

COVER LETTER WORKSHOP | DAY 1

GRFX-4503

MENU

tips

- Cover letters give you a chance to sell yourself to a specific job and show how you are a good fit for the position. **Your ultimate goal is to convey this simple point: "You need it, I have it."** Showing overall passion for the company is important too, but job specifics are crucial.
- Cover letters give you a chance to speak on behalf of your resume and experiences, because the things that you've done might not speak for themselves or be an exact fit. Your job is to show the employer why your past experience is transferable and relevant to the job you're applying for. Tell them why your experience should matter to them.
- Don't be too personal. Don't be too bland. ...Figure it out.

COVER LETTER

A cover letter is a one-page message sent with a resume/application that provides information about the position you're applying for, your qualifications in relation to the position, and why you're interested in working for the company. **A well-written cover letter can help you stand out from the rest of the competition.**

For this project, students will be supplied with a template instead of being asked to write from scratch (as has been done in all previous semesters). However, it will be informed by lectures explaining how to write inquiry cover letters in the future. *A cover letter is also the first chance to use your letterhead!*

CONTENT

LET'S START BUILDING!

- Download the **GRFX4503_Cover_Letter_FORM.zip** file from #4503_cover_letter channel. Then unZip to find the folder.

- Open the **.INDD** file in InDesign.
- File : Save As
YOUR LAST NAME_CoverLetter_FORM.INDD
- Start filling it out in class! :)

COVER LETTER

You will receive a template to use with this information.

NAME:

Replace all of this blue text with how your name will be on your resume.

MENU

template

For the decade+ I have taught this class here and at other institutions, students were required to write a cover letter with only the previous section's general skeleton and the goal to obtain a meeting with a creative director just for an "informational interview". This means their letter didn't just answer a job post, but was meant to grow a network and be part of that town's design/advertising/UI/UX group. **A network is grown by writing people and asking for a bit of their time and advice via a quick chat over coffee and a glance at your portfolio.** New designers can quickly increase their chances at a future job. [SEE COVER LETTER #2 - FYI.](#)

However, the subtleties of the sell are hard even before COVID precautions made this near impossible. For the sake of time and reality of expectations amongst the other demands of this class, **a template will be provided instead that simply answers an imaginary job that is posted.** Students are still responsible for all grammar and spelling and the information required still demands research from the Job Hunt Journal.

COVER LETTER

You will receive a template to use with this information.

NAME:

Replace all of this blue text with how your name will be on your resume.

Use your job hunt journal research to fill in the following research.

ADDRESSEE:

Use your job hunt journal research to fill in the following research.

NAME OF BUSINESS

Replace with your answer.

ADDRESS OF BUSINESS

Replace with your answer.

SPECIALTY OF BUSINESS

Replace with your answer.

NAME OF CREATIVE DIRECTOR (OR SIMILAR)

Replace with your answer.

TITLE

Replace with your answer.

POSITION:

Make up your dream job that would be at this location. (Make sure that position could really exist at the place, but the job does not need to be open right now.)

AUDIENCE

- "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. It's not that you can't use those phrases, but that you should try to be more direct so that the reader is immediately more engaged. **Use your job Hunt Journal research!**

- **Have a specific target.** For this project, use an actual contact from your job Hunt Journal, so you have an actual name and company. (The job you're applying to can be fictional.)
- **Do not use "Mr." or "Miss" EVER in any professional communication to a woman.** A woman's marital status is none of your concern, so always use **Ms.** Likewise, be positive a person has not earned a doctorate, as she/he/they should then be referred to as Dr.
- "Drop names" and/or organizations if you can that your target would know. In other words, mention people you both know or groups in which you are both involved. This is why networking helps you. But like references, don't offer this name if you haven't told this person you are doing so. They might not think you're as great as you assume they do.

Subject Line

Creative Director's First and Last Name

341 Company Address

Company City, State name

Dear Mr./Ms. Director's Last Name:

I am writing this letter to express my interest in the **job title** opening as advertised on [Yelp.com](#) (or other).

From day one I believe I can make valuable contributions to the design team at **Company Name**. I possess a wide range of abilities that combine innovative art and design principles after comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at **Alabama State University**. Furthermore, my expert knowledge of Adobe Creative Suite, HTML, and CSS, as well as other skills like photography or videography will allow me to play a crucial role in the implementation of your design and marketing initiatives.

