Start-Up Team	3	1 year
	City Circle Start-Up Team	3	1 year
	Chapter Committee Member	3	1 year
Low	Global Conference Speaker Support	1	During Conference
	Regional Conference Speaker Support	1	During Conference
	**Chapter Education Day Support	2	1 Year or 4 cumulative chapter events





*Regional Conference refers to events like Asia Conference and Latin America Conference, which is informed to AICI Global in advance.

*Regional Conference team leader and members are only eligible to collect LP when they are not chapter board member. Chapter board member should not be awarded LP for tasks taken during regional conference.

** Chapter Education Day Support should only be accounted for LP for non-chapter board members' participation in chapter education events. Not limited to online or physical, including task force for picture-taking, video-recording, attendance-keeping, speaker support, CEU statement, etc. This position is a yearly commitment, which means volunteers should work for a year to earn the point, not one-event. It is acceptable the 4 events being offered by different chapters.

Section VI: Commitment to AICI Code of Ethics

I, _____, on the date of _____, as a member of AICI or as a non-member receiving an AICI designation, am committed to and obligated by this AICI Code of Ethics Handbook. I understand that any violation of this Code shall be determined using the rules and procedures established by the AICI Ethics Committee. AICI shall apply any disciplinary action under the Association's Bylaws, Policies, and Procedures.

[Click here for the Code of Ethics Handbook](#)

I waive any claims, including claims for defamation and restraint of trade, which I may have against AICI or any member of AICI, arising out of any complaint, investigation, preceding, or enforcement related to the AICI Code of Ethics Handbook, including concerning findings and disciplinary actions, up to and including expulsion.

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

Signed: _____

Date _____

Summary

Complete the summary page and include it in this section.

Code of Conduct and Standards of Professional Behavior

Include a signed copy of the AICI Code of Conduct and Standards of Professional Behavior.

Calculating Your Points

(See application forms for the point values for each section.)

1. Sections have point requirements. If you are unable to meet the requirements, set your application aside until you are eligible. If you have earned more points than the number allowed, write only the required number at the subtotal and total levels. As you complete each section, post your points in the subtotal space.
2. Calculate and enter your total for each section.
3. Transfer your total points for each section to the Summary Page at the end. You must attain a total of 20 points in order to qualify. The AICI CIC Reviewer will verify the 20 points.

Documentation

- The CIC Application submitted may be submitted electronically, using the fillable CIC Application Form. The five client evaluations must be sent via electronic form.
- Except for the mailed evaluations, submit all supporting documentation electronically. If you are mailing in your portfolio—only submit copies of required documentations with the 5 un-opened evaluations.
- Some points will require multiple documents as proof.
- Expect to ask others (schools, trainers, associations, clients, etc.) to supply supporting information electronically. Verification by others requires their contact information and signature on their official letterhead. Telephone numbers for persons providing the documentation should be included so that the AICI CIC Reviewer can call to verify the information sent.
- Be accurate, factual, and complete in every response.
- Avoid abbreviations and acronyms.
- If there is a question of dates, qualify with “approximately.” When possible, try to obtain exact information.

Facilitating The Review Process

The AICI CIC Application Review process takes two months. Here are some suggestions to consider:

- Only submit your CIC Application and supporting materials **when you are confident that all points are strongly documented**. However, please ensure that you submit your completed portfolio before your candidacy is up. It is required that your portfolio reaches your designated reviewer TWO (2) months in advance of your final deadline. This will give the Reviewer an opportunity to assist you in case you need to make revisions by the final deadline.
- In case of difficulty, the applicant can apply for an extension at least 60 days in advance with the Certification Coordinator, who will confirm with VP Certification.
- Reviewer will respond within 7 working days of receiving the document. If no response is given, the applicant can contact HQ for changing of reviewer.

