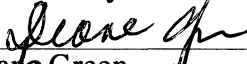



City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

- | | |
|-------------------------------|--|
| A. Approval Date | September 2014 |
| B. Department | Fashion |
| C. Course Number | FASH 45A |
| D. Course Title | Image Consulting |
| E. Course Outline Preparer(s) | Karen Kelly Armstrong |
| F. Department Chairperson | 
Diane Green |
| G. Dean | 
Kimberly Harvell |

II. COURSE SPECIFICS

- | | |
|-------------------------|--|
| A. Hours | Lecture: 52.5 total |
| B. Units | 3 |
| C. Prerequisites | None |
| Corequisites | None |
| Advisories | None |
| D. Course Justification | Image consulting is considered a growth industry as reported on consumer trends and business books. This course is required for the Certificate of Accomplishment in Image Consulting. |
| E. Field Trips | Optional |
| F. Method of Grading | Letter or Pass/No Pass |
| G. Repeatability | 0 |

III. CATALOG DESCRIPTION

Fundamentals of image consulting, including conducting assessments, color analysis, body analysis, fashion personality, wardrobe management and business management.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- A. Identify and define color properties, terminology and how color relates to skin tones, hair and eye color.
- B. Demonstrate an understanding about body proportions, body measurements and body types.
- C. Manage a client's image development that includes image assessment, fashion personality type, closet evaluation, wardrobe planning, lifestyle priorities, accessorizing, and personal shopping.
- D. Describe effective business skills of starting an image consulting business

V. CONTENTS

- A. Color Theories
 1. Basic color theory
 - a. Color wheel
 - b. Color harmony
 - c. Color context
 - d. Psychology of color
 - e. Color symbolism
 2. Color Analysis in Fashion
 - a. History of color analysis
 - b. The color analysis process
 - c. Creating fabric swatches

- d. Color charts
- e. Seasonal Coloring
- B. Figure Analysis - Proportion and its relationship to body type
 - 1. Body measurements
 - 2. Proportion and fit
 - 3. Camouflaging problem areas and enhancing assets
 - 4. Element of design effects
- C. Wardrobe Planning
 - 1. Wardrobe planning assessments, analysis, and questionnaires such as:
 - a. Client consultation
 - b. Image assessment
 - c. Lifestyle analysis
 - d. Color analysis
 - e. Fashion personality profile
 - 2. Building a Wardrobe
 - a. Wardrobe inventory and evaluation
 - b. Closet organization and clothing care
 - c. Capsule concept
 - d. Fabric fundamentals
 - e. Accessories and under garments
 - f. Shopping with budget considerations
- D. Running and Operating an Image Consulting Business
 - 1. Building an Image Consulting Business
 - a. Understanding the elements of a business plan
 - b. Establishing credentials, services and products
 - c. Creating cover letters, agreements
 - 2. Developing Starter Materials
 - a. Business cards, letterhead/stationery
 - b. Brochures and flyers
 - c. Website

VI. INSTRUCTIONAL METHODOLOGY

A. Assignments

- 1. In-class such as:
 - a. Figure Analysis conducted on a classmate to identify body shape and proportion using knowledge taught in class. It is a 5-page type written report presented in a folder or portfolio.
 - b. Personal Look Book is an individual project that shows the student's personal fashion style. It incorporates an image assessment, color analysis, body analysis, fashion personality, biography, and photos collages of the student's particular style. It is a type written report with all these elements presented in a folder or portfolio binder.
 - c. Image Makeover is a group project where students conduct a makeover on a client of their choosing. It incorporates before and after photos, assessment interview, body analysis and body measurements, color analysis, fashion personality, shopping budget and cost of image consulting services. It is a type written report with all these elements in a professional portfolio that will be given to the client.
 - d. Creating a basic business plan using a template to get students to think about their business idea and describe the fundamentals of their business.
 - e. Field trips such as consignment stores, image consultant offices and department stores.
- 2. Out-of-class

- a. Readings from textbook and instructor handouts or websites on topics such as style source assessment for men and women, the pocket handkerchief and starting a business
 - b. Sourcing and purchasing portfolios and materials for assignments
 - c. Completing Figure Analysis, Personal Look Book, Image Makeover and Business Plan template.
- B. Evaluation
- 1. Participation in class discussion and activities
 - 2. Student team competitions with questions based on lectures to assess understanding of course material.
 - 3. Figure Analysis, Personal Look Book and Business Plan projects, using rubrics that assess different sets of technical image consulting skills used by professionals.
 - 4. Capstone Image Makeover Group Project, using above assessment rubric.
 - 5. Final exam on topics such as the three characteristics of color, cool and warm tones, the five elements of design, first impressions, different avenues for finding funding for your business and types of clothing styles recommended for most business offices.
- C. Textbooks and other instructional materials
- 1. Required texts:
 - a. Looking Good...Every Day Style Solutions for Real Women”, by Nancy Nix-Rice, Palmer/Pletsch Publishing, 2014
 - b. Color with Style, by Donna Fujii with Judith Walther von Alten, Graphic-Sha Publishing Company, Ltd., 1992
 - 2. Handouts and reprints from the instructor on topics relating to image consulting and starting a business
 - 3. Websites of such resources as Association of Image Consultants International (AICI) (www.aici.org), “Fashion Net”, the global epicenter online (www.fashion.net) Image and Color Consultant, Donna Fujii (<http://www.donnafujii.com/>) and The Seven Deadly Sins of Style (<http://www.realmenrealstyle.com/7-deadly-style-sins-bonus-video/>)
 - 4. Reference texts:
 - a. Style Source, by Alyce Parson with Mimi Dorsey, Alyce Parson Publishing, 2008
 - b. The Complete Book of Color, by Suzy Chiazzari, Element Books Limited, 1998
 - c. Dressing the Man, by Alan Flusser, Harper Collins Publishers, 2002

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).