

section

4

OBJECTIVES

- BRANDED SHOW PLANS
-

PROJECTS

- BUSINESS PLAN B
 - FINANCIAL FORMS
 - SOCIAL MEDIA
 - INTERACTIVE FILES
-

SELF-EVALUATION

GOOGLE CALENDAR

objectives

WHO ARE YOU?

You must have all of these claimed by the start of Section 4.

- **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)

BUSINESS PLAN B

This project is a financial plan and will **inform your Financial Forms project**.

- As you continue in your career, **remember to constantly check the changing economy and your increased skills**. In other words, your costs will likely go up because everything seems to get more expensive; however, your skills will increase and you can charge accordingly. Eventually, what takes you 15 hours now – like fully developing a strong logo – will take you 5. That’s why rates are higher for more experienced designers. They’re just better – and quicker – at what they do.
- **Do not underestimate the money you will pay for your equipment and software**. Adobe will be a significant cost per month - <https://www.adobe.com/creativecloud/plans.html>
- **Do not underestimate your abilities**. You are probably much better than you are presently giving yourself credit because you are surrounded by others who are doing the same thing. To even use the equipment you do is an expertise. To use it well goes back to that fancy BFA (more than a BA or BS!) degree you’re acquiring.

FINANCIAL FORMS

*“Your survival depends completely on getting paid by clients. It’s as simple as that.
If the money isn’t coming in, you can kiss your freelance life goodbye.”*

Along with development of a business plan, designers must create standard forms to use. These commonly include financial documents like an estimate, quote, contract, and invoice. This project will demand all but the contract, though a signed quote is similar to a (not-very-legally-binding) contract. Contracts are legal documents and it would be best to see a lawyer vs. trusting your livelihood to a template available online.

SOCIAL MEDIA

This is the monster project of this section, but it’s also one with which students should feel comfortable because their brand is finally becoming a constant, fully formed entity. The project should also be exciting because social media is a familiar medium, though having a professional presence is likely a new experience. An **Instagram** Professional (Business or Creator) page and a **LinkedIn** page are required for this course. **Behance**, which we lumped in with the Website(s) project of Section 2, is also part of this project because it’s social media.

Content creation, tricks to having an ongoing presence, and how to grow one’s presence by using the power of the platforms and cross-referencing are all instructed. Then student will apply all of these theories by posting for a 10-day period.

INTERACTIVE FILES

As it sounds, elements that have already been created in the course now become interactive PDFs. This is usually just adding hyperlinks to words or elements and saving/exporting the file correctly. A digital business card created on an app will also be created.

