



AICI Certified Image Consultant (AICI CIC) Examination Handbook



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The AICI Certified Image Consultant shows clients, colleagues and the media that you have achieved a competent level of training and knowledge in the image field and that you keep abreast of current thinking and technical knowledge. AICI confers AICI Certified Image Consultant on those who successfully complete the AICI CIC Portfolio review process and pass the AICI Certified Image Consultant exam. A consultant receiving the Certified Image Consultant may write "AICI CIC" after his/her name.

The Process

AICI offers a two-track application option for earning the AICI CIC certification. Choose the track that works best for you.

Step 1: Select Track

Track 1 | AICI CIC Portfolio Review and Approval Followed by CIC Exam

- Complete AICI CIC portfolio and submit for review.
- Confirmation from the Reviewer & AICI Headquarters that the portfolio has passed the review opens up a six (6) month candidacy period to register for and pass the AICI CIC Exam.
- If the candidate passes the AICI CIC Exam within the six months, they earn the AICI CIC designation.
- If the candidate does not pass the AICI CIC Exam within six months, and still wishes to pursue certification, they will be required to start the process again, beginning with the submitting the fee for the AICI Application.

Track 2 | CIC Exam Followed by the Submission of CIC Portfolio

- Register for AICI CIC Exam
- Sit for AICI CIC Exam
- Confirmation from our third party testing partner Castle Worldwide & AICI Headquarters that you have passed the CIC Exam opens up a twelve (12) month candidacy period to submit your Portfolio for review.
- Complete and submit AICI CIC Portfolio for review
- If the candidate passes the AICI Portfolio Review within twelve months, they earn the AICI CIC designation.
- If the candidate does not pass the CIC Binder review within twelve months, and still wishes to pursue certification, they will be required to start the process again, beginning with the submitting the fee for the AICI Application.

Step 2: Submit CIC Application and Submit Your Track

- AICI CIC application fee is \$100 USD for members or \$400 USD for non-member
- AICI CIC application can be completed online-click here to register
- AICI CIC application can be printed click here to print application. Application and payment should be faxed or mailed to the AICI Headquarters.

Fax or Mail to AICI Headquarters:

AICI CIC Application

1000 Westgate Drive #252

Saint Paul, MN 55114

Fax: 651.290.2266

Step 3: Confirmation of Payment from AICI Headquarters

Email confirmation received from AICI Headquarters confirming your track selection.

Step 4: Completion of CIC Portfolio and CIC Exam Based on Track Selected **Requirements for the AICI CIC Exam**

AICI offers the AICI CIC Exam as a computer-based Exam, known as a live proctor exam or LOP.

- The computer based AICI CIC Exam may be taken anywhere that provides privacy
- Hardware and software requirements
 - Webcam and reliable access to the Internet
 - Computer with 1GB of RAM or higher
 - Internet connection of (5 mbps)-wireless connection is acceptable, however a wired-connection is preferred
 - Webcam with 640x480 video pixel resolution (laptop camera is acceptable)
 - Speakers connected to the computer
 - Microphone connected to the computer (consider a webcam with a built-in microphone)
 - Flash player version 7 or higher
 - Browser compatibility: Internet Explorer, Firefox, Chrome or Safari
 - Registration can be completed online at any time.
- The computer-based exam is available in English, French, Italian, Japanese, Portuguese, Simplified Chinese, and Spanish; or, it can be taken in English. Please note that interpreters or language dictionaries are not allowed.

- You must be at least 18 years old to take the AIC CIC Exam
- The fee is \$275/members and \$1,090/non-members

How to Register:

1. Review the AICI Certified Image Consultant (CIC) Examination Handbook.
2. Register for the AICI CIC Exam online.
3. Ensure that your email program will accept emails from testing@castleworldwide.com.
4. Email instructions from Castle Worldwide on how to schedule your CIC exam. This email will be sent from testing@castleworldwide.com.
5. You will receive a second email from [Castle Worldwide](#), confirming your CIC exam appointment.
6. You will receive your test score immediately when taking the exam as a computer-based exam.
7. You will receive a hard copy letter with your exam results in 6-8 weeks.

