

section

3

OBJECTIVES

PROJECTS

- VISUAL GUIDELINES
 - RESUMÉ & COVER LETTER OVERVIEW
 - RESUMÉ
 - COVER LETTER
 - COVER LETTER #2 - FYI
 - BRAND BOARD
-

SELF-EVALUATION

GOOGLE CALENDAR

objectives

WHO ARE YOU?

At the start of Section 3, you should be refining your logo and starting to get a good feel for your brand. As explained in Section 2, you also need to know if the following are available (and claim them!). *Between the information below and the aesthetics/design choices for your logo, it will all start to come together!*

- **Domain** name availability (part of the Website and Budget projects)
- Your new [email](#) (*gmail is dependable and free. DO NOT use some antique like hotmail or aol.*)
- Your new **@username** on **Instagram**
- (Optional: new @usernames on other social media you think you might use in the future)

VISUAL GUIDELINES

You will create Visual Guidelines that explain specifics of your design system and how it should be used. **These guidelines (rules) will become a significant portion of your Brand Book.** You will also see your design system come to life as you use it to write the Guidelines!

RESUMÉ

RESUMÉ or RÉSUMÉ or RESUME

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 then sell yourself.** -Richardson, 90.

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 colleagues. Therefore, we will go for the safe, impeccably designed version in this course that speaks to your brand and its visual identity.

Note: [This project will prepare students with a resumé for the U.S.A.](#)

see next page

Your picture should not be on a resumé in America (or Ireland or the U.K.) – unless it’s for something like a modeling or acting job – due to strict labor and anti-discrimination laws. In many other countries, it is expected that a photograph of yourself be on a resumé.

COVER LETTER

A cover letter is a one-page message sent with a resumé/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 semesters prior to 2022). 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!*

COVER LETTER #2 - FYI *For Your Information

There are many kinds of cover letters. There is the letter that answers a job posting directly, which is what is already required for the rest of the class. **This cover letter is one that prospects for networking connections.** Find a way to meet someone like a creative director or art director with whom you can begin networking. This is usually done by asking for a meeting for you to ask them questions after explaining with specific examples (from research) why their time and expertise is of such importance to you. Sometimes a request for a quick portfolio review is included too. *Note: This was the cover letter required for many years in this course, but the rounds of edits and instruction on how to write eloquently to subtly network was too massive of an effort for something many students will end up not using unless they are already confiden*

BRAND BOARD

Your Brand Board is like **your Idea Board grew up** under the tutelage of your **Visual Guidelines**. You will fill in a given template this time. See links online for further explanation of a brand board’s purpose, both for you as its creator and keeper of your brand and as an example to use in future situation where others will inherit a brand you helped to create.

[SECTION 3 MENU](#)

visual guidelines

[OBJECTIVES](#)

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objectives

“...The appearance and exposure of the corporate brand must be constant. In even the most entrepreneurial corporate culture where ‘all permissions are granted unless expressly denied,’ identity must be the great exception, in which all permissions are denied unless expressly granted. **Otherwise, chaos will rule.**”

Set the rules now and hold to them. Otherwise, you will begin to waste your time and money on anything that doesn't support this. **Consistency is the glue that will hold multiple pieces together, each reinforcing its counterpart.** It will also help you to:

- Stay consistent without distorting the brand.
- Improve your marketing efforts and show that you are confident in your design choices.
- Understand your own tone, expression, and character better.
- Become more acquainted with your own brand and able to define it further.

Sometimes students don't understand how or why these would be used since it seems like only you would ever use them. You still need to be consistent and the creation of these show how one would create visual guidelines for any visual identity you develop. **A few specific examples of how these would be used (in theory):**

- *Your administrative assistant is using your letterhead to print an invoice for your client. If he has no guidance, he might use his favorite font, Papyrus. Then when he sends out that letter to the other client, he'll probably use Times New Roman and Garamond on the same page because he likes them both. GROSS!! Luckily, he has Visual Guidelines to follow and can keep his Papyrus love to himself.*
- *You asked your merchandise team to get T-shirts printed at your local shop and want your logo on the small front pocket. This pocket is more vertical than horizontal. The logo you usually use is more horizontal and would be way too small on this pocket. However, the Visual Guidelines clearly show a vertical version with its repositioned logotype underneath the mark. Your team member can easily provide this logo version and specific colors to the vendor.*

It is difficult to understand what a brand's visual guidelines are until you see/read them. Even then, they aren't clear in their use until you have had to follow them.

PROGRESS ON YOUR BRAND:

Write the following for yourself in your sketch book as you have figured them out so far, even if there are some repeats between the three.

- **BRAND POSITIONING STATEMENT:**
- **VALUES:** (example: "We value simplicity at its core in everything we do.")
- **VOICE/TONE:** (examples of list words: Friendly, Confident, Honest, Unconventional)

SOURCES FOR INSPIRATION:

Many of the following are brand books, while this project is simply the Visual Guidelines portion. Notice how each delivers information well with visual hierarchy and strong typography. **Also see how visual guidelines do not explain the printed material. Rather, they explain how to USE the printed material.** For any of the following, you might need to copy and paste the link. InDesign gets confused with hyperlinks sometimes when they are too close on a page.

- **Arkansas State University** Graphic Standards - <https://www.astate.edu/dotAsset/97210f70-4f5e-496c-8c0f-8db5dba0006a.pdf>
- **Asana** Style Guide: <https://asana.com/styles>
- **IBM** Brand: <https://www.ibm.com/design/language/>
- **Spotify** Design Guidelines for Developers: <https://developer.spotify.com/documentation/general/design-and-branding/>
- **TikTok** Brand Book: <https://tiktokbrandbook.com>
- **Starbucks:** <https://creative.starbucks.com/logos/>
- **Skype** Brand Guidelines: https://secure.skypeassets.com/content/dam/scom/pdf/skype_brand_guidelines.pdf
- **WalMart** Brand Identity Guidelines & Principles: <https://issuu.com/lukaszkulakowski/docs/8278452-i-love-new-york-brand-guide>

requirements

See the Graphic Standards Manual for Arkansas State University and students' brand books from [Spring 2023](#) and earlier semesters. It is helpful to **follow these** in verbiage; however, the contents of your books must follow the requirements listed here.

Remember:

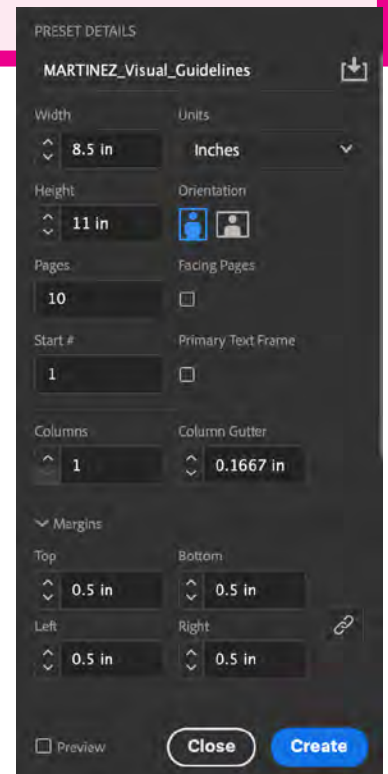
You are providing rules. You are explaining to a non-designer **how to use** the printed (and digital) material they would receive from your company, like pre-printed letterhead on which they would print a letter. You are not explaining your design process, nor the details of the visual identity system.

FILE SET-UP

You must create this in InDesign. Name the file

YOUR LAST NAME_Visual_Guidelines.INDD.

