cover letter and resumé

objectives   Resumé and cover letter are essential pieces to job acquisition. All designers must also be able to communicate with clients both in person and in writing. You have passed English Composition I and II, so I expect you to exhibit writing skills of a university student. Information to guide you will also be presented in class lectures. Your visual guidelines will also be put to their first use. You will present finished cover letter(s) and a resumé that live within your brand and display your visual identity (with adjustments for resumé content).

expectations   *You will be graded on the following:*
• Directions were followed accurately with absolutely no errors.
• Writing skills displayed in order to persuade in an intelligent and compelling manner.
• Grammar and spelling are correct.
   > Choose whether or not to use an oxford comma, but be consistent.
   > **Misspelling on any round of either cover letter or resumé will heavily reduce your final project grade.**
   > **Misspelling on final round of either = F.**
   > **Bad grammar on any round of either cover letter or resumé will heavily reduce your final project grade.**
   > **Bad grammar on final round of either = F.**
• Efficient eloquence in wording.
• Materials support brand positioning statement.
• Visual identity used successfully.
• Visual guidelines followed successfully.
• Ambition - How much did you challenge yourself? Did you plan your time well?
• Cleanliness and Presentation.
• Participation in critique.

schedule   • **Fri Oct 6th:** Section 1 DUE.
      > Resumé and Cover Letter lectures.
      > Begin rough draft outlines of cover letter and resumé.
      > Begin research including Pinterest pages. Be aware the not all examples are good resumés or cover letters, but you may find inspiration that you fun through the "filter" of information in my lecture about what I expect.

   • **DUE Mon Oct 9th:** Cover Letter and Resumé outlines, typed and printed
      Informal critique of Visual Guidelines (which includes your logo and
      visual identity), discussion of Budget 1

   • **Wed Oct 11th:** All outlines graded and returned. Begin first drafts (optional
      design placement)

   • **DUE Fri Oct 13th:** First drafts typed and printed. **Begin Brand Board.**

   • **Mon Oct 16th, 3pm:** All first drafts graded and returned.
      *No class Wed. Oct. 18th or Fri. Oct. 20th. Work on Brand Board, Job Hunt Journal,
      and design aspects of Resumé and Cover Letter, .*

schedule (cont.) • **Oct 23rd - 30th: Next round due at 3pm on Monday.** Receive copy revisions, implement into design. You must have printed work to mark up every day you come to class. On days you are caught up or waiting on revisions, you can work on your **Job Hunt Journal** or refine/start your website. **Website, Self-Promotional Piece, Budget 2,** and **Social Media** projects will begin before this section is finished.

FRI Oct 20th, 3pm: Preliminary PDF of Job Hunt Journal DUE.
WED Oct 25th: Guest speaker: Human Resources specialist, Kelly King (Memphis)
FRI Nov 3rd, 3pm: Finished PDF of Job Hunt Journal DUE.

DUE Wed Nov 1st, 3pm

what is due • 1 hard*/soft** copy for Cover Letter
• 1 hard*/soft** copy for Resumé
  *Hard copy: Color on white paper with a paper sample. No mounting necessary.
  **Soft copy: PDF. Open it on another computer. Is it the same? Check it!
• Packaged InDesign file of each (named YOUR LAST NAME_Resume and YOUR LAST NAME_CoverLetter, including PDF, Links, and Fonts.)
• Printed Brand Board and PDF file.

objectives "Simply sending out a resumé, no matter how perfect it is [and it should be perfect!], does not mean that you will be instantly hired...Expecting to land a position by sending out hundreds of resumés in a random, shotgun effect is like expecting to win the lottery.... Think of a resumé as an invitation. It's meant to pique an employer's interest so they will want to hire you. A resumé should tell an employer enough about you [and remember that this is visual design too] to make them interested, and to get you in the door, so you can sell yourself."
-Richardson, 90.

problem A designer's resumé is different than the average, but it is not the place for kooky and conceptual. IF you can do this kooky and conceptual and it works, then it's brilliant. But if it fails, it fails badly, usually becoming the laughing stock for an entire group of formerly possible employers. Therefore, we will go for the safe version in this course.

