



SA  
image  
ACADEMY

6 MONTH  
ADVANCED  
COURSE  
IMAGE CONSULTING & STYLING

# What is Image Consulting?

Ever dreamed of a career that is simultaneously exciting and satisfying? A career in which you'll never stagnate due to its ever-changing notions and ever-growing variety of niche markets. A career through which you can use your knowledge to improve your own quality of life as well as that of others. Whether performed on a full or part time basis, from your home or a commercial office premises, image consulting offers you the unique opportunity to enjoy exactly all of these and so much more.

## A Career at **any** age.

Image consultancy is one of the few professions offering more and more individuals the chance of earning a professional income both at a young age, as well as past the standard age of retirement. In fact, the majority of your clients might even fall in more or less the same age group as you, simply because people seem to relax and relate better with their peers the older they become.



# Not just an image consultant

Image consulting is a career that allows you to start off small and gradually grow as you build your skills base at a pace that's right for you. Its versatile nature allows for it to easily link with many other careers and businesses, including beauty therapy, hairstyling, make-up artistry, fashion styling and retails, career counselling, life coaching, journalism and business mentoring amongst others. Many consultants build their business on a part-time, home-based model. And for many of these consultants the need to expand beyond this model never arises - even when they moved toward a more corporate image. Remember, this is your chance to make a change - not only in your own life, but also in those of so many others around you. Make it count.



## Why choose us?

Since we make it our mission to constantly monitor and stay on top of the latest trends in the industry, students can expect course content and material that are up to date and equally interesting. An extensive range of top quality state-of-the-art product samples furthermore complements the course, for you to enjoy both at home and during your consultations.



# Who qualifies?

You don't have to be a style guru nor fashionista to qualify for our course. Neither will we label you according to your age or gender. We do, however, advise that individuals enrolling in this course consider whether they truly enjoy working with people and have the willingness to learn. Ample positive energy rounded off with a touch of entrepreneurial skills will, of course, count in your favour.

## 2019 Training Dates

29 Jan - 13 Jun 2019

or

16 July - 3 Dec 2019

- Cape Town (Day Course)      Tuesdays & Thursdays (09h45 - 13:15)
- Cape Town (Evening Course)      Tuesdays & Thursdays (18h00 - 21:00)

*\*Subject to a minimum of 3 students per class. Exams and practical exams will take place during class dates.*

### **COST**

✦ R 42 525

### **SYLLABUS OUTLINE**

- ✦ Syllabus 1: Style Certification
- ✦ Syllabus 2: Colour Certification
- ✦ Syllabus 3: Build your Business
- ✦ Syllabus 4: Makeup, Skin & Hair
- ✦ Syllabus 5: Shopping
- ✦ Syllabus 6: Presenting
- ✦ Syllabus 7: Personal Development
- ✦ Syllabus 8: Fashion Styling



# Style Certification

Style and image - the basic building blocks of your brand new and exciting career! And to help you on your road to success is our revolutionary style App, specially developed by and for SAIA! This handy tool places everything you'll ever need to style and guide your clients at your very fingertips. The App, which is available exclusively to SAIA registered consultants, may be used to give your clients advice on figure shape, segments, face shape and the correct colours to wear. The App also includes a guide that will help them find their fashion style.

## Chapter 1

- › The influence of personal identity

## Chapter 2

- › Body basics
- › Analysing the female form
- › Horizontal body shapes
- › Vertical body segments
- › Find your flaws
- › Face shape

## Chapter 3

- › How to measure the female body
- › How to use our style App

## Chapter 4

- › Design facets and features
- › Lines
- › Texture and surface
- › Prints and patterns
- › Design principals

## Chapter 5

- › Garment guide
- › Closet essentials

## Chapter 6

- › Find your fashion

## Chapter 7

- › Consultations - personal and group

## Chapter 8

- › Wardrobe consultations

## Chapter 9

- › Shopping consultations

## Chapter 10

- › Makeovers
- › Nature of change
- › How to look younger
- › How to look professional