What's Next

If your CIC Portfolio has been reviewed and approved, congratulations you have completed all of the necessary steps to achieve your CIC certification. You will receive a formal notice and certificate from AICI Headquarters.

If you have taken the CIC exam as the first step in your CIC process you will need to submit your CIC portfolio to your CIC Reviewer for approval.

CIC Practice Exam

The practice exam is administrated by our testing partner Castle Worldwide, key items to know:

1. Exam cost is \$20.00
2. Registration for the practice exam is done on the Castle Worldwide website. [Register here to take the practice exam.](#)
3. Your practice registration expires one year from the date that you purchase

4. You have 80 minutes to complete the practice exam. The exam will automatically submit once the time allotted has expired. Upon automatic submission, you will not be able to re-access the practice exam
5. You cannot re-enter this exam once you have submitted it for scoring
6. Once you have submitted your practice exam for scoring, you will be unable to change any answers
7. Once you submitted your practice exam for scoring you will receive a Feedback/Score Report
 - Provides overall score
 - Provides information about your performance in each of the five domains tested
 - Does not provide information about correct/incorrect answers for each question

Instructions for the practice exam can be found on the registration page at Castle Worldwide, be sure to follow these instructions to ensure that your system meets the requirements. You will want to also be sure that you take the sample exam; this will allow you to take a demo exam to ensure that your system is working correctly. The time it takes to complete the demo exam is not included in the 80 minutes allotted to take your practice exam.

EXAMINATION INFORMATION

DOMAINS AND COMPETENCIES

The certification examination consists of 100 multiple-choice questions. Five (5) major domains account for the examination's content.

AICI Classification	Code/Outline
Domain/Outline Area	Current Exam Count
Business Management – The AICI Code of Ethics	5
Physical Aspects of Image	10
Artistic Aspects of Image/Visual Design in Apparel	50
Psychological Aspects of Image	15
Social Aspects of Image	20
	100

AICI CIC Exam-Chapter Sponsored

1. Chapter makes the decision to offer the AICI CIC Exam at a chapter sponsored event and completes the notification form to AICI Headquarters
2. Notification form is received and notice sent to testing partner 90 days prior to the Chapter Sponsored CIC Exam
3. Confirmation sent from testing partner-confirming date of exam and date exam candidate list is due
4. HQ Certification staff contacts the chapter's test administrator and provides the necessary requirements for the CIC Exam
5. HQ Certification Staff and Chapter's test administrator prepares a list of exam candidates, list to be submitted 45 days prior to testing partner
 - a. Confirm that each candidate has registered and paid for CIC exam
 - b. Confirm that each candidate has completed and paid the CIC Application
 - c. Confirm the test language for each candidate
6. HQ submits required registration for each test candidate (see attached documents)
7. Confirmation sent from testing partner that candidate list has been received
8. Testing partner notifies HQ of date when confirmation email will be sent out to the candidates
9. HQ staff sends out email message to test candidates with following information
 - a. Watch for information from testing partner
 - b. Confirm the email that the testing information will be arriving from
 - c. Email HQ staff if information is not received by (date)
10. Test administrator confirms that all proctors and test details are completed
11. Testing partner sends chapter test administrator testing materials
12. Testing materials are received by chapter test administrator
13. Chapter Test
14. Chapter test administrator returns all testing materials back to testing partner
15. Testing partner scores exams
16. Exam scores provided for each candidate to HQ staff
17. HQ staff notifies each candidate with the appropriate letter (email) testing scores

HOW TO STUDY:

<https://youtu.be/OArNMmk8ZTg>

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.

If you are considering working with an image consultant, this listing will give you information about the scope of services an image consultant may offer. If you are considering becoming an image consultant, this will help you to identify areas of study.

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

AICI Key Terms of the Image Industry

Formerly referred to as the "Glossary," this listing is an **invaluable resource** for both established image consultants and those studying to prepare for the AICI CIC Exam. This is a selected listing of key terms as they apply to the image industry. It will help you determine how a term is defined within the context of the AICI Core Competencies and the AICI CIC Exam. This listing of key terms does not include garment styling terms. It is recommended that you acquire a fashion dictionary to become familiar with these terms.

