

Image Consultant

CERTIFICATE PROGRAM • INFORMATION OVERVIEW



Image Consultant

CERTIFICATE PROGRAM

Are you passionate about fashion, wardrobes & personal style?

Discover how to translate these interests into making your current career more successful, or use these newly discovered tools to enter the rapidly growing personal service profession

PROGRAM HIGHLIGHTS

- Hands-on practical instruction from industry professionals
- Flexible course options
- One year to complete certificate
- Most courses can be transferred to the Holistic Image & Style Advisor Program
- Improve your own self-confidence, marketability, and personal presentation.

IDEAL FOR

Anyone interested in exploring the image consulting field, looking to develop their personal image, or wishing to add a skill set to their current career.

ADMISSION REQUIREMENTS

- Proficiency in written and spoken English* (Grade 11 English or equivalent)
- Register early, as space is limited

SCHEDULE INFORMATION

- Part-time, evenings, offered over 6 months
- 114 instructional hours
- Courses may be taken in any order as long as the prerequisites are met.
- One year to complete all courses for certification

CERTIFICATE REQUIREMENTS

You need not apply ahead of time to take the certificate. Courses may be taken individually as long as the required prerequisites are met. Once all seven compulsory courses are completed, students may apply for certification. All requirements must be completed within one year of starting the program.

PROGRAM INTAKE

September and/or January

PROGRAM COST

- Tuition \$2,036 (for all seven courses)
- Discount: A 5% discount will apply when registering for all seven ICCP courses together.

LEARN MORE

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Curriculum

Courses may be taken in any order as long as the prerequisites are met. Once all seven courses are completed students may submit an application for certification. Specific dates for the upcoming term can be found on the Langara website at: www.langara.bc.ca/image

STYLE AND WARDROBE

IMGE1001

Learn to assess different body types and shapes and find the style personalities they reveal.

We give you a systematic and personalized approach to dressing yourself and others. By using the key elements and principles of design, learn to harness the cut and shape of clothing to work for you.

FLOW COLOUR ANALYSIS

IMGE1003

Learn to identify and understand the best colours to suite you and your clients. Discover how to refine colour draping beyond the seasons to include palette flows a client's signature colours.

Determine how to evaluate elements that define colour selection and then apply this to wardrobe planning and to making future clothing purchases.

SELF IMAGE AND PERSONAL DEVELOPMENT

IMGE1002

Who are you now, and where do you want to be? Learn to do a detailed, objective self-assessment of your current image. Then, learn the tools to help you move forward in your personal development, giving you increased confidence in your everyday life. Subject areas include wellness, self-esteem, and personal presentation.

CASE STUDIES

IMGE1006

Prerequisites: Colour and Wardrobe(IMGE 1003), and Style (IMGE 1001)

Students synthesize what they have learned in all previous Image Consulting Certificate Program (ICCP) courses. This knowledge is applied to actually working with clients; from the style assessment and skin colour analysis, to completing a wardrobe audit and shopping with their client. Students complete a photobook, and verbal presentation documenting the experience. *Note: This course includes field trips.*

ETIQUETTE & SOCIAL RELATIONS

IMGE1004

Do you dread dinner parties or formal functions? Worried that you will pick up the wrong fork or say the wrong thing? Learn social and business etiquette techniques that allow you to be comfortable in any setting. Effectively use non-verbal communication through body language to finally conquer your fear of small talk.

GUIDE TO EFFECTIVE PRESENTATIONS

IMGE1005

Develop the presentation skills you need to deliver information to groups in the fashion industry. Create and deliver effervescent presentations with confidence and professionalism. Learn techniques for effective verbal and non-verbal delivery, keeping the audience's attention, getting a positive response to your presentation, and creating a presentation with visual impact.