- Illustrator and Photoshop may be used for elements on the page, but page layout must be completed in InDesign.
- I suggest setting up your document at Letter size with .5 in. margins, but this is not required.
- I suggest *not* using Facing Pages because it may cause problems later when you make your Brand Book.
- Layout the information consistently using your own brand's visual guidelines.
- Use [automated page numbers](#) on a Master Page, even if your Master Page is blank except for the page number. *This can be done in class together. Please request if you need it!*
- The contents of this will become a large portion of the Brand Book at the end of the semester, though you will likely retouch it at that time to match your more developed brand then.



REQUIRED INFORMATION

- **Table of Contents**
- (Name of your company) **Logo**
- **Components of Logo** (if you have both a mark and logotype)
- **Clear Space Requirements**
 - Clear space must be relative. In other words, do not supply something like .25 in. What happens when the logo is 10 inches wide? Instead, take something like a letter in the logotype and define this verbally. The example below from student Justin Mohler shows the use of the logotype J and describes this further (except minor misspellings of what should be "Runaround" and "logotype").
 - Note: Do not use the A-State guidelines verbiage here. They use the term X height. This is confusing because X is not in the logo and x-height is a term that exists. Below is a great example from former student, Justin Mohler.



Clear Space

This is defined as the space between/around the logo and any other elements along with it. Placing any element within this space is not acceptable, as it will compromise the clarity of the logo. Run around type, images, and/or document edges should not be placed closer than the height of the J in the logotype surrounding the Justin Mohler Designs logo, logo type, or combination mark.

- **Minimum Size**
- **Colors**

For each color, show it and then include:

 - Pantone, assume on coated stock unless you desire uncoated (example: PMS 468 C)
 - CMYK
 - RGB
 - Hexadecimal (example: #EF000)
 - Reverse treatment
 - Approved Color Variations (if applicable)
- **Variation on Logo Structure***

**If applicable - if you can stack for a more vertical logo or separate for a more horizontal logo, show this*
- **Unacceptable Logo Usage**

- **Typography**

REMEMBER:

- This is the typography someone will use when, for example, writing a letter on your letterhead! This is not (necessarily) what font you used when designing your letterhead.
- “Supporting typefaces” are not the logotype. Logotype should be considered artwork. Listing the logotype will confuse the reader of the style guide, so DO NOT!

- Required is to list both the **serif and sans serif options** for supporting typefaces and directions for each. *You are the boss! If somebody had to write a letter on your printed letterhead, do you want them to use Comic Sans?*
- Give the **preferred typeface** and then **1 option in case your first choice is unavailable**. Be sure the second option is very common if your preferred is not.

For example:

Preferred: Footlight MT Light

If unavailable, the second option could be the more common Times New Roman.

- Name the **typeface(s)** and show the **full alphabet, punctuation, and numbers of each**

- **Visual Identity System and Usage**

- Business Card - show in flat art or mock-up, but not both.
- Letterhead - Show in mock-up. Also show as flat art including all spacing* and notes on how it should be used.

*Spacing includes:

- Margins
- Type treatment (*reference Typography section*)
- Leading
- *Kerning/Tracking (if applicable, but avoid)*

REMEMBER: You are not providing information how to print these either. The person using the Visual Guidelines would have the pre-printed letterhead and would feed that into their personal printer. They need exact instructions about where and how to place information.

- **Website Favicon**

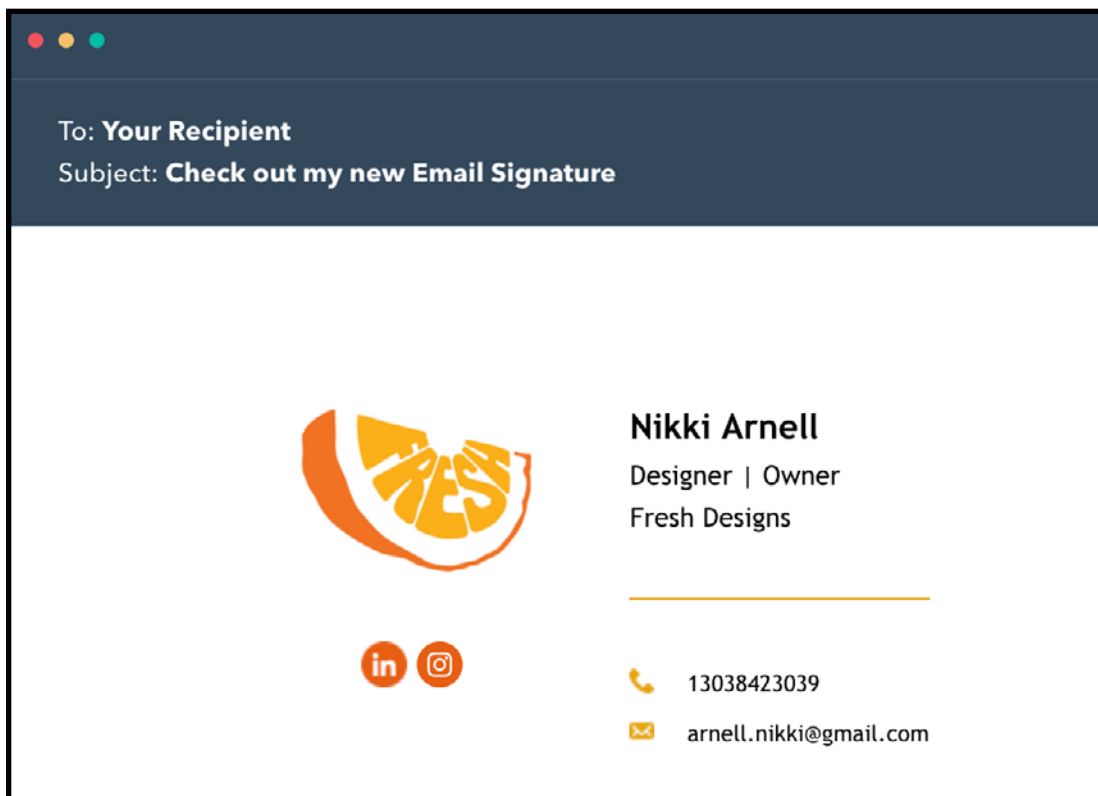
- 16 px (general use in all browsers) and 114 px (iPhone home screen icon, twice the standard size for retina display) PNG file, transparent background, indexed color

- **Social Profile Mark**

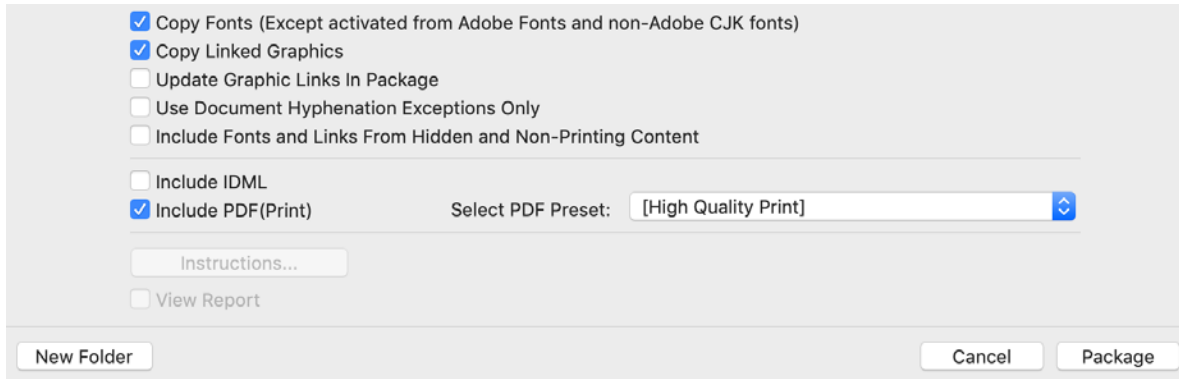
- See <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>
- You can include an image for each flavor of social media or you can just do minimum and maximum sizes. PNG is your safest bet.

