

EUROPASS DIPLOMA SUPPLEMENT

TITLE OF THE DIPLOMA (ES)

Técnico Superior en Asesoría de Imagen Personal y Corporativa

TRANSLATED TITLE OF THE DIPLOMA (EN)⁽¹⁾

Higher Technician in Personal and Corporate Image Consulting

(1) This translation has no legal status.

DIPLOMA DESCRIPTION

The holder of this diploma will have acquired the General Competence with regard to:

Designing and organizing projects on personal, corporate and institution image consulting, organization of events and planning personal training processes in communication skills, protocol and social practices, respecting criteria on quality, safety, environmental friendliness and design for all.

Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:

“Cosmetic Consulting”

The holder:

- Prepares the work protocol of a cosmetics and perfumes advisor, identifying his/her field of action application.
- Carries out an aesthetic study for cosmetic advice, applying analysis techniques of the cutaneous organ, hair and body morphology.
- Determines the skin cosmetics, relating the ingredients and the presentation to their cosmetic indications.
- Determines the cosmetics for corneal areas, relating the ingredients and the presentation to their cosmetic indications.
- Develops customized proposals of cosmetic treatments, establishing training guidelines for new habits.
- Determines advisory guidelines in the choice of perfumes, analyzing personal, social and labour variables.
- Establishes guidelines when giving advice on buying cosmetics, analyzing stores and identifying the commercial lines.

“Comprehensive Image Design”

The holder:

- Characterizes iconology, relating its perception to the impact when giving advice.
- Prepares documentation for image consulting, applying research and classification techniques.
- Designs graphic material for image consulting, applying techniques of graphic, photographic, audiovisual and computer expression.
- Carries out an image comprehensive study, applying analysis methods and techniques.
- Develops customized proposals of image consulting, determining the stages of the production process.
- Defines a control and monitoring plan for image consulting services, interpreting the demands of the users and the required quality.

“Styling in Clothing and Accessories”

The holder:

- Develops the action protocol of the costume styling consultant, identifying their work field.
- Characterizes the fashion and its trends throughout history, identifying the canons and the aesthetic styles.
- Carries out a body, colour and style in clothing and accessories study, applying analytical techniques.
- Determines the changes that can be made in the figure by using different clothes, selecting fabrics and clothing.
- Designs custom proposals for change in wardrobe styling and accessories, preparing sketches, documents and budgets.
- Establishes guidelines to guide the purchase of clothing and accessories, selecting information sources and shops.

“Hairdressing Consulting”

The holder:

- Prepares the work protocol of the hairdressing assessor, identifying their field of action.
- Carries out the aesthetic study for hairdressing advice, applying capillary analysis and body morphology techniques.
- Determines the care and hair treatments for counselling, identifying the techniques used.
- Detects the changes that must be made in the hair and in the facial hair to create a new style, identifying the procedures and the techniques.

- Prepares the proposed makeover, bearing in mind the personal, social and labour variables and, where applicable, the stage requirements.
- Establishes guidelines to maintain the new image, using techniques and equipment for personal training.

“Protocol and Organization of Events”

The holder:

- Characterizes the official protocol identifying the associated regulations.
- Characterizes official and non-official protocol events, identifying their elements.
- Plans formal events, determining each phase.
- Prepares the of organization proposal for formal events, adapting it to the event.
- Characterizes the international protocol establishing guidelines for action.
- Establishes the business protocol applying corporate image.

“Social Uses”

The holder:

- Identifies the field of action of the social practices consultant, using survey techniques and analysis.
- Determines the customs and rules of protocol in social relationships, identifying the established models.
- Determines the social practices linked to the presentation and personal communication, using the established protocols.
- Characterizes the social uses at the table, establishing patterns of behavior and the elements conforming it it.
- Prepares proposals for social practices advice and/or organization of social events and meetings, using documentation and software applications.
- Establishes organization patterns for social events and meetings, identifying their requirements and scheduling the activities that will be performed.
- Organizes singular events, adapting them to the customer demands and justifying the procedure.

“Aesthetic Consulting”

The holder:

- Develops the work protocol of the cosmetic consultant, identifying his/her field of application.
- Carries out a physical image study for aesthetic advice, applying skin and body shape analysis techniques.
- Determines facial and body treatments for aesthetic advice, analyzing the techniques used.
- Carries out the morphological study of the face for advice on makeup styles, applying grimaces techniques and determining the features of the face.
- Applies self-make-up techniques, adapting them to the morphology of the face and to the social and professional circumstances.
- Develops customized proposals for image change by means of beauty treatments and makeup, planning their implementation stages.
- Establishes guidelines to maintain the new image, designing training activities for makeup and beauty treatments.

“Communication Skills”

The holder:

- Characterizes the types of communication, identifying the elements involved in the process.
- Develops the action plan of the consultant in communication skills, identifying his/her field of application.
- Applies analysis techniques for communication skills, using questionnaires and observation procedures.
- Presents technical proposals on communication, defining the stages of preparation.
- Applies communication training techniques, adapting them to the needs of the user.
- Applies counseling techniques for the interventions in the media, analyzing their characteristics.

“Corporate Image”

The holder:

- Carries out studies on corporate identity, applying analytical techniques.
- Determines the elements that defining the corporate image of the companies, analyzing their design and iconological codes.
- Determines the image of the professional groups, identifying the elements of which it is composed, evaluating their impact on the corporate image.
- Develops projects of corporate image consulting, determining the action plan and sequencing stages.
- Develops corporate image manual, adapting it to the characteristics of the company.
- Implements communication strategies, establishing the action plan and corporate promotion elements.