THE BUSINESS OF IMAGE CONSULTING

IMGE1008

Start your image consulting business with a sound business plan. Learn how to create a concept, launch, and maintain a successful and ongoing business. Develop marketing strategies that generate leads, and turn prospects into paying clients. *Note: Must have some fashion experience*

Unique Opportunity

SEWING AND FASHION ARTS CERTIFICATE PROGRAM

Expand on your Image Consulting Certification by learning valuable skills in the Sewing and Fashion Arts Certificate. With courses in fashion design and illustration you can learn the structure and balance of clothing while demonstrating for clients images that would uniquely suit them. Other courses range from basic sewing skills to advanced skills in pattern drafting, haute couture, draping and understanding fabric uses.

CAREERS

Use your combined skills and expertise from these certificate options to open your own image consulting business, seek work as a corporate image consultant, colour analyst, fashion show coordinator, or in the retail sector as a personal shopper.

Find out more about these exciting programs. Contact Karen Ramsden at kramsdn@langara.bc.ca | 604.323.5926

Faculty

GIO AMENTA

Giovanni is a certified Image consultant with IIIC (International Institute for Image Communications). Gio has studied with the London Image Institute as well as at the Image Resource Center of New York and is a member of AICI (Association of Image Consultants International). Some of Gio's best education came from living in the fashion capitol of the world, Milan, Italy and as well from his travels across Europe, India, Asia and the Middle East. Giovanni is the founder of Pink & Grey Style and Image Consulting, and can be seen on TV as a fashion expert and correspondent for shows such as OWN Network, W Networks Beauty Call, Breakfast Television and Urban Rush.

JANICE TOMICH

Janice holds a Bachelor of Professional Communication from Royal Roads University and is the founder of Calculated Presentations, a communication firm that helps professionals and executives improve their public speaking skills, create presentations, and deliver them to boards, investors, employees, or the marketplace. She also works with TED and TEDx speakers getting them ready to share their "Ideas Worth Spreading".

MOIRA KRUGER

With over 20 year experience in the image field, Moira Kruger is a valuable instructor in Image Consulting. Prior to joining Langara, Moira worked as an Image Consultant and Beauty Therapist building up expertise in a number of fields and disciplines with a keen interest in personal image and customer relations. Moira successfully completed advanced courses in Image Consulting from the International Image Institute in Toronto and also holds a diploma in Beauty Therapy from the Technical University of Witwatersrand South Africa. Moira has appeared as guest speaker at numerous events and worked closely with individuals to find their personal image.

KATHERINE LAZARUK

Katherine has spent her life in image conscious careers, coming from a performance and education background with bachelor's degrees in Music and Education. Katherine holds certificates in Image Consulting and Advanced Image Consulting from the International Image Institute (Ontario, Canada). She helps individuals and small businesses with all aspects of image, including appearance, behaviour and communication. Specializing in holistic image education and passionate about personal development and growth, she loves to help her clients shine. She volunteers regularly at Dress for Success and serves as the Secretary of the Canada Chapter Board of the Association of Image Consultants International.

Upon Graduation

Graduates will be well trained to assist themselves and others achieve both business and personal goals related to appearance, behaviour and communication. Graduates may go on to operate their own business, while others may use these skills to offer their expertise in the workplace providing guidance on professional appearance, social skills, and improving presentation skills.

COLLEGE CERTIFICATION:

Langara certificate programs are designed to provide students with the highest quality of education in their chosen field. To ensure that this education will be valued in the marketplace, programs are reviewed and assessed by Langara College's Health and Human Services Advisory Committee, comprised of leading business and health-care professionals. All certificate programs are vetted through Langara College's Education Council before receiving approval as a certificate program.

Whatever your goals, whether you are seeking a new career, upgrading your skills, or are simply passionate about pursuing your dream, strengthen your credentials with the Langara name behind you.

Note: The industry's professional international association – the Association of Image Consultants International (AICI) comes with its own levels of certification. Langara's ICCP courses meet or exceed AICI standards, which allow graduates to join AICI and acquire additional international certification if they choose.

LEARN MORE

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