<http://c.ymcdn.com/sites/www.aici.org/resource/resmgr/Certification/Key-Terms.pdf>

EXAM PREPARATION TIPS

How to Study

AICI encourages candidates to prepare for the examination by using resources such as those listed in this handbook. Candidates may take training courses from image training leaders. A list of trainers is available on the AICI website.

Plan your review methods well in advance of the examination. Think about the study method that is best for you (e.g., individual review, study group, class) and the types of materials that are most helpful (e.g., textbooks, audio or video programs, outlines, memory aids). It may also be helpful to use materials given to you during training activities related to your work as an image consultant.

Managing Test Anxiety

A little anxiety regarding test taking can be helpful because it stimulates and motivates you to perform at your best; however, severe anxiety can hinder test performance. If you know that you frequently experience severe test anxiety, consider preparing yourself for the examination by developing coping mechanisms to make your tension work for you. In addition, an online demonstration and tutorial are available at

<https://www.castleworldwide.com/castleweb/candidates/sample-tests/index.aspx>

The demonstration and tutorial will familiarize you with the testing environment. They are not intended to be a review of AICI examination content.

Before the day of the examination, visualize and rehearse the testing situation. Imagine yourself taking the examination with a positive attitude and focused, but calm, behavior.

Take measures to reduce your stress during the examination. Use deep-breathing techniques, and be sure to stretch your muscles periodically. Such exercises can reduce both physical and mental stress. If necessary, take a few minutes to imagine a calm, pleasant scene, and repeat positive phrases.

Do not let the comments or behavior of testing personnel or other examinees make you anxious. As examinees are taking different versions of the examination, examinees will finish at different times- some finishing very early, others taking the full three (3) hours. Examinees who finish more quickly than you may not perform any better than you. Everyone works at his or her own speed. Some of the best test performers routinely use the total allocated time. Remember that (a) there is no limit to the number of examinees who can receive passing scores, (b) there is no bonus for completing the examination early, and (c) you are not competing with anyone else.

Eating well, avoiding too much alcohol, and maintaining a regular sleep pattern for several days before the examination will help you to be physically prepared. Also, on the day before you take the test, collect all the supplies you will need and choose comfortable clothing. Knowing that you are prepared for the test will help to reduce your anxiety.

Finally, your best method for controlling your anxiety is to feel prepared for the test. Designing a study plan well in advance will help you get ready.

Tips for Taking the Examination

- Budget your time well. Because you will have three (3) hours to complete 100 questions, you will want to complete more than half (50) in less than half the time. This is because you will want extra time after completing the full examination to review questions you either skipped or questions you may have marked for review. Also, allow time so that every hour you can take a minute or so to relax your eyes and stretch your neck and hand muscles.
- Read each question carefully, focusing on what is being asked. If you are uncertain about the answer but nevertheless want to give a tentative response at the time, mark

the test question to indicate that you want to review the test question and your answer if time allows. Go back to questions marked in this manner after completing the entire test.

- Read all options before selecting your answer. Always select the best choice.
- Do not overanalyze or try to "read into" a question. Questions are not written to be tricky. Do not assume additional information beyond what is given in the test question. All information necessary to answer the question will be given in the text of the question or scenario.
- Remember that this is an international test. The questions will be based upon an accepted knowledge base. Choose options that you know to be correct in any setting.
- Skip difficult questions and come back to them later. Questions on the test are not ordered by difficulty (i.e., they do not go from easiest to hardest). Also, content areas (the domains) and topics are addressed randomly in questions throughout the test.
- When guessing, use the process of elimination. Treat each option as a true or false statement, and eliminate those that you would not select. Narrow your choices and then make an educated guess.
- Answer every question, because there is no penalty for guessing. Go through the entire test, answering the questions you believe you know and skipping the ones you do not. Leave time at the end of the testing period to go back to the questions you skipped or want to review. If you are running out of time, leave a minute or so at the end to complete all of the blank questions randomly. Remember, you have a 25% probability of answering a question correctly by chance alone, so don't miss any!
- If reading English is difficult for you because English is not your primary language, maximize your time by reading and answering all the shorter questions first. After completing all of the short questions, go back and attempt to answer the longer questions.