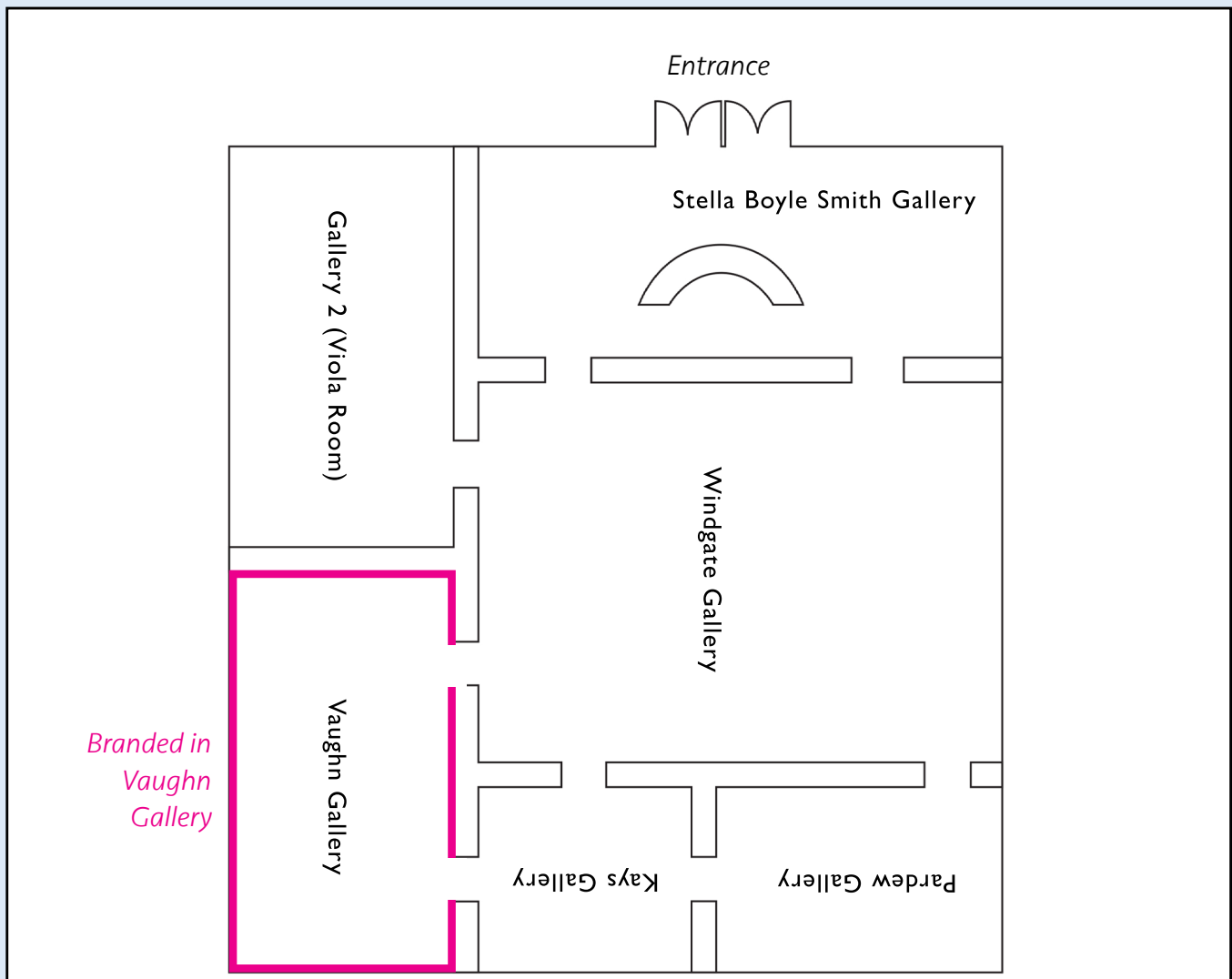


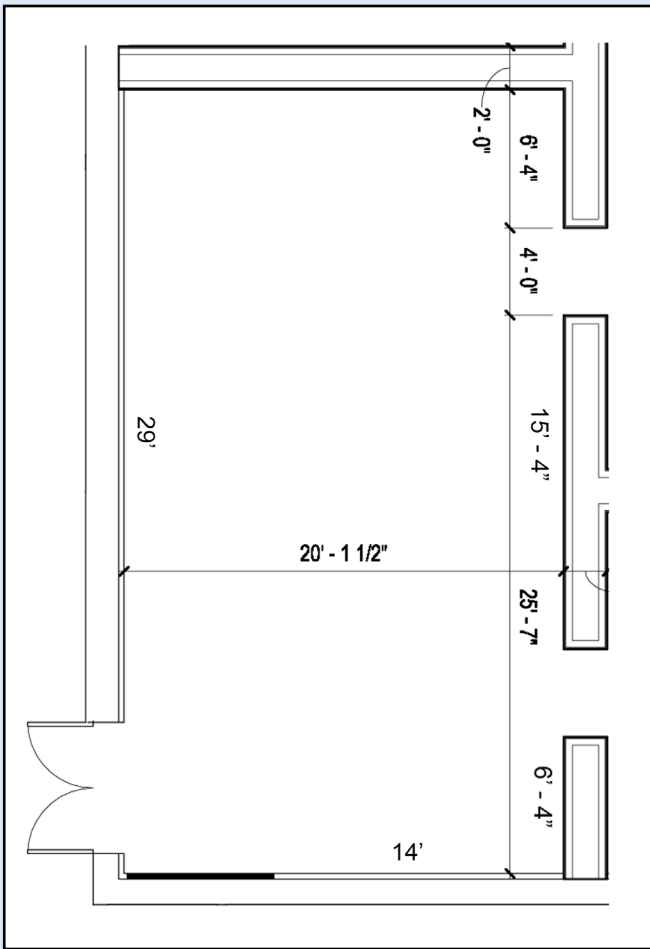
branded senior show plans

BRANDED: GRAPHIC DESIGN SENIOR SHOW OPENING NIGHT THURSDAY | APRIL 29 | 6-8 PM

Students are required to attend **5:30-8:30pm** - earlier if more setup time is required.

Elements from the show will be up until May 1st; however, April 29th is the one big night where each student stands in front of their work and engages/networks with visitors. This is a brand new forum for the annual Branded : Graphic Design Senior Show. Your pieces and performance are a culmination of both this course and Portfolio Capstone, and is a major part of your final grade for the course.