- **E-mail Sign-Off**

- See <https://www.hubspot.com/email-signature-generator>
- Fill in the information now and take a screen shot. You will be required to finalize this later in the semester and can return and update this information. For example, now just paste in anybody's Instagram and LinkedIn page and the icon will appear.



Work will be completed on these guidelines in 2 parts. (See below.) Whenever work is asked for, **File : Package** the guidelines as shown.



If you have any interactive elements, also File : Export as an Interactive PDF and replace the PDF in your packaged folder.

DUE > WHAT • WHEN • WHERE

Work In Progress (and help sessions!) are due throughout the months of February and March. Exported PDFs will usually be required to post on Slack channel

#4503_sec3_visual-guidelines when requested.

- **Tues Feb 27: PART 1 DUE to review in class:** Logo, Components of Logo, Clear Space Requirements, Minimum Size, Colors, Variation on Logo Structure, Unacceptable Logo Usage. Discuss rest of work due.
- **Tues Mar 12: PART 2 DUE to review in class:** all of the above, plus Typography, Visual Identity System and Usage, Website Favicon, Social Profile Mark, and E-Mail Sign-Off.

Spring Break Mar 18-22

FINAL WORK DUE > WHAT • WHEN • WHERE

DUE in post on Slack channel **#4503_sec3_visual-guidelines** by **11:59pm** (24:59)

on **Thurs Mar 28:**

- **YOUR LAST NAME_Visual_Guidelines.PDF**
- Also place **packaged InDesign file** in shared Google Drive sub-folder for this class >

SECTION 3 : VISUAL GUIDELINES

For the **VISUAL GUIDELINES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- No misspellings! SPELL CHECK.
- No incorrect grammar.
- Is it clear that you understand how these guidelines would be used (hypothetically) by somebody else who is creating any work under your visual brand?
- Do all guidelines create a cohesive look?
- Do the guidelines follow your guidelines?
- Are explanations clear to provide directions to others?
- Are visual examples also given to aid in these directions?
- Does the final piece look professional?
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in all critiques.

resumé & cover letter overview

RESUMÉ + COVER LETTER

- The following are rounds as the Cover Letter and Resumé projects grow simultaneously.
- Remember >> though there are multiple rounds listed, **it is possible that student could finish all work by Round 2!** (Round 2 is the first that is designed.)
- Each time something is due, only the correctly-named PDF (**YOUR LAST NAME_Resume**.PDF or **YOUR LAST NAME_Cover-Letter**.PDF) will be due in Slack. The final file due in Google folders will required packaged InDesign file.

DUE > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 12 >> ROUND 1 DUE

TUES FEB 12:

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

THURS 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 19 >> ROUND 2 DUE

TUES FEB 20:

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

THURS FEB 22:

- **Cover Letter* DUE** on Slack #4503_sec3_cover-letter

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

WEEK 3 WEEK OF FEB 26

*Sometime this week, students receive edited versions back from professor. Students must fix problems, which are hopefully minor edits on **Resumé** and **Cover Letter**. Also, finalize design of **Resumé**.*

WEEK 4 WEEK OF MAR 4 >> **ROUND 3 DUE**

This week, the design is finalized. All verbiage is perfect. Hopefully, this is your final round for both!

TUES MAR 5:

- **Resumé DUE** on Slack #4503_sec3_resume

THURS MAR 7:

- **Cover Letter DUE** on #4503_sec3_cover-letter

➔ **References DUE** on letterhead or a page that references/repeats Resumé (*this should only take one round, but including it here just in case there are final touches needed*).

WEEK 5 WEEK OF MAR 11

***Resumé** and **Cover Letter** edited versions returned to students.*

This is it. One more round. Any fixes after that and grades begin to drop significantly.

WEEK 6 WEEK OF MAR 18

- *Spring Break*

WEEK 7 WEEK OF MAR 25 >> **FINAL DUE**

TUES MAR 26:

- **Resumé** (final try!) **DUE** on Slack #4503_sec3_resume

➔ **References DUE** on Slack #4503_sec3_resume

- **Cover Letter** (final try!) **DUE** on Slack #4503_sec3_cover-letter

- **Resumé** and **Cover Letter** final packaged InDesign files **DUE** in Google shared folders.

SECTION 3 MENU

resumé

OVERVIEW

PEP TALK

REQUIRED INFORMATION

TIPS

REFERENCES

RUBRIC

overview

EVERY DETAIL MATTERS

The way you present the information is just as important as the information you include, because hiring managers are going to notice your resumé design before they even read a word. This fact goes for anybody, but it is of the utmost importance for designers!

While that might feel like even more pressure, it's actually good news. By taking the time to refine your resumé design, you'll increase the odds that it will stand out from the pack as you reinforce your visual brand and show your skills.

SPELLING

Even if a hiring manager doesn't know what leading and kerning are, he/she definitely knows how to spell. If a designer can't even run a spell check, why should he/she be trusted with anything else?

It really is that simple.

TYPOGRAPHY

You are a graphic designer and your command of typography (shape AND space) is of the utmost importance. Because your resumé is the first thing a potential employer will see, you want every aspect of it to speak to who you are. It should reinforce/reflect your brand and its visual guidelines and the read should be controlled via visual hierarchy of a consistent design system.

DESIGN

Start with your letterhead design and go from there. Sometimes it can be on your letterhead and nothing changes. Sometimes it evolves from this. However, it should not disconnect with it.

See [TIPS](#) for guidance.

CONTENTS

This is also of the utmost importance (obviously) and workshops will guide students how to recognize what is resumé-worthy information (*more than what most students think!*) and how to word something for maximum impact while still being truthful. See [REQUIRED INFORMATION](#).

pep talk

The following is a reminder of the Big Picture beyond the specifics of the degree you obtained. In other words, your art and design skills, writing abilities, and software knowledge are important. Of course. If you don't have these skills, you won't work in the field of design.

But you know more than you think you know! 😊

Just a friendly reminder about what a **Liberal Arts education** provided you and why no matter what career you end up finding your success in, the skills you learned will help you get there.

"..Those students most likely to succeed...are those with **strong time management, organizational, planning and meta-cognitive** [= thinking about one's thinking] **skills** and a **well-developed capacity for self-regulation**. These are the very skills that a demanding liberal arts education furnishes." *article about online learning, but the statement is still applicable here*

- The **fine arts are all about seeing abstract connections** instead of the rational thinker's love of only empirical evidence and A to B thinking. YOU can do both!
- The trendiest skill demanded is "**Design Thinking**". The terminology itself should be obvious praise of what you do naturally. *Do a [free IBM Design Thinking online asynchronous course](#) this weekend and add the Practitioner Badge to your resumé.*
- You have developed the **highest levels of critical thinking** because **you can create**. It seems like nothing special because it's just what YOU DO. Bloom's Taxonomy is a framework for determining the extent to which objectives and activities engage students in higher-level thinking. *Because you're not teachers, you probably don't care about this; however, you are the results of the teaching and your minds have been honed as such.*

These are the levels from lowest to **highest**:

1. Remember - Recalling information
2. Understand - Explaining concepts and ideas
3. Apply - Using information in a new context
4. Analyze - Breaking information into parts to better understand it
5. Evaluate - Determining and justifying a course of action or decision
6. **Create - Creating new products, ideas, and perspectives**

required information

THIS IS REQUIRED TO COMPLETE IN INDESIGN. IT ALLOWS FOR EASIER AUTOMATED FORMATTING. DO NOT USE ILLUSTRATOR. Save as **YOUR LAST NAME_Resume.INDD**.