AICI CIC Suggested Reading: <http://www.aici.org/?page=bookstore>

Baldrige, Letitia.

Letita Baldrige's Complete Guide to The New Manners for the 90's.

Macmillian Publishing Company, 1990.

Bassil, James. ***AskMen.com Presents The Style Bible: The 11 Rules for Building a Complete and Timeless Wardrobe.***

Collins, 2007.

Bell, Catherine Graham.

Managing Your Image Potential: Creating Good Impressions in Business.

Prime Impressions, 2001.

Bixler, Susan, and Lisa Scherrer Dugan.

5 Steps to Professional Presence: How to Project Confidence, Competence and Credibility at Work.

Avon, MA: Adams Media Corporation, 2001.

Brown, Bobby.

Bobby Brown Make-up Manual.

Springboard, 2008.

Casperson, Dana May.

Power Etiquette: What You Don't Know Can Kill Your Career.

New York: AMA Publication, 1999.

Forni, P.M.

Choosing Civility: The Twenty-Five Rules of Considerate Conduct.

St. Martin's Griffin, 2003

Fujii, Donna.

Color with Style.

Graphic-Sha Publishing, 1991.

Knudsen, Joyce M. and Desmond C.Y. Chan.

From Head to Soul,® International

(Third Edition). Red Publish, 2005.

Mathis, Carla and Helen Villa Connor.

The Triumph of Individual Style: A Guide to Dressing Your Body, Your Beauty, Your Self.

Fairchild Books & Visuals, 2002.

Nix-Rice, Nancy.

Looking Good: A Comprehensive Guide to Wardrobe Planning, Color & Personal Style Development.

Portland, OR: Palmer/Pietsch Publishing, 1996.

Parsons, Alyce.

Style Source: The Power of the Seven Universal Styles for Women and Men.

Universal Style, 2008.

Pease, Barbara and Allan Pease.

The Definitive Book of Body Language.

Bantam, 2006.

Post, Peggy and Peter Post.

The Etiquette Advantage in Business: Personal Skills for Professional Success.

HarperCollins Publisher, 1999.

Rasband, Judith.

Wardrobe Strategies for Women.

Fairchild Books and Visuals, 2002.

CIC Portfolio

Congratulations for aspiring to become a Certified Image Consultant 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.

The successful completion of the CIC Portfolio is one of the steps necessary in completing your CIC certification. The order in which you complete your CIC Portfolio is determined by the track you selected at the time that you completed your CIC application.

Please review your CIC Portfolio carefully, as it will take some time to complete. All information will remain confidential. 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. Please note that all entries and supporting documentation, with the exception of promotional materials must be submitted in English. It is the responsibility of the applicant to translate materials into English.

The decision of the AICI CIC Committee is final, but you will be told the reasons you fell short in any section. 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.

Basic Requirements

1. Signed the AICI Code of Ethics (members sign this at membership renewal time)
2. Provide proof of professional preparation (30 hours of image consulting training) in the image field
3. Provide required documentation for each section of the [CIC Portfolio](#)
4. Submit your photo with the application
5. Submit 5 client evaluations
6. CIC portfolio and all supporting documents demonstrate a professional level and pass the AICI CIC image and presentation criteria. All documents must be computer-typed. *Handwritten is not acceptable*
7. You will be notified by AICI Headquarters and your CIC reviewer when your portfolio has been approved or if there are areas lacking

8. Document sent from AICI Headquarters notifying you of your approval or denial

Please send your unopened client evaluation forms through a reliable delivery service (UPS or FedEx) to the CIC Reviewer.

Submission of the CIC Portfolio

Online Submission

You will want to keep all your original documents. Scan your original documents and save them electronically on your computer.

1. Download and complete the fillable AICI CIC Portfolio form, Section I-VII and the CIC summary page.
2. Gather your electronic documentations requested in sections I-VII.
3. Electronically submit your CIC Portfolio form and documents to the AIC CIC reviewer that has assigned to you by AICI Headquarters. All files are to be combined into ONE SINGLE PDF document
4. By a reliable delivery service send your unopened client evaluation forms to you CIC reviewer
5. Once all materials have been received by your reviewer your AICI CIC Portfolio will be reviewed

Paper Copy Submission

You will want to keep all our original documents.