## Chapter 11

- › Office panache
- › Dress code for the accomplished professional
- › Dress for success
- › Voice tone
- › Etiquette and body language
- › Facilitating workshops within the corporate market
- › Style within the office
- › How colour affects co-workers and clients
- › Grooming
- › Body language:
  - Eye contact
  - Handshakes
  - Introductions
  - Personal space

## Chapter 12

- › Styling men
- › Male measurement and assessment
- › Male face shape
- › Male physique
- › How to wear a suit correctly
- › Male personality test

## How to get Certified

- › Completing your style syllabus exam

# Syllabus

# 1

# Colour Certification

When it comes to colour, simply spot on is the way to go. Our Colour Analysis Syllabus covers all the areas of colour analysis, including the theory of colour and directional colour analysis, performing an accurate, informative and enjoyable colour consultation, as well as teaching your clients how to apply their best colours when shopping for clothing or selecting make-up and hair colour.

## Chapter 1

- ✦ The importance of colour
- ✦ Why we include colour
- ✦ Analysis in our makeovers
- ✦ Tone
- ✦ Definition
- ✦ Essential colour analysis

## Chapter 2

- ✦ The four colour groups
- ✦ Seasonal guide
- ✦ Cool and clear
- ✦ Cool and muted
- ✦ Warm and clear
- ✦ Warm and muted

## Chapter 3

- ✦ Directional colour analysis
- ✦ COOL, WARM, DARK, LIGHT, BRIGHT, SOFT
- ✦ Prints, patterns and metals
- ✦ Flow group comparisons
- ✦ Clarity on colour groups
- ✦ Contrast, fabric choices, prints and patterns
- ✦ Jewellery and definition
- ✦ Colour coding a client

## Chapter 4

- ✦ Colour personality

## Chapter 5

- ✦ Texture and materials
- ✦ Wise ways to wear black
- ✦ Definition colour schemes
- ✦ Clothing schemes

## Chapter 6

- ✦ Colours and their meanings

## Chapter 7

- ✦ Altering your colour group

## Chapter 8, 9, 10

- ✦ Colours to wear
- ✦ Colour consultations and presentations
- ✦ Colour exam



# Syllabus 2

# Build your Business

All the knowledge you gain during this course will be worth nothing if you don't share it with the world. Getting out there and promoting your skills and services will play a pivotal role in the overall success of your career as an image consultant. This one-day syllabus will give you the confidence and help you discover the personal insights and methods needed to ensure a profitable and sustainable, long-term business.

## Chapter 1

- Owning your own business
- Personal skills
  - My unique traits to build this business
  - My vision and attitude
  - How i can improve my weak spots as a business owner
  - Professionalism
  - My image and reputation
  - Goal setting
  - Top 10 traits of entrepreneurs

## Chapter 2

- Starting your own business
  - Choosing a business name
  - Developing your logo
  - Business cards
  - Developing your online brand
  - Developing and maintaining your website
  - Social media platforms and how to use them

## Chapter 3

- Marketing
  - Your target market
  - Finding clients
  - Email etiquette
  - Blogging
  - Workshops and presentations

## Chapter 4

- Consultations
  - Prior to consultations
  - The consultations
  - Consultation follow-up

## Chapter 5

- Financial advice

## Chapter 6

- Making your dream a reality

## Chapter 7

- How to get started

# Syllabus 3

# Make-up, Skin & Hair

Make-up and Hair - two elements that can easily make or break any makeover. In this hands-on syllabus, students will receive practical training in make-up artistry as well as basic styling and cutting of hair techniques which will add that invaluable extra touch to their careers as image and style consultants.

- Chapter 1:** Skincare
- Chapter 2:** Make-up
- Chapter 3:** Bridal guide
- Chapter 4:** Hair
- Chapter 5:** Nails
- Chapter 6:** Dental
- Chapter 7:** Fitness, health & nutrition
- Chapter 8:** Enhancing your natural beauty

# Syllabus 4



# Shopping & Presentation

What would a course in Image and Style Consulting be without some practical training? In this syllabus we follow a more hands-on approach. Students are given the chance to showcase their newly learned skills as they shop for and style a volunteer of their choice. This syllabus also helps them up their public speaking skills - the first step towards presenting a successful workshop.