To the left is the floorplan for the Vaughn Gallery at BAM. Images below are from a senior show at another university. The students had developed a retail brand and showcased all developed, cohesive work in a small gallery space. Begin to consider how you can emulate something like this to showcase your brand and its elements, as well as aspects of your portfolio pieces. The large posters will still be printed and hung on walls (see template from previous years on next page. >>)

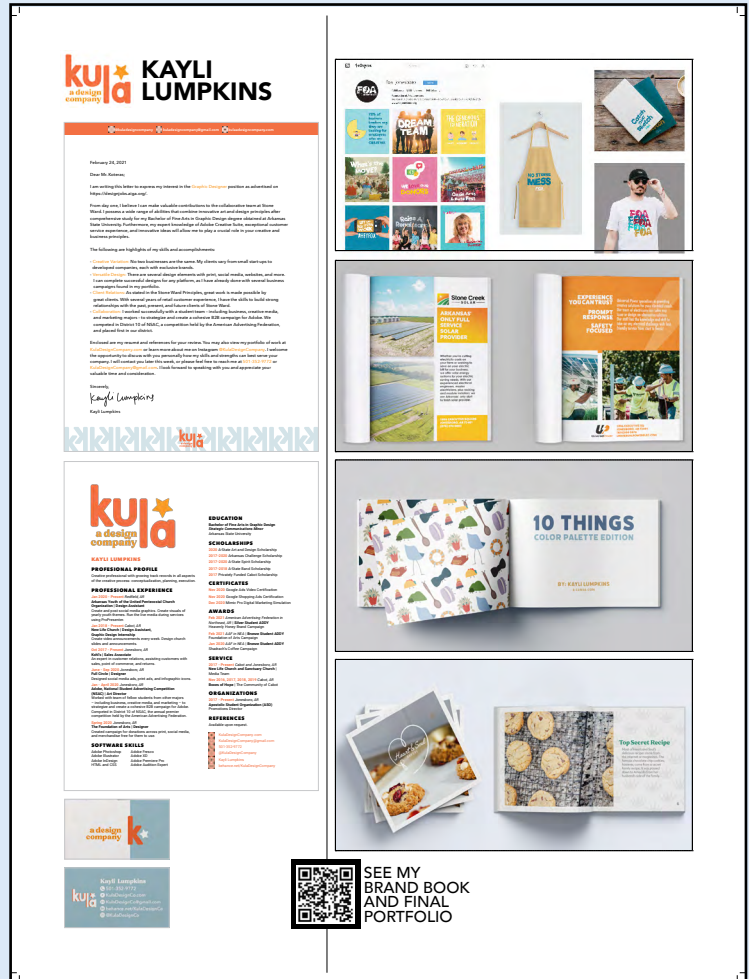


As explained above, these pictures are from an exhibit at another university. These are not Branded.