The following are highlights of my skills and accomplishments:

- Led a team of four designers to develop and implement the graphic, brand, and production communication materials while helping clients cut their costs by an average of 15%.
- Oversee the efficient use of production project budgets ranging from \$2,000 - \$25,000.
- Developed numerous marketing programs (signs, brochures, newsletters, catalogs, presentations, and advertisements) that have improved client retention by an average of 40%.
- Time Management Skills: Manage up to 5 projects or tasks at a given time while under pressure to meet strict weekly deadlines.

Enclosed is my resume and references for your review. You may also view my portfolio of work at [LinkedIn](#), [iStock](#), or learn more about me on Instagram ([@masonmccall](#)). I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. Feel contact me via email ([mccallmason@gmail.com](#)) or via your Job Hunt Journal or please feel free to reach me at **XXX XXX XXXX** or [smallbusiness.com](#). I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

Sign your name

Type your first and last name

COVER LETTER

You will receive a template to use with this information.

NAME:

Replace with your answer.

ADDRESSEE:

Use your job hunt journal research to fill in the following research.

NAME OF BUSINESS

Replace with your answer.

ADDRESS OF BUSINESS

Replace with your answer.

SPECIALTY OF BUSINESS

Replace with your answer.

NAME OF CREATIVE DIRECTOR (OR SIMILAR)

Replace with your answer.

TITLE

Replace with your answer.

POSITION:

Make up your dream job that would be at this location. (Make sure that position could really exist at the place, but the job does not need to be open right now.)

HIGHLIGHTS OF YOUR SKILLS AND EXPERIENCE:

List at least 6 here. Explain them well. Consider the results from these, whether that be experience in managing a team for a large even like A-State AIGA SSGDS or working as an intern when a large project was due, etc. We'll use only 3-4 of these, so don't be shy!

- 1 - SKILL/EXPERIENCE/RESULTS HERE:
Replace with answer. Try to use only 1-2 sentences.
- 2 - SKILL/EXPERIENCE/RESULTS HERE:
Replace with answer. Try to use only 1-2 sentences.
- 3 - SKILL/EXPERIENCE/RESULTS HERE:
Replace with answer. Try to use only 1-2 sentences.
- 4 - SKILL/EXPERIENCE/RESULTS HERE:
Replace with answer. Try to use only 1-2 sentences.
- 5 - SKILL/EXPERIENCE/RESULTS HERE:
Replace with answer. Try to use only 1-2 sentences.
- 6 - SKILL/EXPERIENCE/RESULTS HERE:
Replace with answer. Try to use only 1-2 sentences.

YOUR CONTACT INFORMATION:

If you have not claimed the following, please write what you hope it to be and then add "TBD". (To Be Determined)

WEBSITE: www.replace with answer.

INSTAGRAM: @ReplaceWithAnswer.

PHONE NUMBER: (XXX) XXX-XXXX

E-MAIL: Replace with Answer - remember this is an e-mail that responds to your brand

IN DESIGN SPELLCHECK

File : Save As YOUR LAST NAME_CoverLetter_FORM INDD.
Then File : Export to a PDF for Slack.

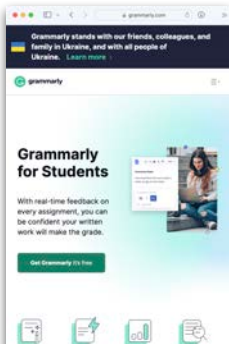
RUN A SPELL CHECK.

1. No text boxes selected.
2. Go to Page 1. Nothing selected, but Select Tool Arrow on tool bar (not Type Tool).
3. Edit : Spelling : Check Spelling

Grammar should also be good because you are required to have at least the free version of Grammarly installed on your computer.

REMOVE ANY BLANK PAGES

GRAMMARLY SPELLCHECK



1. Copy : Paste text into Grammarly.
2. Fix it in Grammarly.
3. Paste back into InDesign.

DUE > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 13 >> ROUND 1 DUE

MON FEB 13:

- **Resumé** and **Cover Letter Workshops**.
- Work on **Preliminary Resumé Form** in class.
- Work on **Cover Letter Outline** in class.

WED FEB 15:

- **Preliminary Resumé Form DUE** on Slack #4503_sec3_resume
- **Cover Letter Outline DUE** on Slack #4503_sec3_cover_letter

WEEK 2 WEEK OF FEB 20 >> ROUND 2 DUE

MON FEB 20:

- **Resumé** (first round with design) **DUE** on Slack #4503_sec3_resume

WED FEB 22:

- **Cover Letter* DUE** on Slack #4503_sec3_cover_letter

**All verbiage should be final level and require only minor edits (if any).*

COVER LETTER WORKSHOP | DAY 2

GRFX-4503

DUE > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 13 >> ROUND 1 DUE

MON FEB 13:

- **Resumé** and **Cover Letter Workshops**.
- Work on **Preliminary Resumé Form** in class.
- Work on **Cover Letter Outline** in class.