1. Download and complete the fillable AICI CIC Portfolio form, Section I-VII and the CIC summary page.
2. Gather your documentations requested in sections I-VII.
3. Send only copies of the required documents, AICI CIC cannot be held responsible for the loss or destruction of materials
4. By reliable delivery service send your AICI CIC Portfolio and your unopened client evaluation to your assigned AICI CIC reviewer

AICI and the AICI CIC Committee reserve the right to change or update this 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.

CIC Recertification

Re-Certification Requirements:

1. Required to earn 2.4 AICI CEUs every three (3) years. The expiration date is June 30 of the third year that you are certified. You are responsible for monitoring and maintaining records of all CEUs earned.

Calculating CEUs

1. One (1) hour of approved training equals 0.1 CEU. Ten (10) hours of approved training equals 1.0 CEU. To earn the required 2.4 CEUs in a 3 year renewal period you will need to earn eight (8) hours of approved training per year.

Earning CEUs

AICI Provides the Following Opportunities for Members to Earn CEUs:

- Concurrent sessions and Workshops at the AICI Annual Conference
- AICI Chapter Education Days that have been approved for AICI CEUs

Programs/Trainings approved by AICI to offer CEUs. For a current list of programs approved by AICI, [click here](#). It is your responsibility to ensure the program you are taking has been CEU approved.

To Earn CEUs through Programs not Offered through AICI:

Programs must already be CEU-approved. This includes:

- Academic courses taken at a recognized Community College or University (provided they are not being taken as part of a degree program to receive academic credit)
- CEU-approved courses offered by private companies, such as Fred Pryor Seminars or National Seminars Training. An internet search will reveal numerous CEU-approved courses.

- Program content must be relevant to a category listed in the AICI Core Competencies.
- A Pre-Approval Application must be completed prior to attending a class for which you hope to earn AICI CEU's
- Submit the Pre-Approval Application to the AICI CEU Chair for approval six (6) weeks prior to taking the program.

Certification Renewal Fee

The Certification Renewal Fee is due August 1 of your certification renewal year. This fee is in addition to your AICI Annual Membership Dues for your renewal year. **The recertification fee for CIC, CIP and CIM is \$300.00 USD for members and \$750.00 USD for nonmembers. CIC certification can be renewed online.**

Certification Renewal Extension

CIC certified members who do not earn 2.4 CEUs by June 30th of their certification renewal year may apply for a three-month extension in which to earn the required 2.4 CEUs.

How To Apply

1. Submit a written request to AICI Headquarter at least one month prior to expiration
2. AICI Headquarters grants extension
3. Member submits a \$250 certification extension fee, this fee is in addition to the \$300 renewal fee
4. All CEUs earned during this 3 month extension is applied to the certification renewal period for which the extension has been granted.

Forfeiting Certification Status

- If you choose not to pay the Certification Renewal Fee when due, you forfeit your Certification Status. If you fail to earn the required 2.4 CEUs for the three-year period, you forfeit your Certification Status. If you apply for an extension and do not earn the required CEUs during the three-month extension you will forfeit your certification
- In forfeiting your certification status, you may no longer use certification designation "AICI CIC," "AICI CIP" or "AICI CIM" or market yourself as a Certified Image Consultant through AICI in any marketing materials; your listing in Online Membership Directory will be moved to the non-certified area of the Directory; you will not be able to participate in any AICI events or activities that are exclusive to AICI Certified Image Consultants.

Reinstatement of Certification

- Only those individuals who have earned the required number of CEUs (2.4 in the three-year period) will be eligible for Reinstatement by paying a Reinstatement Fee in addition to any owing Certification Renewal Fees. **The reinstatement fee for CIC, CIP and CIM is \$500.00 USD for members and \$1,000.00 USD for nonmembers.**

Individuals who have not met the CEU requirement will not be considered for Reinstatement.