Previous years took up the entire Fowler Center Grand Hall and each student had their own large table. This was impressive; however, it disconnected with the rest of the BFA Senior Show work and work was only “up” for the one night.

These are from Branded at A-State.



[SECTION 4 MENU](#)

business plan **B**

[RESEARCH GUIDES](#)

[DIRECTIONS](#)

[RUBRIC](#)

research guides

For this project, imagine you will create your own freelance “business” (not brick-and-mortar, but an ongoing freelance only career) in your city of choice. Even if you end up not doing that and prefer a job at a company, the information should still inform you and your future fiscal negotiations.

Information needed on the Business Plan B form will require research that should begin with exploring these sites.

Cost-of-Living Calculator:

<https://money.cnn.com/calculator/pf/cost-of-living/index.html>

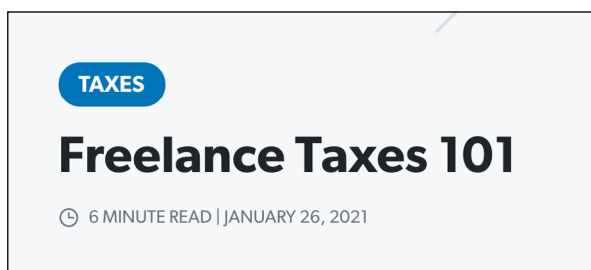
This is simply to introduce you to the idea of how cost-of-living can be so significantly different between places. Use this knowledge when you negotiate a wage (salaried or hourly/project-based).

Health Insurance:

Though you may legally stay on your parent’s healthy insurance until you are 26, you should attempt to take care of yourself as an adult as soon as you can. Without benefits from an employer (or being a student), the average cost of health insurance in 2024 is **\$584/month** for single coverage. Though Arkansas is about \$23 lower than this, you shouldn’t assume you will be in the state. See more information [here](#).

Taxes:

<https://apps.irs.gov/app/withholdingcalculator/>



We will have a brief lecture about this scary stuff from the U.S. government, but the information can be summarized well (and more hospitably) by reading [this article](#) about why those who do significant contract work must pay taxes every quarter (vs. once a year).

If you did not receive a W-2 from an employer, you will likely need to complete a 1099. You will have higher taxes to pay because none were taken out by an employer. **NO REALLY. READ IT!**

“Being a freelancer means being your own boss, and that can be awesome. You go out, kill something, and drag it home every day. That’s how it’s done, baby! And you’re not alone. In fact, freelancers are expected to make up the majority of the U.S.

workforce within the next decade. And why not? As a freelancer, you choose your hours, what projects to take on, and where you work. You get to call the shots! But **even if you already have a full-time job, freelancing is a great way to earn some extra money.** And let's be honest, who doesn't want more cash in their pockets? But here's some real talk: **Whether you're a full-time freelancer or just getting your side hustle on, it will impact how you file your taxes. And if you're not careful, you could lose a large chunk of your freelance income to an enormous tax bill.** "

Read this article for a bit more on the taxes collected and items you can claim for deductions on your taxes!

<https://www.investopedia.com/articles/tax/09/self-employed-tax-deductions.asp>

TAXES > TAX DEDUCTIONS / CREDITS

15 Tax Deductions and Benefits for the Self-Employed

Know where you can save money and grow your profits

Other Helpful Information:

Always be aware of the location. For example, if it is a national average, lower that slightly for the northeast Arkansas region. It's also much cheaper to live here. Keep it the same for Little Rock or Memphis. However, raise your fees slightly if you move to Fayetteville or Nashville – and be prepared to pay a lot more for an apartment that is in a good location.

- 2024 Robert Half Marketing and Creative Salaries and Hiring Trends - 2024 Salary Guide

<https://www.roberthalf.com/us/en/insights/salary-guide/marketing-and-creative>

See next page for more.