Following is the order of and **CATEGORY LABELS** for a designer's resumé fresh out of college. *If there is an asterisk* by that category, it is required to be on your resumé.*

OBJECTIVE OR **PROFESSIONAL PROFILE**

- You may list your objectives as bullet points or as a brief sentence. An objectives statement should usually change out on resumé's if the target job is different.
- Google "Objective Statements, Resume" and see information provided in class.
- **To include this section or not is a surprisingly controversial subject!** I will still have you write an objectives statement in the class workshops. We'll decide if it should be included when you finalize your resumé.

SO...IS THIS REQUIRED OR NOT?

- Objectives used to be required, then they fell out of favor. Then thanks to filtering software, they became popular again.
- It seems most designers reading resumé's don't mind one way or the other.
- Recruiters I've asked recently say objective statements don't matter (again) because key words used in the resumé answer the needs of filtering software. The popular opinion now is that a Professional Profile is just filler text, so avoid. Instead be aware of using words that would catch a filtering system in other parts of your resumé.

WHAT REALLY MATTERS

- Contained within your statements and throughout your resumé should be powerful key words that respond to specific job objectives and industry terms.

EDUCATION*

- **After your first or second job, this will go after your Professional Experience.** Only if you have a significant amount of relevant work experience may you choose to move Education down now.
- **Bachelor of Fine Arts in Graphic Design** (with Digital Design Emphasis if that's you; also this can be stacked if desired)

List a minor if you have it!

Arkansas State University >> *Jonesboro, AR is unnecessary, but required if you are sending the resumé out of the United States.*

Here are some examples of how to word and use visual hierarchy. DO NOT list any years.

Bachelor of Fine Arts

Graphic Design

Arkansas State University

Bachelor of Fine Arts

Graphic Design

Marketing Minor

Arkansas State University

Bachelor of Fine Arts in Graphic Design

Arkansas State University

Bachelor of Fine Arts in Graphic Design

Marketing Minor

Arkansas State University

- **See [TIPS](#) for more guidance.** ^^^
- If you have graduated (or plan to graduate) with any level of Honors, include this and keep it forever on your resumé with your degree.
- If you have certificates or similar proof of knowledge, include when I ask for it in class workshops! Guidance will be provided how and where to place the information.
- If you did any study abroad – for one week or a full semester – it should be included. If significant, these should stay with your education section (or maybe even Professional Experience) through the years.
- If you graduated from the ESL Program, then say so under Education. Be sure to say “ESL (English as a Second Language) Program.” *It's a big deal and implies that not only do you know English, but you are also fluent in something else too. (This other language will be listed under Skills.)*

- **List in reverse chronological order- most recent first.**
- Use “Arkansas State University” this first time on your resumé. Then say A-State, not ASU. ASU is the larger Arizona State University, which is why A-State Creative Services made it mandatory (as mandatory as they could) to refer to ourselves as A-State.
- **Scholarships?** List them too! *No years.*

PROFESSIONAL EXPERIENCE*

- Professional Experience: For the first round of text in the workshop, 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.
- **List each in reverse chronological order** (most recent first).
- See [TIPS](#) for more guidance.
- This is the **required information** for each (but don’t use bullet points on your resumé):
 - **Dates** (Month Year - Month Year or “present” if still working)
 - **Name of Company**
 - **Location** (City, State Abbreviation - and country if not USA)
Your Title (Freelance Designer, Graphic Design Intern, Design Consultant, Art Director, Designer, Volunteer, etc.)
 - **What you did and for that client** > see the writing style!

You could stack these in bullet points or list like this is written, but use consistent visual hierarchy.

See this example from students Katelyn Leonard and Laney Gilliam (2020 class).

Note the visual hierarchy of all elements and cadence of explanation text in each.

PROFESSIONAL EXPERIENCE

AUGUST 2019 - DECEMBER 2019

Graphic Design Intern, St. Bernards Marketing, Jonesboro AR.

Designed marketing and advertising materials for St. Bernards Healthcare, including newspaper ads, flyers, and brochures.

OCTOBER 2019

Designer, Blooming Garden & Home - Debbie Johnson, Jonesboro, AR.

Logo design for small business.

- **June-Aug 2019 | St. Bernards Marketing, Jonesboro AR | Design Intern**
Photography, posters, flyers, awards, brochures, informational handbooks, billboards, t-shirts, signs, & map designs. Designed 2020 Health and Wellness Expo Campaign
- **Aug-Oct 2019 | The James Group, Jonesboro AR | Contract Designer**
Content creator/ graphic designer, photographer, & social media admin.
- **Apr 2019 | Metal Museum, Memphis TN | Contract Designer**
Ad campaign, social media, webpage, & collateral designs.

See below example from my resumé after years of experience. Note the visual hierarchy of all elements and cadence of explanation text. Note: you don't have enough experience yet to group experience in years yet, so ignore that.

dec 2001 – dec 2002

- **Designer Freelance**, San Diego County, CA. Design and production of print advertisements, direct mail, POS, and collateral for *Pacific Track Time*, *Aprilia-Ducati of Oceanside*, *La Jolla Golf Co.*, *Lisa Peirce Photographic Arts*, *Warrior Quest West Coast*, *Hardwick & Hardwick Advertising*, and *Synergy Printing*.

dec 1998 – nov 2001

- **Art Director, The Integer Group**, Lakewood, CO. *Coors* regional and national promotions. Full POS, print, and radio campaigns for on- and off-premise accounts. Structural design for *Coors* “The Frost Brewery” in Coors Amphitheater, California and Colorado Sports Hall of Fame for Invesco Field, Denver. *Coca-Cola* regional POS. *Denver Art Museum* – television and radio commercials, print, outdoor, and promotional material. Direct mail packages and trade ad for *Polk/Equifax*.

SERVICE

- Thanks to Millennials and Gen Z changing the workplace, **service is increasingly important to show on resúés**. The (non-design) recruiters I know claim it's required nowadays.
- If you have completed any kind of volunteer service – especially philanthropic community-building – include during class workshops. ANYTHING in the first step!
- Military service should be included here too.

ORGANIZATIONS

- Are you a member of anything, especially things like AIGA or AAF?
 - *When you list these, define the acronym only the first time on the resumé. However, you must define it because many outside of design will be reading your resumé. AIGA is “the professional association for design” and AAF is “American Advertising Federation.”*
 - *None of you serve as AIGA board members, though some of you may serve as A-State AIGA board members. IF you are part of the AIGA-Memphis board as a student rep, then you serve on the AIGA-Memphis board.*
 - *If you served on the board of the local chapter of AAF, that means you served on the AAF-NEA (American Advertising Federation - Northeast Arkansas) board.*

AWARDS

- **If you have them, list them!!!**
- Scholarships can be listed with Education.
- Did you get work into a juried art exhibition? List it.
- If you have won an Addy, that's AWESOME on your resumé! >>
 - *You must call it a Chapter Student Addy (assuming it was).*
 - *If it went on to win the next level, you may have a District Student Addy. The next up are Regional and National, but always in the Student competition unless it was entered in the professional competition.*
 - *Be sure to define AAF-NEA (American Advertising Federation - Northeast Arkansas) chapter the first time you list it unless it's under Organizations and that's listed earlier on your resumé. Then call it AAF-NEA thereafter. (FYI: AAF-NEA is in District 10.)*

SKILLS

- Do you speak a foreign language? Have you attended management seminars or national AIGA events? Anything else at all that might be important to share?
- If the only skill to list is software, it may be included under Education or its own "Software Skills." *In the workshop, list it under Skills and we'll see what we have to work with.*
- Also for software, Adobe Creative Suite might cover it, but you may want to be more specific. You all know Photoshop, InDesign, Illustrator, and Spark (now called Creative Cloud Express). You also have some abilities with XD, and may have more experience with After Effects or more.
- Microsoft Office isn't important to a design job, but it might be if the job announcement asks for it (be careful of said "design job"). Excel is the exception - that's a big deal to know well.
- Brackets is not important, but list all coding languages - *you ALL know HTML and CSS.*

REFERENCES

- In this class, write this category and then write **Available upon request.** << *period too!*
- If student does not have enough information for resumé, it is possible to fill the space with reference information.
- **See [REFERENCES](#) for more guidance.**

FORMAT & DESIGN

- **One full page. No more, no less.**
- Use at least 2 columns.
- Avoid information graphics, even though there are plenty of examples out there. They were trendy for two seconds and now they're not. So don't.
- Follow Visual Guidelines and the "voice" of your brand. Do this on EVERYTHING.
- Use >>

VISUAL | HIERARCHY | AND A GRID

- And perfect typography.
- That follows your visual guidelines.
- Remember your downloadable PDF resumé will likely be printed by someone. Therefore, **do NOT put a color background on it.** You will use up somebody's ink and the margins won't be right anyway. Nobody likes that. Find another solution.