## Shopping

- ✧ Learn to shop for a paying client (volunteer)! The consultant receives a task to style a volunteer of her choice in 3 different outfits. Principles taught during the first part of the course need to be applied. No actual money is spent.

## Presenting

- ✧ Practice your public speaking skills by presenting your first 15 minute workshop to other students. This syllabus will break the ice and make it less daunting to speak in front of your first paying audience.

Syllabus 5 & 6

# Personal Development

The concept of identity is often bandied about, but few people really understand the term and its implications. Have you ever considered how your behaviour and the way you see yourself influences your future? Does individual identity influence your daily life? This module will look at identity; why being aware of it is important; how it develops; and how we are able to change our identity.

## Chapter 1

- ⌘ Awareness
- ⌘ Why identity is important

## Chapter 2

- ⌘ How beliefs & ideologies determine our future

## Chapter 3

- ⌘ How identity develops self-reflection

# Syllabus





# Fashion Styling

Fashion and style are very often mistaken as being the same thing. However, dressing your clients according to their body shape, skin colour tone, age and other elements, will not necessarily correspond with what's hot and what's not on the catwalk. This syllabus offers an in-depth study of what differentiates a stylist with a qualification in image consulting from those who don't, and how image consulting will equip you with all the skills necessary to style for whichever genre you choose - be it studio, television, magazines or bridal.

## Chapter 1

- ✧ Styling for TV
- ✧ Styling for magazines
- ✧ Styling for brides and their entourage
- ✧ Working as a stylist
- ✧ Working with photographers

## Chapter 2

- ✧ Shopping for photo shoots
- ✧ Personal shopping
- ✧ Practical shopping exam

# Syllabus 8



# 10 Reasons <sup>SA</sup> to train with Image ACADEMY

- 01** Our style and colour App is based on a modern approach towards image consulting. Now it is possible to not only teach your client verbally about styles and colours, but they can access their styles instantly from their phone for future reference. Clients not only feel like they get value for their money by receiving state-of-the-art take home materials, they love referring to the accurate App after the consultant has left.
- 02** SA Image is the only course that is certified by the IPIA (International Professional Image Association).
- 03** The course is complemented by a large amount of high quality and comprehensive take home materials.
- 04** The course content is constantly being updated to ensure the highest level of benefit to the students. After the course, our consultants are equipped with everything they need to start their own business.
- 05** After training with us, you can be an independent consultant. Unlike some Image Consulting Courses, you may, but do not need to use our name for your business.
- 06** We maintain a high standard of image consulting by only qualifying our consultants after they have completed their post-course assignments.
- 07** We also provide trainees with various training methods and payment options when they can't afford everything at once.
- 08** We are the only company in SA to offer such an in-depth 6 month course and Online course. We also offer our consultants lifelong mentorship.
- 09** We not only teach you how to style clients, but also teach you the essentials of marketing and managing your own business.
- 10** It is truly an excellent foundation course to start a business with. It won't be necessary to retrain with any other image consulting company after you have trained with us.



# Pricing

✧ R 42 525

## DEPOSIT

- ✧ 30% Deposit required to secure your seat.  
(R 12 757.50)

## PRICING INCLUDES:

- ✧ Training Fees
- ✧ Training Hand Books
- ✧ Business in a Box (Style Syllabus)
- ✧ Business in a Box (Colour Syllabus)
- ✧ Personalised Corporate Identity Material
- ✧ A discounted rate for membership to the IPIA
- ✧ Annual invitation to IPIA conferences
- ✧ Certification with stamp approval from both SA Image Academy as well as IPIA, on submission of post-course assignments
- ✧ Business Startup Gifts

*\* Excludes Accommodation*

## PAYMENT OPTIONS

- ✧ **Option 1**  
Full payment upfront: 10% discount (ONLY PAY R 38 273)
- ✧ **Option 2**  
30% deposit (R 12 757.50) upon enrolment: remainder paid per semester  
= R 14 883,75 x 2
- ✧ **Option 2**  
30% deposit (R 12 757.50) upon enrolment: remainder paid per month  
= R 5 953,50 x 5

## Contact us

SA IMAGE ACADEMY | t: 062 843 8382 | e: academy@saimage.co.za