

LEARNING OUTCOMES

Color Training:

1. List the properties of color and how they are used to determine a client's best colors.
2. Evaluate the client's natural body colors and establish their level of value, intensity, and temperature.
3. Identify and choose colors that compliment a client's natural body coloring.
4. Determine a client's value contrast in their natural coloring and relate it to their clothing.
5. Teach a client how to shop while using their colors to select outfits and accessories.
6. Determine a client's best dark and light neutral colors in order to create cluster wardrobe groupings.
7. Discuss appropriate color options for hair color, shoes, and accessories.
8. Identify the client's most dramatic and powerful colors, their friendly and most approachable colors, and colors to avoid.

Body Style Training:

1. Discuss the principles of art and design and how they relate to the human body.
2. Learn the different body shapes for men and women.
3. Determine a person's body proportions.
4. Correctly measure and record a client's body measurements for a style analysis.
5. Learn the appropriate shapes, lengths, and styles of clothing that a client should wear.
6. Identify a client's face shape.
7. Identify a client's shoulder type.
8. Select appropriate hairstyles, eyeglasses, and any other accessories that the individual can wear.
9. Describe the visual lines created by different clothing styles and patterns.

Wardrobe Closet, and Personal Shopping

1. Assess the client's lifestyle and relate it to their clothing needs.
2. Visualize the image that the client wants to convey through their clothing.
3. Discuss the appropriate clothing for the climate of the region that the client lives.
4. Plan your time to ensure that you complete the client's wardrobe consultation.
5. Evaluate the client's closet construction according to the light source, shelving, drawers, and hooks, and make suggestions for improvements.
6. Select clothing for elimination from the client's closet.
7. Organize clothing items in the client's closet according to categories.
8. Learn to discuss clothing psychology with the client and help them rid their emotional attachment to their clothing.
9. Evaluate clothing according to necessity and usefulness.
10. Determine a budget and decide how much money the client should commit to a wardrobe.
11. Create a shopping list and determine what items need to be replaced and/or updated.
12. Select appropriate clothing for the client's body type and personal style.
13. Discuss with the client the importance of quality clothing.
14. Quickly find clothing items that mix and match to create a cluster for the client's wardrobe.
15. Try on clothes in the store to ensure proper fit and complete outfits with accessories when shopping.
16. Teach a client about the importance of tailoring clothing to fit.
17. Integrate the client's new clothes with their existing wardrobe.
18. Create outfits with the client's clothes and prepare a list of outfits for the client's later use.

Learning Outcomes for the Business of Image Consulting:

1. Identify the necessary skills to start your own image consulting business.
2. Understand the different types of image consulting businesses.
3. Identify the skills needed to become a personal image and wardrobe consultant.
4. Identify the skills needed to interact and communicate with clients.
5. Determine your fee structure.
6. Gain knowledge and understanding of a business plan.
7. Develop a marketing plan.
8. Determine and set goals for your business.
9. Identify the necessary skills to develop an operations manual.
10. Create your own action plan for starting your image consulting business.