DESIGN WITH LEGAL IN MIND

- **Do not put your picture on your resumé in the United States.**
Remember that the U.S. has a lot of anti-discrimination laws. That means that possible employers cannot ask for many aspects of personal information. This also means that anyone who knows these laws – which should be anyone who is hiring you for a position from which you would receive a W-2 at the least! – will just ignore resúmes that have a picture on them.
 - *Seriously. My HR (Human Resources) friends have explained that they will just ignore the digital version and/or trash the printout. They will not look at it.*
 - *I know it doesn't make sense in the 21st century because you can put your picture all over your website and socials if you want, but not your resumé.*
 - *Having your picture on your business card for design is just cheesy and the visual fights with your logo in a small space, so that's not encouraged either.*
- Age is a way to discriminate too, so give no hints to your age. This is why you should not put the years you obtained any degrees.
 - *The Professional Experience dates will hint to your age right now. It won't be so obvious eventually when you have a few more years of experience.*

VERBIAGE

- **Attempt to not use “I” or “me.”**
- Try to not to use past tense. Instead, **use present tense** if you can. Be consistent.
- Full sentences are not necessary.
- **Avoid the use of “and” where possible.** Just use commas to separate.
- *Study good examples. Resumé wording has an odd cadence and takes some practice.*

EDUCATION

- When you list your education, **the degree you earned is always more important than the institution.** *I don't care if it's Harvard - it doesn't matter as much as the line of study and the degree you obtained. So when you're figuring out your visual hierarchy, remember that.*
THE DEGREE.
- You are acquiring a **Bachelor of Fine Arts in Graphic Design.**
 **Not a Bachelor's. Not a Bachelors. Not a Bachelor of Art. Not a Bachelor in Fine Arts. Not a BFA (unless you've already stated the full term once). Etc.**
- Add Graduation Date only if you won't graduate until next semester. Then **remove it as soon as you graduate.**
- Nothing from high school unless it's *really* significant.
- Consider including your **GPA if it's above a 3.5.** Then remove it as soon as you graduate.
- Definitely include that you are in the **Honors** program if you are. Likewise, if you graduate with some honors significance, list this!
 List **relevant classes** because it's a good way to explain more of what you actually learned.
 - *That does not mean you should list every single class you've taken at college. I suggest (not required) listing graphic design classes. There are reasons why we name our classes now vs. the old Graphic Design I-IV that said nothing about what was learned.*
 - *Also add any other classes from your studies that add to your applicable expertise!*

PROFESSIONAL EXPERIENCE

- The traditional “Work Experience” doesn't allow all of your design experience to be listed, so change the word “Work” to “Professional”. :)
- The more you explain, the more somebody understands. Avoid just listing “logo”. **EXPLAIN** (in the wording style of a resumé > short sentences or bullet points, but be consistent throughout section). Also list results for the client if you know them.

- In the class workshops, you will first be asked to provide all of your work experience. Depending on what it is and how much other professional experience you have, it *might* be included for now. **This is where the resumé for your design career begins to differentiate itself from just any old resumé of all work experience.**
 - *Eventually (hopefully now), you won't need to list that you waited tables or were a cashier. But if you managed an entire section of the restaurant or the customer service area, that might be worthwhile to keep on your resumé for awhile!*

MORE TIPS

- **Proofread.**

YOUR FINAL GRADE IS DISCOUNTED EVERY ROUND I FIND A GRAMMATICAL OR SPELLING ERROR. I SHOULD ONLY BE CHECKING CONTENT AND DESIGN.

- Use Premium (not free!) version of Grammarly (or similar).
- In the future (or now if you're about to graduate), see if places you want to apply have an Applicant Tracking System. Understand it and its filters. Upload your information. This will likely only be for large corporations.
- **YOU WILL NEED TO UPDATE YOUR RESUMÉ AT LEAST EVERY SIX MONTHS FOR THE DURATION OF YOUR CAREER(S).** Like the portfolio you are building in GRFX-4803, this class teaches principles that you should apply as your career evolves.

references

Using your letterhead (and/or the slightly altered design of this for your resumé) and design system defined by your Visual Guidelines, **list the reference information below that you turned in for the References project in Section 2.**

Do this in InDesign. Name the file **YOUR LAST NAME_References.indd.**

REFERENCES

- **First and last name** (and honorific, like Dr., if available)
- **Job Title**
- **Employer**
- **Business Address**
- **Email**
- **Telephone Number** > direct line or cell phone; include **area code** (+ *country code if not U.S.*)
- **Relationship to you** (like supervisor, professor, etc.)

Here is a great example pulled from [this source](#) that shows how the “Relationship to you” works:

AUSTIN BELCAK
FOUNDER & CEO

austin@cultivatedculture.com
123.456.7890
Linkedin.com/in/abelcak

REFERENCES & CONTACTS

Jennifer Price
Partner Sales Executive
Microsoft
123.456.7890
jprice@microsoft.com

Jennifer was my account executive at Microsoft where we managed a \$20M book of business. In 2019, we pitched and sold a syndication test that led to a 37% (\$165k) increase in monthly run rate for our largest automotive partner.

For the **RESUMÉ** project, 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.
- Key words used in resumé relevant to job objectives.
- Comprehension of how/why to adjust resumé to fit job objectives.
- Comprehension of how/why to adjust resumé to bypass filters.
- Grammar and spelling are correct*
 - > Choose whether or not to use an oxford comma, but be consistent.
 - > Misspelling on any round will heavily reduce your final project grade.
 - > *Misspelling on final round = F*
- Efficient eloquence in wording.
- Materials support brand positioning statement.
- File built correctly in InDesign.
- 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.

* There are multiple rounds to bring the cover letter and resumé to final, though student could conceivably do this in fewer rounds and not have anything else due! Only the first round does not involve design. The final round is the final. If there are still problems after this, the letter grade for this project will drop by one for each additional round. This project makes up a large portion of Section 3, so all of Section 3 grade will be greatly affected.

[SECTION 3 MENU](#)

cover letter

[TIPS](#)

[STRUCTURE](#)

[TEMPLATE](#)

[RUBRIC](#)

- 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 resumé 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.*

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 brief 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.

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 these phrases, but that you should try do 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 "Mrs." 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.

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
- **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.

The Writing Center on campus is also helpful to you, but they are not there to double-check your work. They are there to help you be a better writer, which is extremely valuable! Stop by and improve this important skill from the beginning of the project.

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. This may be the exact same or an 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 neat.....")* **Go after this or you will get nothing.**

THE CREATIVITY-FOR-HIRE JOB MARKET IS RIDICULOUSLY COMPETITIVE.