- Please be aware that the reviewer has the right to ask for more supporting documents as proof of professionalism. You can file a dispute with the VP Certification if you feel otherwise.
- Your information must speak clearly for you, as you are not present during the review process.
- When contacted by the AICI CIC Reviewer, please respond to their questions in a timely manner.
- Send only the electronic version of all supporting documentation for electronic application. If by mail send only copies of your required materials for your application. Electronic or by mail requires mailing for unopened client evaluations. The AICI CIC Reviewer and AICI cannot be held responsible for the loss or destruction of AICI CIC material.

When Your AICI CIC Application Has Been Received

The AICI CIC Reviewer will send a confirmation e-mail that your application has been received. The AICI CIC Reviewer reserves the right to grant or withhold certification for any applicant. If you do not achieve the requirements needed for AICI Certified Image Consultant, you will be given reasons why certification is denied. Each application for certification will be duly considered based upon the criteria set out in the application.

When Your AICI CIC Application Has Been Approved

You may not use “AICI CIC” after your name until you have successfully completed the AICI CIC Portfolio and passed the AICI CIC Exam.

Maintaining Your Certification Status With AICI

Once you have obtained the title of AICI CIC, you will be required to renew your certification every three years. The Certification Renewal Requirements are as follows:

- All AICI Certifications are renewed every three (3) years – with a June 30 due date.
- As a measure of your ongoing professional development, you must earn a minimum of 2.4 CEUs in the 3 years following your AICI CIC acceptance, and every three years thereafter. If you neglect to earn the minimum number of CEUs, certified status will be revoked.
- You will be required to pay a Certification Renewal Fee of \$300.00 US for AICI members. Please note that this three-year renewal fee is in addition to your AICI Annual Dues in your renewal year.
- Practice and adhere to the AICI Code of Ethics. Violations may be reported to the Ethics Reviewer and may result in the rescinding of AICI CIC status.

If certified status is revoked, AICI CIC status may be only reinstated to those who have continued to earn the required number of CEUs and who pay a Reinstatement Fee (see below) in addition to 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.

Reinstatement Fees	Members
AICI CIC	\$500

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.

Please refer to the AICI CIC Exam (CIC) Examination Handbook at www.aici.org for information on which Competencies are covered in the AICI CIC Exam.

Professional Preparation and Development	Business Management
<ul style="list-style-type: none"> • Clientele/Target Market <ul style="list-style-type: none"> ○ Potential Clientele • Programs (Working with Groups) <ul style="list-style-type: none"> ○ Presentation Topics ○ Program Presentational Skills ○ Types of Formats for Programs/Presentations ○ Teaching/Facilitation and Engagement Techniques ○ Teaching Aids & Materials ○ Program Preparation Materials • Services (Working with Individuals) <ul style="list-style-type: none"> ○ Potential Services (Men, Woman, Children) ○ Service ○ Preparation Materials ○ Coaching/Facilitation Techniques • Marketing/Marketing Techniques <ul style="list-style-type: none"> ○ Public Relations, Graphics Promotions/Promotional Materials ○ Fee Structure ○ Selling Skills ○ Business/Personal ○ Networking ○ Social Media ○ Digital Marketing ○ Corporate Social Responsibility 	<ul style="list-style-type: none"> • Organizational Aspects <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ AICI Code of Ethics, ○ Strategic Planning/Business Plan, ○ Equipment & Supplies, ○ Legal Issues, ○ Management Style & Skills, ○ Accounting & Record Keeping, ○ Travel ○ Short and Long-Term Business Projection ○ Pivot Strategy

- Products
 - Potential Products/Product
 - Development
 - Distribution
- Personal Development
 - Adapting to Virtual Training
 - Presenting and Consulting: Studio Setup and Equipment
 - Virtual Training Know-How
 - Blended Learning Model
 - Leadership
 - Personal and Corporate Branding

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 and 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



When to Find CIC Portfolio Submission Forms

All forms can be found on the AICI website along with the form stating that everything that is sent in is true and accurate. Please download the forms from this link: <https://www.aici.org/page/CEU-Forms>.

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