The screenshot shows the Robert Half website interface. At the top, there are navigation links: "Find Jobs", "Hire Talent", "Explore Consulting Solutions", and "Discover Insights". A search bar and "Sign In" link are also visible. The main content area features a large graphic with a pie chart and bar graphs. Below this, there is a "Navigate the Guide" sidebar with options: "HOME", "MARKET OUTLOOK", "SALARIES AND TRENDS BY PROFESSION" (selected), and "BENEFITS AND PERKS". The main heading is "Marketing and Creative Salaries and Hiring Trends" with a sub-heading "2024 Salary Guide". A short paragraph of text follows. Below the text is a "Find your local salary" section with input fields for "Job Title" and "City", and a "Search salaries" button. At the bottom, there is a "View salaries by category" section with a note: "Enter your city to localize salaries. (Without a city, national averages show.) Starting salaries can vary greatly depending on a professional's skills and experience, the company's size, and demand for the role."

- Coroflot Design Salary Guide:
<https://www.coroflot.com/designsalaryguide>
- Google Design Salary Transparency:
<https://docs.google.com/spreadsheets/d/1aFoSjr1qWBH3nWMeoEdFP4her8NvI7RZf6skyQmOAsU/edit#gid=257041397>
- How Much Do Graphic Designers Make? Salary Details (from 2019, but still informative about the job(s) available to Graphic Designers: https://www.pixpa.com/blog/graphic-design-salary_
- Hourly Wage (this is for web, but you fill in what you would do):
<https://www1.salary.com/Web-Designer-hourly-wages.html?fbclid=IwAR28MNc5MtWfSMkZ67JEdRhjARy-g4wq1effbGFKliTzAUwzHwshFbvwg5o>
- More about insurance:
<https://smartasset.com/career/5-insurance-policies-to-buy-if-youre-self-employed?fbclid=IwAR17naxapkj97vflhQeLH3ltvqCD0d8kQDBspBo4z3JZaLpayZNxrDv062>

directions

On Thursday, March 14th, students will begin this project during “The Money Talk” workshop. You will put this and the Business Plan A form into your brand book as one overall business plan.

See **BusinessPlanBForm Folder.ZIP** on **#4503_sec4_business-plan-b** folder. Download and unzip. Use whatever font you would like. Save as **YOUR LAST NAME_BusinessPlanBForm.INDD**. Then start completing the sheet!

- Research all answers. Then be honest with your answers. Though there are no incorrect answers; there are incomplete answers that would reduce your grade.
- When finished, run a spelling and grammar check, and do correct math, Make sure you are able to cite the source of all of your information if asked.
- It is suggested you use reset the assigned **Character Styles** to help you format work. Even if you do not use Styles, all typography and consistent design system should be attended to.

DUE > WHAT • WHEN • WHERE

When finished, check all spelling.

Be sure file is named correctly as **YOUR LAST NAME_BusinessPlanBForm.INDD**.

Then File : Package file as shown below.

Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)
 Copy Linked Graphics
 Update Graphic Links In Package
 Use Document Hyphenation Exceptions Only
 Include Fonts and Links From Hidden and Non-Printing Content
 Include IDML
 Include PDF(Print) Select PDF Preset: [High Quality Print]

Then **File : Export : Interactive PDF**. Move this PDF to the packaged folder..

Place this folder with all elements in **SECTION 4 : BUSINESS PLAN B** folder.

DUE by **11:59pm** on **Sunday, March 24th**, but it is highly suggested to finish before Break.

*TBD: Professor will remove all names from PDFs and post on **#4503_sec4_business_plan_b** so that students may see all other answers without having private information shared.*

For the **BUSINESS PLAN B** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All elements turned in on time.
- File created correctly and turned into correct place.
 - Packaged InDesign file (fonts, INDD file, and PDF file) turned into correct Google Drive shared sub-folder.
- Answers are enthusiastic, professional, complete, and concise.
- No misspellings or grammatical errors.
- Math is correct.
- Sources of information available if requested.
- Ambition - How much did you challenge yourself?
- Time organization skills displayed.