Though you will use a template for this project, **understand the skeleton of any cover letter**. See the following guidelines, paraphrased from <https://bit.ly/2MWsbfd>.

PARAGRAPH #1: INTRODUCTION

Tell the employer why you are writing and interested in the job

- Who are you? Not your name, **but who ARE you?** >>>
 - What are you studying (or what did 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 posting and if you were personally referred or have a contact, drop the name here.
- Why are you interested in the position? This is so important, companies want to talk to people that really want to talk to them. Be genuine. As this most difficult cover letter doesn't answer an exact job opening, assume you are expressing interest in a specific genre of job. Is it 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 awards? 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!**
- *Trick:*
 - Choose 3 skills/traits the employer is requiring and show how you meet these requirements. Use the job description and qualifications of this kind of job to help you.
 - You only need to address 3 and show how these experiences will be helpful to them.

- This is essentially a 6 sentence paragraph. A sentence about your qualification and one about how it relates to them. Do this 3 times.
- **DO NOT restate everything that is on your resumé.** They can read. Instead, think about **why these experiences make you a good fit for this position and then make a connection to what they need and what you have.**

PARAGRAPH #3 (OR #4): CONCLUSION

- Restate in one sentence how you can add value to their firm.
- Show your interest in the company and **thank them** for their consideration.
- *Using your Job Hunt Journal (again):*
 - Assuming you have a contact name and can follow up, **let the person know you will contact them and then DO IT! (about 1 week is a good timeframe.)**
Relative to your Job Hunt Journal, this is for a Tier 1 or Tier 2 cover letter.
 - If there is not a contact or an email and you have applied through a website, there's not a lot you can do.
- State how they can reach you and encourage them to do so. **Email** and **phone number with area code.**
- Encourage them to **go to your website** and **connect on your socials.**
State them again, even if the letterhead has them. If this is an interactive platform (interactive PDF, email, etc.), hyperlink if possible.

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.

Download the **Cover_Letter_TEMPLATE.INDD** file from Slack #4503_sec3_cover-letter.

- Open in InDesign. File : Save As **YOUR LAST NAME_COVER_LETTER.INDD.**
- 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)!

Today's Date

Creative Director's First and Last Name
341 Company Address
Company City, State xxxxx

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

I am writing this letter to express my interest in the [Job Title](#) opening as advertised on <https://designjobs.aiga.org/> (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 Arkansas State University. Furthermore, my expert knowledge of Adobe Creative Suite, HTML, and CSS (or 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 communication materials while helping clients cut their costs by an average of 12%.](#)
- [Oversaw the efficient use of production project budgets ranging from \\$2,000 – \\$25,000](#)
- [Developed numerous marketing programs \(logos, brochures, newsletters, infographics, presentations, and advertisements\) that have improved client transactions by an average of 45%](#)
- [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 resumé and references for your review. You may also view my portfolio of work at ([website, bold](#)) or learn more about me on Instagram ([@username, bold](#)). 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 \(You would remind yourself to do this in your Job Hunt Journal\)](#) or please feel free to reach me at [XXX-XXX-XXXX](#) or [email@email.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](#)

For the **COVER LETTER** project, 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.
- Grammarly Premium (or similar) report with a perfect score turned in for portion of letter composed by student step if requested by professor.
- Template used correctly, but words refined so that verbiage seems natural.
- Target of cover letter is one from Job Hunt Journal. (Job can be made up.)
- Comprehension of how/why to adjust cover letter to fit job objectives.
- Grammar and spelling are correct*
 - > Choose whether or not to use an oxford comma, but be consistent.
 - > Misspelling on any round will heavily reduce your final project grade.
 - > *Misspelling on final round = F*
- Materials support brand positioning statement.
- File built correctly in InDesign.
- 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.

* There are multiple rounds to bring the cover letter and resumé to final, though student could conceivably do this in fewer rounds and not have anything else due! Only the first round does not involve design. The final round is the final. If there are still problems after this, the letter grade for this project will drop by one for each additional round. This project makes up a large portion of Section 3, so all of Section 3 grade will be greatly affected.

SECTION 3 MENU

cover
letter
#2 fyi

THIS IS ONLY FOR YOU TO READ

EXPLANATION

STRUCTURE

explanation

This second cover letter does not use a template like the required Cover Letter for the rest of the class. The other letter is easy to write because it responds directly to a job posting, which means the “A to B” message is easy to compose (even without a template), the reason for an interview is the logical next step for said job, and the recipient is expecting the letter.

This letter is about building a network, asking for somebody’s time, opinions, and guidance by asking for something that is more an informational interview. The letter must imply that person’s time is valuable. The request also shows respect that you are asking for that person’s opinions due to their professional standing. The conversation is also the start to an ongoing familiarity - you now are at least acquainted with this person. One of the challenges is that you cannot ask for an “informational interview” because the term implies something that is more than informal dialogue.

Sound confusing and vague? It is...until you understand it and the valuable opportunities that come from this kind of meeting. Once you write one with obtained research (Job Hunt Journal) and get said meeting, it becomes easier and obviously necessary for future success.

The following is from [this article](#), but beware its poorly worded template.

Text like this implies additional guidance by professor.

WHAT IS THE “INFORMATIONAL INTERVIEW”?

If you want to know more about a career, consider asking someone with first-hand experience for an informational interview. This brief meeting is an effective way to learn more and gain advice from someone with experience in a job, career path or industry that interests you. The interview provides insight into the realities of working in a certain position or field, whether the role is a good fit for you and if you should pursue it. *It is also an opportunity to build your network and may provide an opportunity for a portfolio review.*

WHAT IS THE PURPOSE OF AN INFORMATIONAL INTERVIEW?

An informational interview is an **informal question-and-answer discussion** between a job seeker and an employed professional to learn as much as possible about a certain career, industry and/

or company culture. **It is not a job interview—it is closer to an informal conversation.** These interviews typically last 15-30 minutes.

The goal of a successful informational interview is to come away from the conversation with a clearer picture of a career, industry or company knowledge. Other benefits include:

- **Increasing network contacts**
- Learning how to research or screen careers, positions or employers
- Preparing for future job interviews
- Learning how to ask direct and follow-up questions
- Learning steps to pursue a potential career
- Recognizing your strengths and weaknesses for a potential role

HOW TO SET UP AN INFORMATIONAL INTERVIEW

It's important to take the right steps when considering an informational interview. Ask yourself the following questions to lay the foundation for the meeting, stated in the letter.:

- **What are my goals for an interview?**

Consider your goals for the informational interview. Are you more interested in this professional's skills and experiences, their company or information about the industry? You're more likely to receive a positive response from the person if you can clearly communicate what you hope to gain from the meeting. **For this letter, also consider the opportunity for them to review your portfolio; however, it is not the main point.**

- **Who should I interview?**

Use your Job Hunt Journal! Go for the Creative Director, Art Director, or similar who would do what you want at that company. Consider asking for an interview with someone in your industry, field or a company that interests you. Ideally, you want to meet someone working in your dream role at your dream company. You might consider reaching out to someone who:

- Works at a company where you may seek employment
- Has experience in your career path or industry
- Attends a university where you may seek admission
- Teaches higher education programs related to your career interests
- Holds certifications or credentials that you're interested in pursuing
- Has an education or professional background similar to what you have

Once you decide who you want to ask for an interview, do your research to find out more about them. Use that Job Hunt Journal for research, scheduling when you say you will contact the

person, all communication before an interview (via phone, Zoom, or in person), and finally, your experience directly after the interview.

HOW DO I ASK FOR AN INTERVIEW?