WED FEB 15:

- **Preliminary Resumé Form DUE** on Slack #4503_sec3_resume
- **Cover Letter Outline DUE** on Slack #4503_sec3_cover_letter

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- **Cover Letter* DUE** on Slack #4503_sec3_cover_letter

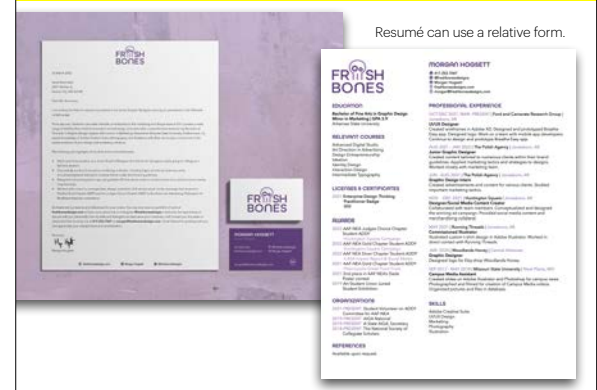
**All verbiage should be final level and require only minor edits (if any).*

DESIGN

OVERVIEW

Cover letter uses letterhead.

Resumé can use a relative form.



Cover letter uses letterhead.

Resumé can use a relative form.

The collage shows three documents from Grace Hill Creative. On the left is a cover letter with a logo. In the middle is a resume with a logo. On the right is a contact page with the following details:

CONTACT
 Grace Hill Creative
 1000 University Ave, Suite 100
 Columbus, OH 43210
 Phone: 614.462.1234
 Email: info@gracehillcreative.com

EDUCATION
 Bachelor of Fine Arts in Graphic Design
 Columbus State University
 Columbus, OH
 Graduated: May 2015

PROFESSIONAL EXPERIENCE
 Senior Graphic Designer
 ABC Company
 Columbus, OH
 2018 - Present

AWARDS
 Best Student Design Award
 Columbus State University
 2014

SKILLS
 Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign
 Microsoft Office
 Creative Problem Solving
 Teamwork

ORGANIZATIONS
 Student Design Society
 Columbus State University
 2013 - 2015

REFERENCES
 Available upon request

- Download the **GRFX4503_Cover_Letter_Template.zip** file from #4503_cover_letter channel. Then unZip to find the folder.
- Open the **.INDD** file in InDesign.
- File : Save As
YOUR LAST NAME_Cover_Letter.INDD
- Start filling it out in class! :)

Download support files from the your SECTION 3 folder Locate and decompress the **Cover_Letter_TEMPLATE.INDD** file.

- Open in InDesign and start working.
- Paste the words into your letterhead to test your Visual Guidelines and help you keep your verbiage concise.
- Select all text and remove the ability to hyphenate using the Paragraph palette. See bottom of box, uncheck Hyphenate. **Hyphenate**
- Replace cyan text with your words.
- Make all text whatever your Visual Guidelines call for.
- Check grammar and spelling with Grammarly Premium (or other paid version of an app!)

I am writing this letter to express my interest in the [job](#) (this opening as advertised on <https://gracehillcreative.com/jobs>).

From day one, I believe I can make valuable contributions to the design team at Company Name. I possess a wide range of abilities that combine creative, artistic and design principles after comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University. Furthermore, my expert knowledge of Adobe Creative Suite, HTML, and CSS for other skills like photography or illustration will allow me to play a crucial role in the implementation of your design and marketing initiatives.

The following are highlights of my skills and accomplishments:

- Lead a team of five designers to develop and implement the graphic, layout, and production components of materials while helping clients cut their costs by an average of 15%.
- Oversee the efficient use of production project budgets ranging from \$1,000 - \$25,000.
- Developed successful marketing programs, logos, brochures, newsletters, e-newsletters, presentations, and advertisements that have improved client transactions by an average of 45%.
- Strong Management Skills. Manage up to 15 projects in table at a given time while under pressure to meet strict weekly deadlines.