SECTION 4 MENU

financial forms

OVERVIEW

REAL LIFE STEPS

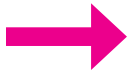
FUTURE TIPS

DIRECTIONS

RUBRIC

Student will create a basic template in InDesign for each of the following:

- **Hourly estimate**
- **Project quote**
- **Invoice for job that was billed hourly**
- **Invoice for job that was billed per project**



See **FinancialForms_Templates.PDF** on Slack **#4503_sec4_financial-forms**.

Student should understand these and combine any information listed here or in readings to compose his/her own quote and invoice. These must be completed in a design form that is **consistent with other collateral under the visual brand**.

For extra credit, make a contract that is closer to legally binding words. (It won't be legally binding until you have a lawyer review it, but you can get started.)

real life steps

None of the following is your assignment. It is an explanation to guide you in your creation of the required estimate/quote and invoice.

REAL-LIFE STEP 1: REQUEST FROM CLIENT

Design jobs often are created in steps. After obtaining information about the project, you then provide a quote. Preferably you receive project information in the form of a brief, but you will hardly ever receive this while freelancing.

- Your own pay rate and experience level. (see Business Plan B)
- Timeline for the project.
- What is the budget?
 - > Remember that simply asking what the budget is also is an indirect way of saying, “You know I’m not doing this for free, right?” If that’s still awkward, try asking, “Would you be able to send me a brief of the project?”
- Who is the direct point of contact to discuss the project?
- Where and how will the piece be used?

REAL-LIFE STEP 2: ESTIMATE / QUOTE

Next you answer with something called an estimate or a quote of what you will charge.

(A quote is closer to a contract, but is not as legally binding. Also sometimes clients will ask for an estimate and then a quote, in which case the quote is close to a non-signed contract.)

*See all examples in **FinancialForms_Templates.PDF**.)*

There are usually two ways to charge for a project if you are a freelancer or under contract:

- **Charge per hour.**
OR
- **Charge per project.** If you do this, include how many revisions will be made before the rate goes to hourly.

If you create your own business or have an ongoing work relationship, you could consider creating a contract that explains you will be doing all work for a set amount of time. If this is not a salary, it could be considered being “under retainer.”

REAL-LIFE STEP 3: CONTRACT

Professor Leslie's talk provided the most information in regards to an actual legally binding contract. For what is required for this project, see **FinancialForms_Templates.PDF**.

Once an estimate/quote has been provided, you would then be granted the work or refused. Even though you would provide this before a contract, an estimate/ quote is very similar to the nuts and bolts of a contract without needing to be signed. It is up to you if you work with contracts or not.

Contracts can be tricky, especially if you have never even signed one. Depending on the client, he/she might be scared off by it. See [this booklet created by AIGA](#) (national). There are many examples of templates available. The following are tips from HOW. Many of these tips are also applicable to your quote and invoice forms.

REAL-LIFE STEP 4: INVOICE

Again, see **FinancialForms_Templates.PDF**. The following is from [this article](#) and [this article](#). When crafting your invoices, you should refer to the following checklist as a minimum of items to include:

- INFORMATION ABOUT THIS SPECIFIC INVOICE
 - The word '**Invoice**' on the document
 - A unique **invoice number** you have assigned for your files
 - The **date** – this ensures that if payment isn't received, you have proof of when it was submitted.
- YOUR INFORMATION:
 - Your company **logo**
 - Payee **Name**: Your personal name and/or company name (if you have a banking account) >> To whom do they "write the check"?
 - Your **contact information**
- YOUR CLIENT'S INFORMATION:
 - Name and address of your client
 - If available: Any relevant [PO \(Purchase Order\) Number](#) issued by the client
- DESCRIPTION OF SERVICES RENDERED:
 - Provide a clear description of the work you completed to ensure you receive proper compensation for your time and effort. This should include the dates the work was done and the specific tasks performed.