Now that you've decided who you'd like to interview, it's time to ask if they're interested. This should be done **privately** by email, online platform or social media that allows messaging. It's not appropriate to ask for an informational interview across an open social media platform such as Twitter or Facebook. **Your message should be professional and polite, clearly stating why you are specifically reaching out to them.**

MORE INFORMATION:

BE COURTEOUS AND APPRECIATIVE

Remember the interviewee is not meeting with you as a professional duty but as a favor to you. In both the introductory email or phone call and the conversation itself, let them know you consider them a respected name in their field and that you are grateful for the opportunity they've given you. You should also mention your objective is to gain valuable advice and not a particular job.

FIND OUT WHAT YOU WANT TO KNOW

By doing your research and keeping the introduction short, you can use the remaining time to ask about all the details you are interested in uncovering. If you want to determine if a field or industry is right for you, focus on specific questions about the person's experience within the industry. If you're interested in working at their company, your questions should focus on that. Use your list of questions to help keep the conversation on track and be sure to take notes.

You shouldn't expect a regular interview when a person answers one question at a time. Your open-ended questions should encourage the interviewee to elaborate with details. Try to go deeper into issues you are interested in by asking follow-up questions to their answers.

DO NOT ASK FOR A JOB

Remember **your purpose is to seek advice and information**, not a job offer. Asking for a job may make them more reserved and less likely to answer questions freely.

If the interviewee offers to recommend you for a certain position or forward your resume to a hiring manager, show your gratitude and take advantage of the opportunity.

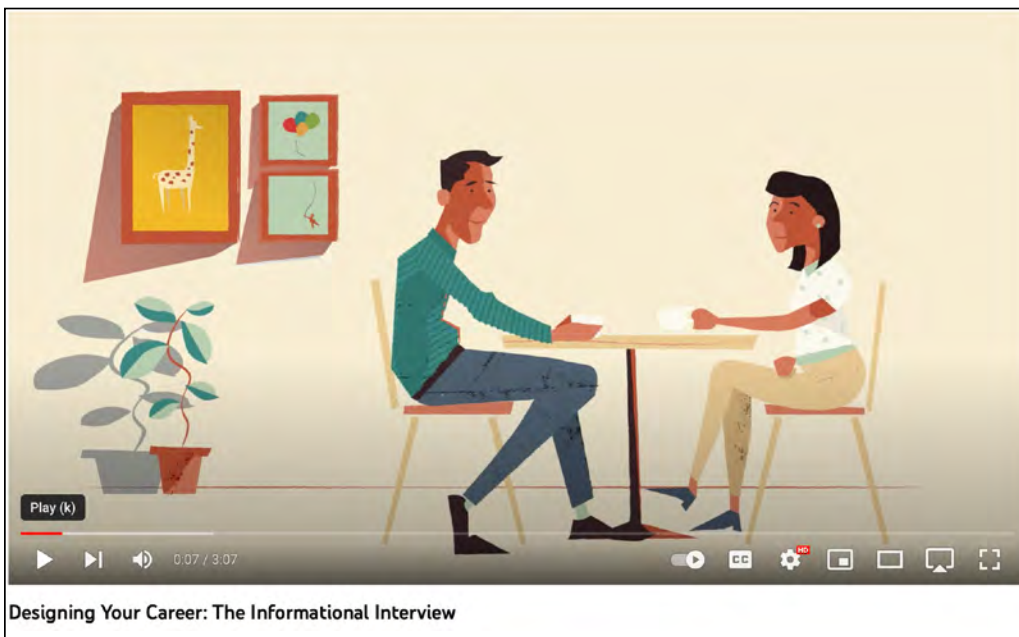
USE THE OPPORTUNITY TO NETWORK



You can expect the person you are talking with to know others who may be willing to share information with you. Use the final minutes of your informational interview to ask them to recommend two or three people who can help you increase your knowledge even more.

The key is to be as specific as possible. Based on answers during the conversation, you can determine what areas you want to know more about. Also, **asking for specific contacts will increase the odds of your interviewee thinking of someone who can help you.**

WATCH THIS VIDEO: <https://www.youtube.com/watch?v=m6Pa4ZB4mvQ>



Following is an informal explanation of **the skeleton for this kind of networking cover letter.**

PARAGRAPH #1: INTRODUCTION

Tell the employer why you are writing and interested in the job

- Who are you? Not your name, **but who ARE you?** >>>
 - What are you studying (or what did 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 them?** That's a hard one when I'm not allowing you to answer a job post, nor ask for an informational interview or portfolio review. (Even though you really are hopefully going to get an informational interview and portfolio review.) **To ask for the latter assumes this person has enough time to just do such things. Don't assume that. BUT people love to talk about themselves and give advice. THAT'S what you need to push.**
- But still, how do you ask for that? For these letters, I think an easy set-up is one many of you will use when you are looking for jobs **in a new city.** You can either explain that you are considering relocating to such-and-such city. You could say you were reviewing the design (advertising, whatever specific genre) scene and **found this company/person or you can say you have following this company/person for a long time.**

^^^ seriously, see if the company/person has a social media account and call upon that!!!. Either way, **you are looking to talk to someone about the business in the new city and this person/company is tops in that category.** That's a good lead-in.

 - *You could also just do a bit of hero worship and say you want to meet the person or see the company, but be careful. That could seem unrealistic or very "just like everyone else" when it comes to Disney, etc.*

PARAGRAPH #2 (+ MAYBE #3): COMPLIMENT, THEN ASK

Show the employer you are a good fit for the position and get an interview

- You're **not** talking about how you would make a great fit. **You're not asking for a job.**
- You explain you know their work (be specific) and how you also have done stuff like that (be specific) on a much smaller scale. But how you really appreciate their work not just because it's pretty. Pick something out about it. do that for a couple things.

- And remember don't just tell me you're creative and a problem-solver and all that. I think I'm really neat too. Give me examples of when you were a great problem-solver or have handled multiples accounts under strict deadlines.
- **DO NOT restate everything that is on your resumé;** however, you may ask them to reference your resumé and hint it is there to inform them of your background. You are not including your resumé as "this experience links to this job", because you are not asking for a job.
- **You are simply asking for their (very valuable!) time, expertise, and advice.**

PARAGRAPH #3 (OR #4): CONCLUSION

+ HOW THIS WORKS WITH YOUR JOB HUNT JOURNAL

- **Thank them** for their time (yes, to even read your letter, though you won't state that).
- Then the wrap-up. You **ask for a meeting** about how you are looking to talk to someone about the business in the new city and this person/company is tops in that category.
- Reiterate. You won't take up much of their time (but don't be too apologetic or presumptuous in your tone).
- Say **WHEN***. Not a day, but don't leave it up to them to contact you. **YOU take control.**

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 neat....")* **Go after this or you will get nothing.**

THE CREATIVITY-FOR-HIRE JOB MARKET IS RIDICULOUSLY COMPETITIVE.

- * If this is a **mailed letter**, use "the week of ___" is a good bet, assuming that would give about 5 days from the time you mail it to the time they would receive and read it. Pre-pandemic, it would usually take 1-2 days to mail anywhere within the U.S., then maybe a day before the person read the letter.

NOTE: Surprisingly, a mailed letter is the most likely to get in front of your contact if you have no previous connections with them.

- * If the letter sent via **email**, it will likely be read that day, assuming your message didn't go into spam or was ignored.

- * If the letter was sent by **private message on a social media network**, see how active that person is on said network. If they are very active, they might read the message that day; however, you usually need to be already accepted as a Contact/Friend for the person to easily and quickly view the message.

- State how they can reach you and encourage them to do so.

Email and phone number with area code.

- Encourage them to **go to your website** and **connect on your socials**.