“Management and Marketing”

The holder:

- Applies techniques to organize the establishment of personal image, determining infrastructure and resources.
- Applies organization and coordination techniques for professionals, identifying the different jobs and functions.
- Designs rules of care and interpersonal communication, analyzing their elements and applying ethical standards.
- Designs training and information plans, establishing the working procedure.

- Performs the technical management operations of the establishment, interpreting documentation and applying informatics tools.
- Develops the marketing plan, designing different strategies and actions.
- Organizes the implementation of advertising and merchandising techniques, analyzing their impact on the process of marketing of products and services.
- Establishes quality criteria for personal image processes, evaluating the overall dynamics and proposing corrective measures.

“Project on Personal and Corporate Image Consulting”

The holder:

- Identifies the needs of the production sector, relating them to similar projects that may satisfy them.
- Designs projects related to the competences described in the diploma, including and developing their constituting stages.
- Plans the project implementation, determining the intervention plan and associated documentation.
- Defines the procedures for monitoring and controlling the implementation of the project, justifying the selection of the variables and the instruments used.

“Professional Training and Guidance”

The holder:

- Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.
- Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.
- Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
- Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.
- Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her working environment.
- Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved.
- Applies protection and prevention measures, analysing the risk situations in the working environment of the Higher Technician in Personal and Corporate Image Consulting.

“Business and Entrepreneurial Initiative”

The holder:

- Recognizes skills related to entrepreneurial initiative, analysing the requirements derived from job positions and business activities.
- Defines the opportunity of creating a small enterprise, assessing the impact on the sphere of action and incorporating ethic values.
- Carries out the activities for the setting-up and implementation of a company, choosing its legal structure and identifying the associated legal obligations.
- Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation.

“On the Job Training”

The holder:

- Identifies the structure and the organization of the company, relating them to the type of service provided.
- Applies ethical and work habits in the development of his/her profession, according to the characteristics of the job and the procedures established by the company.
- Prepares the work activity, applying techniques and procedures in accordance with the established guidelines and standards.
- Identifies the customer needs, analyzing his/her personal and/or corporate image.
- Proposes hair and makeup styles, and beauty treatments determining the changes to create the new image.
- Advises on image change, by means of different outfits, selecting clothes and accessories to create the new image.
- Collaborates in organizing formal and casual events, applying rules of protocol, etiquette and social uses.
- Provides customers with the technical proposal of makeover, applying communication techniques.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Higher Technician in Personal and Corporate Image Consulting works in companies of the service sector dedicated to consulting of personal, corporate and public image or integrated into multidisciplinary teams of any company or marketing communication departments. Similarly, he/she can work in establishments engaged in the sale of clothing, accessories and cosmetics, where he/she performs tasks in the functional areas of design of a new personal, public and corporate image, and in the organization and delivery of services. He/she is either self-employed, with a high degree of

autonomy, assuming management and direction tasks, or an employee, integrated in a team with people of the same, lower or higher level qualifications.

The most relevant occupations or jobs are the following:

- Technical-Art Director in audiovisual, scenic and fashion productions.
- Technician in ceremonial protocol in public and private institutions.
- Expert in etiquette and social uses.
- Advisor/Consultant in dress styling.
- Advisor in styles and trends.
- Technical assistant in political, culture and art image.
- Advisor in clothing and accessories stores.
- Image consultant in media and fashion.
- Trade technician.
- Advisor/Consultant in corporate image.
- Expert in communication skills.
- Technical specialist in public relations offices.
- Technical specialist in image in marketing departments.
- Director of image consulting offices.
- Consultant/Advisor in protocol and organization of meetings and events.
- Advisor on buying clothes, accessories, gifts and cosmetics.
- Personal assistant in the care of the image.
- Wedding planner.
- Press Advisor specializing in personal image.

AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA

Name of the body awarding the diploma on behalf of the King of Spain: Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

Official duration of the education/ training leading to the diploma: 2000 hours.

Level of the diploma (national or international)

- NATIONAL: Non-University Higher Education
- INTERNATIONAL:
 - Level 5 of the International Standard Classification of Education (ISCED5).
 - Level 5 of the European Qualifications Framework (EQF5).

Entry requirements: Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding access test.

Access to next level of education/training: This diploma provides access to university studies.

Legal basis: Basic regulation according to which the diploma is established:

- Minimum teaching requirements established by the State: Royal Decree 1685/2011, of 18 November, according to which the diploma of Higher Technician in Personal and Corporate Image Consulting and its corresponding minimum teaching requirements are established.

Explanatory note: This document is designed to provide additional information about the specified diploma and does not have any legal status in itself.

COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA

| PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE | CREDITS ECTS |
|---|-------------------------|
| Cosmetic Consulting | 8 |
| Comprehensive Image Design | 10 |
| Styling In Clothing and Accessories | 13 |
| Hairdressing Consulting | 10 |
| Protocol and Organizing Events | 8 |
| Social Uses | 5 |
| Aesthetic Consulting | 11 |
| Communication Skills | 7 |
| Corporate Image | 6 |
| Management and Marketing | 6 |
| Project on Personal and Corporate Image Consulting | 5 |
| Professional Training and Guidance | 5 |
| Business and Entrepreneurial Initiative | 4 |
| On the Job Training | 22 |
| | TOTAL CREDITS |
| | 120 |
| OFFICIAL DURATION (HOURS) | 2000 |

* The minimum teaching requirements shown in the table above comprise 55% official credit points valid throughout Spain. The remaining 45% corresponds to each Autonomous Community and can be described in the **Annex I** of this supplement.

INFORMATION ON THE EDUCATION SYSTEM