Enclosed in my resume and references for your review. You may also view my portfolio of work at [instagram.com/nicole.l.arnell](#) or learn more about me on Instagram (@nicolearnell). I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. I will contact you this week (You would need yourself to do this in your job hunt journal) or please feel free to reach me at XXX XXX XXXX or email@emal.com. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,
 Sign your name!
 Type your First and Last Name

FORMAT

- No more than 1 page.**
 Get used to the amount of text that would be on a letter-sized sheet and consider this as the amount that would be contained in an email. Eventually, the words for a cover letter will also be placed within an email using your required email sign-off. This will be finalized in Section 4.
- Use your letterhead. Letters are the purpose of letterhead; hence, the name.
- Three to four paragraphs.** Think of the first and last paragraphs as your shortest.
- Follow Visual Guidelines and the "voice" of your brand. Do this on EVERYTHING.
- Include the address of the person at the top of the letter in the same text.
 But do not worry about your street address, even if you don't have it on your letterhead.

VERBIAGE

- What you can do for them. Not what they can do for you.
- Re-read your words. Reduce the time you use "my" or begin a sentence with "I". Word things differently.
- Don't repeat words. For example, don't write, "I am compelled by your agency's compelling work." Use another word instead of compelling the second time. **USE A THESAURUS. Espouse efficient eloquence.**
- Instead of using "have been designing," you should say "I continue to design."
Verb tenses are important and they are hard to catch due to continuous misuse in the common vernacular.
 See [Purdue Online Writing Lab : Verb Tenses for help > https://owl.purdue.edu/owl/general_writing/grammar/verb_tenses/index.html](https://owl.purdue.edu/owl/general_writing/grammar/verb_tenses/index.html)
- PROOFREAD.** Many many many times. And then a few more times. Have somebody else proofread it. **Your final grade is discounted every round I find a grammatical error.**

You must use Premium Grammarly (or similar app that isn't the free version).
THIS IS REQUIRED FOR THE COVER LETTER PROJECT AT EACH AND EVERY STEP.
 Screenshots of evaluations will be required if student makes mistakes.

Enclosed in my resume and references for your review. You may also view my portfolio of work at [instagram.com/nicole.l.arnell](#) or learn more about me on Instagram (@nicolearnell). I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. I will contact you this week (You would need yourself to do this in your job hunt journal) or please feel free to reach me at XXX XXX XXXX or email@emal.com. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,
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CLOSING THE LETTER

- Include how the person may contact you directly, which should be your **phone number with area code** and/or **email address**.
- When closing the letter, print and sign your name.
 These may be the exact same or some slightly more informal version.
 For example: I will often end my professional letters in the design world with the example here: (I sign my full name on professional academic letters because the communication is traditionally formal.)

Sincerely,
 Nicole L. Arnell

WHEN YOU WILL CONTACT THEM.
 That's WHY you have your job hunt journal. You must track them down and be slightly aggressive about this. (Not like you're going to stalk them, but not just "ya know... maybe... if you feel like talking to me... I'm really need...") **Go after this or you will get nothing.**
 THE CREATIVITY-FOR-HIRE JOB MARKET IS RIDICULOUSLY COMPETITIVE.

FOR FUTURE USE

structure

Though you will use a template for this project, **understand the structure of any cover letter**. See the following guidelines, paraphrased from <https://owl.purdue.edu>.

PARAGRAPH #1: INTRODUCTION
 Tell the employer why you are writing and interested in the job.

- Who are you? Tell your name. **but who ARE you?**
 - What are you studying for what do you study? You may mention that you will be graduating soon, but be careful with this. It's honest, but it also implies you aren't experienced.
- Why are you writing/what position are you applying for? You can include how you found the opening and if you were personally referred or have a contact, share the same here.
- Why are you interested in the position? This is an important, companies want to talk to people that really want to talk to them. Be genuine. Do the most difficult cover letter doesn't answer an exact job opening, assume you are expressing interest in a specific genre of jobs. If an art director? Is it a designer? Etc. Decide and write the letter this way.
- Show your industry/company knowledge and excitement to be a part of it. Compliment them. Did the company recently win some award? Did they just release a new campaign for a well-known client?

PARAGRAPH #2 (+ MAYBE #3): SALES PITCH
 Show the employer you are a good fit for the position and get an interview.

- This is the happy marriage paragraph. It should mention both you and the employer.
- A paragraph full of "I's" is a one-sided relationship, so avoid this. **Remember that it's what you can do for them. Not what they can do for you!**
- Use:
 - Choose 3 skills/trait the employer is requiring and show how you meet those requirements. Use the job description and qualifications of this kind of job to help you.
 - How do you need to address it and show how these experiences will be helpful to them.

4.8

DUE > WHAT • WHEN • WHERE

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