

## 1. TITLE OF THE CERTIFICATE (ES)

**Certificado de Profesionalidad de nivel 3 en  
IMPE0111 ASESORÍA INTEGRAL DE IMAGEN PERSONAL**

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Professional Certificate Level 3 in  
IMPE0111 FULL PERSONAL IMAGE CONSULTANCY  
(This translation has no legal status)**

## 3. PROFILE OF SKILLS AND COMPETENCES

The holder of this certificate will have acquired the **general competence** to provide customers advice on the various areas comprising personal image: face and body beauty care, makeup, hairstyle, clothing, social customs and communication, making proposals for complete or partial changes to achieve set and agreed objectives, providing a quality service. This general competence is divided into the following **skills units** (UC):

- Perform personal image study to propose personalised change projects (UC1248\_3).
- Advise customers on changes to their personal image, through care and aesthetic transformation of hair and facial hair (UC1249\_3).
- Advise customers on changes in their personal image through beauty care (UC1250\_3).
- Advise customers on changes in their personal image through clothes and accessories (UC1251\_3).
- Advise customers on protocol actions and social customs related to personal image (UC1252\_3).
- Advise customers on communication techniques related to personal image (UC1253\_3).

The professional skills are acquired through the **learning outcomes** defined within the related Training Modules (MF):

- Personal image consultancy projects (MF1248\_3).
- Advice on hairstyles and facial hair (MF1249\_3).
- Advice on beauty care, makeup and fragrances (MF1250\_3).
- Advice on clothes, fashion and accessories (MF1251\_3).
- Personal image, protocol and social customs (MF1252\_3).
- Personal image and communications (MF1253\_3).
- Practical training at the workplace module in Full personal image consultancy (MP0434)

(See legal basis for all learning outcomes information acquired by the holder of this Certificate in each MF).

As a reference the learning outcomes include in the Practical training at the workplace that complete and reinforce the learning outcomes acquired in the other training modules, are:

- Study people's image and physical characteristics, style, communications and social customs relating them to current beauty standards and their behaviour and social skills, to determine areas that can be changed in personal image and clothing style.
- Study and assess customer's body and face characteristics, relating them to possible personal image changes, linked to hair and facial hair transformations, facial, body and makeup beauty treatments, as well as other medical and surgical ones, following consultancy criteria.
- Analyse hair, scalp and facial hair characteristics proposing changes in colour, shape and length, advising on new styles.
- Prepare proposals for customers on personal image changes, linked to facial, body and makeup beauty treatments, as well as other medical and surgical ones, and lifestyles changes through clothes and accessories, supported by various visual materials.
- Analyse hair and facial hair transformations relating them to hair salon techniques and cosmetics for personalised consultancy.
- Apply educational criteria to training processes linked to consultancy adapting them to standard characteristics and needs to maintain new hairstyles and/or facial hair.
- Apply beauty analysis techniques for consultancy on makeup styles, using specific technical means.
- Advise on choice of suitable fragrance for each situation, based on a study of skin, age and personal style.
- Apply people training methods to learn and maintain new clothing image.
- Apply training techniques to change behaviours and modify or adopt new communication techniques considering individual's private and public activities.

### 3. PROFILE OF SKILLS AND COMPETENCES

- Provide advice on buying cosmetics for hair care, beauty care and makeup and clothes and accessories to enhance personal image, related to customer expectations, needs and demands selecting points of sale.
- Apply evaluation techniques and instruments to evaluate quality of processes and outcomes of personal image consultancy, providing necessary measures to optimise quality level.
- Take part in the company's working processes, following the rules and instructions established at the workplace.

### 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THIS CERTIFICATE

The holder of this certificate may work in companies directly related to personal image and public relations services, as an employee, self-employed, external collaborator or as part of a press office, human resources or advertising department, image consultancy centres, hairdressing, beauty salons, medical and cosmetic surgery clinics. The holder may also work in the services sector in hairstyle and beauty, hospitality, fashion, perfumery, cosmetics and accessories, sports clubs, social services, associations, professional associations, official bodies. Sectors: audiovisual, event organisers and modelling agencies. The most pertinent occupations and positions are:

- Image consultant.
- Stylist.
- Wardrobe stylist.
- Clothing style consultant.
- Hair and beauty salon consultant.
- Fashion establishment consultant.
- Image consultant for audiovisual and stage productions.
- Personal image consultant for specialised magazines.
- Personal image shopper.

### 5. OFFICIAL BASIS OF THE CERTIFICATE

#### **Name and status of the national/regional authority providing accreditation/recognition of the certificate**

The Ministry of Employment and Social Security or the corresponding autonomous regional administration within the scope of its competence, in the name of the King. The certificate is valid throughout Spain.

#### **Level of the certificate**

The Professional Certificate Level 3 of the National Repertoire of Professional Certificates corresponds to level 4 of the International Standard Classification of Education (ISCED-P 2011).

The European Qualification Framework (EQF) level:

#### **Grading scale/Pass requirements**

The grading scale and pass level of the training modules are expressed on a scale of 0 to 10. The minimum score for a pass is 5 in every training module including a pass in the practical training at the workplace module.

The grading system is as follows:

- FAIL: 0 to 4.9
- PASS-SATISFACTORY: 5 to 6.9
- PASS-GOOD: 7 to 8.9
- PASS-EXCELLENT: 9 to 10

#### **Access to next level of education/training**

This Professional Certificate Level 3 gives access to Professional Certificate Level 3 within the same professional area and family.

For validation purposes, the educational authorities will recognise the professional module or modules of the VET diplomas corresponding to the skills units included in the training modules of this certificate.

## 5. OFFICIAL BASIS OF THE CERTIFICATE

### Legal basis

Royal Decree 620/2013 of 2 August, establishing two professional certificates in the professional family Personal Image, which are included in the National Repertoire of Professional Certificates. (Appendix II, Code: IMPE0111).

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

This certificate may be acquired by:

1. Training: Completion with a pass grade of the face-to-face or online training programme.
2. Recognition of the professional skills acquired through professional experience or non-formal training (prior learning): Completion of a process of skills evaluation and accreditation in all the skills units making up the professional certificate.
3. Dual training: Completion of a training and apprenticeship contract, which may range from 1 year (or 6 months, if stipulated as such in the collective agreement) to 3 years, during which effective working time is combined with time dedicated to training under the training programme for the professional certificate.

The training method (number 1 above) requires successful completion of the training modules and the practical training at the workplace:

Description of vocational training received	Percentage of total programme (%)	Duration (hours)
Training modules	84	630
Practical training at the workplace	16	120
<b>Total duration of training leading to the certificate</b>		<b>750</b>

### Entry/access requirements:

- *Bachiller* Diploma (upper secondary education); or
- Professional Certificate Level 2 in the same professional area.
- If neither of the above or higher certifications are held, a pass in the key skills tests.

**Additional information:** Professional certificates are instruments for official accreditation of the professional qualifications in the National Catalogue of Professional Qualifications for all economic activities, within the scope of the labour administration. The National Repertoire of Professional Certificates is divided into three qualification levels (Level 1, Level 2 and Level 3), and by sectors into 26 professional families and 102 professional areas. More information is available at: [www.sepe.es](http://www.sepe.es)

National Europass Centre: [www.oapee.es](http://www.oapee.es)

(\*) **Explanatory note:** This document is designed to provide additional information about the specified certificate, but has no legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications; Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates; and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://europass.cedefop.eu.int>

## Information on Professional Certificates of the Map of Qualifications and Vocational Training in Spain