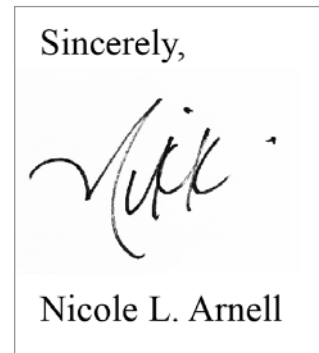
State them again, even if the letterhead has them. If this is an interactive platform (interactive PDF, email, etc.), hyperlink if possible.

- Thank them for their time and that you look forward to meeting them.

^^ Assume you will, but not because YOU are amazing. Just don't be mousy about it, begging for it.

- When closing the letter, print and sign your name.
This may be the exact same or an 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.)



Then you write down in your

JOB HUNT JOURNAL

when and to whom you sent this.

CALL THEM* WHEN YOU SAY YOU WILL.

- * You are neither required to send the letter, nor call anyone for this class; however, understand the importance of doing what you say you will do if this were a real letter.

TIPS FOR HOW TO START WRITING FROM SCRATCH

You can be more personal in a cover letter than your resumé while still staying professional in tone. “Cold” cover letters often not as useful because they sound default and untargeted, while overly friendly letters seem childish and/or egotistical.

- **First**, make a list of what you would like to say.
- **Second**, try to write one using the skeleton structure provided [here](#), but do so without looking at actual examples or templates. It’ll be a very rough draft.
- **Then** try multiple versions after this, comparing to what is out there.

Note: Students in GRFX-4503 began using the template letter in 2020; therefore, you may find networking cover letters in the 2019 Branded show work. Sometimes after multiple unsuccessful attempts at the more vague networking letter, I allowed student to write letter to answer a job. The letter would be in the student’s Brand Book PDF.

[SECTION 3 MENU](#)

brand board

[REQUIREMENTS](#)

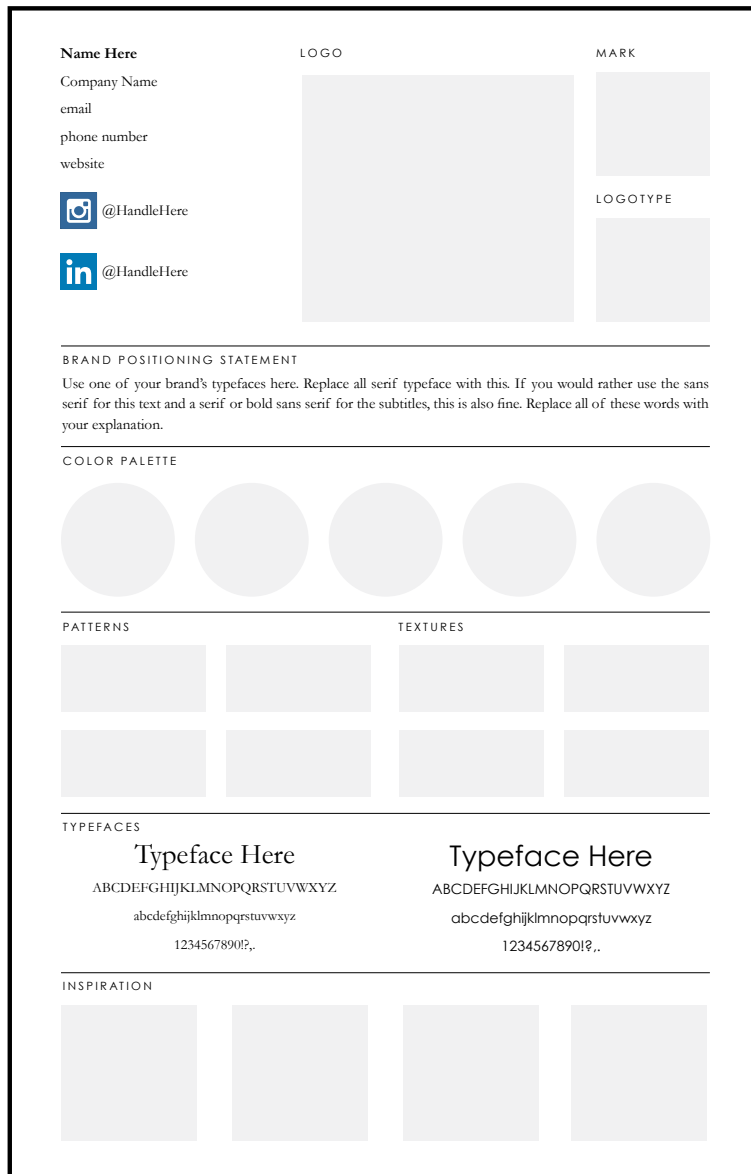
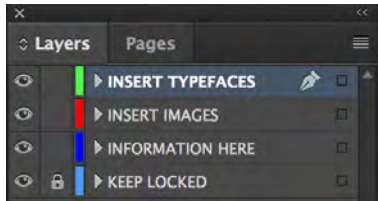
[FINAL WORK](#)

[RUBRIC](#)

requirements

Download **BrandBoard_4503.zip** from Slack #4503_sec3_brand-board. Decompress and open the InDesign file, which is built in layers.

- Name the file **YOUR LAST NAME_BrandBoard.INDD**. Fill in all areas:
- Adjust anything that you may need to in order to create your best brand board, including changing typefaces to what your Visual Guidelines demand and/or what you have used in your Visual Identity.
- Remember to fix your Brand Positioning Statement if there were problems in Section 1. Also feel free to update the statement if your brand has evolved or shifted since January!

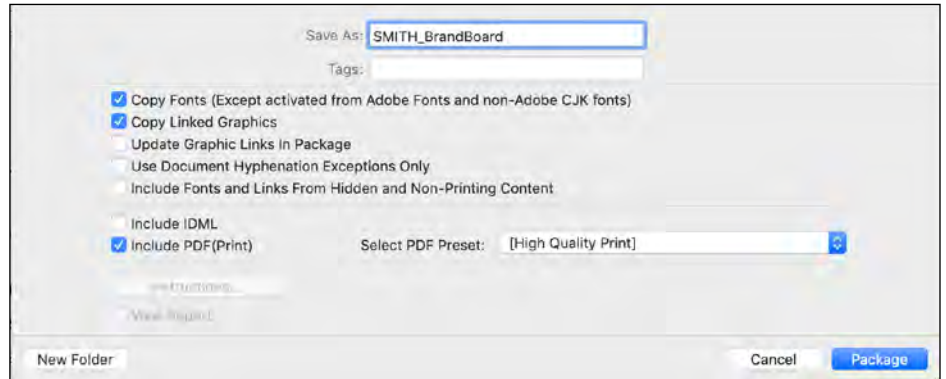


When finished in InDesign, check spelling and all information in the file.

Check that the file is correctly named, which means the Folder will inherit this correct name when you package it in InDesign.

File : Package work as shown here.

You will hyperlink this and create an Interactive PDF in Section 4, so don't worry about that yet.



DUE > WHAT • WHEN • WHERE

DUE by **11:00am** on **Tues Mar 12:**

- **YOUR LAST NAME_BrandBoard.PDF** in post on Slack channel **#4503_sec3_brand-board**
- **Packaged InDesign file** in shared Google Drive sub-folder for this class >
SECTION 3 : BRAND BOARD. .

For the **BRAND BOARD** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- No misspellings! SPELL CHECK.
> *Misspelling = F*
- No incorrect grammar.
- Materials support your brand positioning statement.
- Materials follow your visual guidelines.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in all critiques.

self-evaluation

At the conclusion of this Section 3, look back at your performance and see what your strengths and weaknesses are. Also consider how you will apply this knowledge to future projects.

This Self-Evaluation form is completed on [THIS GOOGLE FORM](#). It is turned in to the professor when you click SUBMIT at the end.

DUE by 11:59pm on Fri Mar 29. This is intended to provide extra time if necessary after the last project is turned in; however please do not forget to do it! It is required for your grade.