### PROGRAMME SPECIFICATION

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<tr>
<td>1. Awarding Institution</td>
<td>Institute of Commercial Management</td>
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<tr>
<td>2. Teaching Institution</td>
<td>Hong Kong Institute of Professional &amp; Higher Education</td>
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<tr>
<td>3. Final Award Title(s)</td>
<td>Professional Diploma in Image Consultancy</td>
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<td>4. Details of accreditation by a professional/statutory body</td>
<td>Institute of Commercial Management, UK</td>
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<td>5. Mode of study</td>
<td>Full-time or part-time</td>
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<td>6. Language of study</td>
<td>English and Cantonese</td>
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<td>7. Date of production/revision</td>
<td>May 2011</td>
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**Summary of total training hours:**

**PDIC01  Make-up & Grooming**

1. Orientation Workshop (5 hours)
2. Introduction to Imageology and Holistic Image (Professor Desmond Chan & Dr. Joyce Knudsen 3D Approach© since 2001) (6 hours)
3. Introduction to Inner-Self Development (7 hours)
4. Image Diagnosis I (6 hours)
5. Modules of Color Analysis and Color Makeup (16 hours)

**PDIC02  Develop a Style**

6. Modules of - A Total Person & the Concept of Multi-Selves (8 hours)
7. Modules of Temperaments, MBTI Model and Behavioral Analysis- DISC (8 hours)
8. Modules of Personal Interests, Values and Attitudes PIAV (12 hours)
9. Modules of - A Nobel Prize Nominated Work: Axiology, Talent Profile, TriMetrix (12 hours)
10. Introduction to Corporate Image and Executive Image (7 hours)
11. Understanding image related medical professionals – Dermatologist and (5 hours)
12. The Art and Science of Holistic Image Diagnosis (7 hours)

**PDIC03  Individual Analysis**

13. Modules of Naturopathic Beauty, Body Care & Skin Care (15 hours)
14. Modules of Fashion & Style (14 hours)
15. Modules of Etiquette, Posture & Poise (8 hours)
16. Modules of Verbal and Non-Verbal Communications Skills (14 hours)

**PDIC04  Image Styling Professional**

17. Working with Other Image Styling Professional I - Graphic Designer (5 hours)
18. Working with Other Image Styling Professional II – Photographer (5 hours)
19. Working with Other Image Styling Professional III - Interior Designer (5 hours)
20. Working with Other Image Styling Professional IV – Hairstylist (5 hours)
21. Working with Other Image Styling Professional V – Beautician (5 hours)
22. Working with Other Image Styling Professional VI – Web Designer (5 hours)

**Total 180 hours**