The order of the resumé fresh out of college:
- **Objective:** Objectives used to be optional, especially for beginning designers; however, they are now imperative. Contained within your statements shoul be powerful search words for computers as well as humans.
  You may list your objectives as bullet points or as a brief sentence. An objectives statement can change out on resumés if the target job is different - and you should make it fit. Google "Objective Statements, Resume" and see information provided in class.
- **Education:** After your first or second job, this will go after your Work Experience. If you have a large amount of relevant work experience, you may choose to move Education down now.
- **Professional Experience:** For the first round of text for this project, list everything and we will edit. You should list relevant experience, regardless if it was a "Job" or not. This is more important than work experience at a retail store.
- **Awards:** If you have them. If these are scholarships, you should list them with Education.
- **Skills** (optional): Language? Managing seminars you've attended? Financial something? If the only skill to list is software, it may be included under Education or Professional Experience. For the first rounds, list it under Skills and we'll see what we have to work with.
- **References:** You may list three or have "Available upon request". But you MUST turn at least three references in to me that I may check. If I check and the person has no idea or gives you a bad reference, then this will greatly affect your project grade.

tips
- One page. No more, no less.
- Give a try at wording the explanations of your professional experience.
  > Study good examples.
  > *Attempt* to not use "I" or "me".
  > Try to not to use past tense. Instead, use present tense.
  > Full sentences are not necessary.
  > Avoid the use of "and" in a list. Just commas to separate.
- Use visual hierarchy and perfect typography that follows your visual guidelines.
- Follow Visual Guidelines and the "voice" of you brand. Do this on EVERYTHING
- PROOFREAD. Many many many times. And then a few more times. Have somebody else proofread it. Your final grade is discounted every round that I find a grammatical error.
- Both "résumé" and "resumé" are correct, but "resume" is a verb and should be avoided. To create an é, first type option and e, then hit e again. Note: Spell check will not catch resume, so I suggest you Option + F (Find) "resume" and make sure any time it is written that you are using it correctly as a verb.

COVER LETTER

objectives "A resumé alone doesn't do it. Many employers automatically throw away resumés that do not include a cover letter...A cover letter is more than a prelude to the resumé, and expresses your ultimate agenda. A resumé is looked at briefly and only has a limited amount of space to say what you want. The cover letter is the meat that lets you go in-depth to support what you have mentioned in the resumé...A target cover letter will show that you have done your research about the company, and allow your personality to show through." *-Richardson, 94-5.*

problem There are many kinds of cover letters. There is an inquiry cover letter, but I will not handle this because the job market is so competitive that jobs do not stick around waiting for this. There is also the letter that answers a job posting directly, which will be an adaptation of your cover letter with specific points showcased. The cover letter we will create is one that prospects for work and networking connections.

tips
- No more than 1 page.
- Three-four paragraphs. Think of the first and last paragraphs as your shortest.
- Include the address of the person at the top of the letter in the same text. Do not worry about your street address.
- Have a specific target. For your rough draft have "Mr. or Ms. X,".
- Do not use "Mrs." or "Miss". A woman's marital status is not of your concern.
  (Plus, welcome to the 21st century)
- "Dear" is not necessary in a business letter.
  "To Whom It May Concern" or "Dear Sir or Madam" means you don't know someone and they're just getting a default cover letter begging for a job or something else.
  > *It's not that you can't use these phrases, but that you should try do be more direct so that the reader is immediately more engaged.*
- Don't ask for an interview. Instead, explain that you will be calling them at a certain time. Even if eventually you will ask for an interview.*
  > **Later we will discuss what happens when you finally talk to your contact and they explain there are no jobs. Suggest an informational interview or use your student power here. Regardless, BELIEVE you can do this. But don't lay all your plans out in your cover letter. Think of this as a strategic attack you can take in steps.*
- Drop names and/or organizations if you can.
- Don't be too personal. Don't be too sterile. ...Figure it out.
- Follow Visual Guidelines and the "voice" of you brand. Do this on EVERYTHING
- Include how the person may contact you directly, which should be your phone number and/or email address.
- Re-read your words. Reduce the time you use "my" or begin a sentence with "I".
  Word things differently. **What can you do for them. Not what they can do for you.**
- Use correct spelling and grammar. Espouse efficient eloquence.
- PROOFREAD. Many many many times. And then a few more times. Have somebody else proofread it. Your final grade is discounted every round that I find a grammatical error.