

ARIZONA WESTERN COLLEGE  
SYLLABUS

FDI 101 IMAGE CONSULTING

Credit Hours: 1 Lec: 1

PREREQUISITE: None

COURSE DESCRIPTION

This course will provide foundational knowledge for image consulting and the various avenues within the industry, client relations and consulting, foundational understanding of the industry, designers, and services. Through course instruction, students will also gain familiarity with body types and facial characteristics as they relate to clothing and beauty services.

1. COURSE GOAL

- 1.1. Understand how to effectively assist clients in finding their image and communicating their image through style and appearance
- 1.2. Gain knowledge of wardrobe staples and combinations in relation to clients' personal and professional needs
- 1.3. Learn how to guide clients' understanding of their own body type and look and assist them in shopping for their preferred image
- 1.4. Grasp the various methods and practices involved in image consulting, i.e., budgeting for a wardrobe, maintaining a transitional wardrobe, and best beauty practices for hair, skin, and makeup
- 1.5. Understanding cyclical fashion and style, forecasting knowledge of influential designers and their industry impact
- 1.6. Understanding styled fashion and personal image and how that translates into an individual's appearance

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1. Effectively analyze and direct clients on their appearance
- 2.2. Help clients identify and execute their image goals
- 2.3. Strong knowledge of wardrobe planning
- 2.4. Define image consulting and avenues within the industry
- 2.5. Identify the four properties of color in relation to skin tone
- 2.6. Identify different body types and the challenges and dressing solutions for each body type
- 2.7. Knowledge of fabric and garments details in relation to the human form and image objective

3. METHODS OF INSTRUCTION

- 3.1. Lecture
- 3.2. Multi-media Presentations
- 3.3. Group Discussions

4. LEARNING ACTIVITIES

- 4.1. Reading and Written Assignments
- 4.2. Virtual Presentations
- 4.3. Classroom Demonstrations

5. EVALUATION

- 5.1. Quizzes/Exams
- 5.2. Assignments
- 5.3. Presentation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 Classroom Assignments: Students are responsible for the work missed and for completing all work before the next class meeting. Students are responsible for participating in all oral drills and for taking all exams.
- 6.3 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.4 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.5 Academic Integrity: Any student participating in acts of academic dishonesty including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.6 Textbooks and materials: Students are required to bring a notebook or looseleaf book, pens, pencils, dictionaries, and purchase textbooks required for class.
- 6.7 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.

For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

- Submitting an academic assignment
- Taking an exam, an interactive tutorial or computer-assisted instruction
- Attending a study group that is assigned by the school
- Participating in an online discussion about academic matters
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course