- Include time to research, create (includes ideation and versions), and revise (see below).
- Include any items needed to render said services, whether you already have them or not. *For example, an Adobe subscription isn't free, so be clear on file creation. (Don't charge them for Adobe, but be aware when you are explaining/defending your charges that you are doing something the client could not without you.)*
- Details of items - tangible and/or digital – expected when finished
- COST BREAKDOWN OF INVOICE PER AGREED UPON CONTRACT FROM QUOTE:
 - **If quote was per project:** the final cost should match. If extra revisions were made, this should be listed in an hourly format. All math should be clear.
 - **If quote was hourly:** Hours worked on project x the agreed charge. All math should be clear.
- PAYMENT TERMS AND CONDITIONS:
 - Date the payment is due, usually in relevance to the date the invoice was submitted to client. "Payment must be made within 30 days."
 - An optional explanation of consequences for later payment may be included.
 - Where/how the payment should be made >>
 - Payment app links like Cash, PayPal, or Venmo are also a great idea.
 - You may provide a P.O. Box or street address for a check to mailed or bank information.

REAL-LIFE STEP 5: GETTING PAID

Even if you only do a couple of jobs a year and choose not to pay quarterly taxes (be careful), remember that you must count on your client reporting the payment to her/his/their taxes because this can be helpful in reducing tax owed when investing in one's own business. If (when) the government knows, it will be expecting some of that money from you in your taxes via a [1099-MISC](#) form for each client.

Hopefully, you **put about 25% of the money you earned from this job immediately into a savings account that you don't touch.** (I.R.S. states 15.3% of your net profits, but it's better to have more saved just in case.) Required taxes include payment to Social Security and Medicare, which are often hidden* when paid at other jobs you may have had where you filled out a W-4.

*They're not hidden at all, but most of us don't check our pay stubs so diligently.

Even if the client doesn't report it and you receive no 1099-MISC, you should still report it. Nobody wants to get audited by the U.S. government when a large amount of savings appears in your account that is earning interest.

It is also common to hear from designers to “keep it under \$400 and nobody will know.”

It is true that the person who paid you does not need to report the job to the IRS if it’s under \$400, but you are legally still supposed to report the amount as self-employment income and pay taxes.

The other option someone may offer you is to get paid “under the table” where nobody reports anything. This is technically not legal. Again, getting audited by the U.S. government is not a goal you should have.

Scared of taxes yet? Don’t be. Keep your receipts for anything you have to keep you in business, even if that’s just your computer and its software and the cost of your business cards. Find out more about all the things for which you could **receive deductions**. Programs like Turbo Tax can explain all of this to you if you cannot afford taxes to be prepared for you. It’s not as hard as it all sounds. Just be sure you keep all receipts, invoices, etc. It all matters.

future tips

The following are more in-depth considerations that may only apply to the more in-depth contract; however discussion of these subjects is worth it if you have never worked with the client.

Note: This might be too much to comprehend if you've never given signed a contract or been paid for work that you completed for a client; however, the first time you aren't paid for your work (and it will happen), you will understand the importance of all of this.

“The language provided below is generic and isn't meant to be a comprehensive list of terms nor a full agreement. As recommended earlier, the final terms you use should be customized to your firm and each client relationship. **While this type of informal language may not be legally binding, it will help guide the relationship so that you won't have to go to court.** An agreement that includes clauses that are free of legalese, direct and to the point will be easy to read and less formal. Nonetheless, it can be equally powerful at communicating the important conditions of a relationship. An agreement written in this manner will almost always be more effective and easier to negotiate than a contract drawn up by lawyers. **The result is a mutual understanding of the terms by both the client and the creative team (or you), friendlier negotiations, and quicker approvals.**

SCHEDULE PARAMETERS:

Timelines and schedules are a common industry challenge. Clients expect creatives to work all hours under even more compressed schedules, so having terms that prevent this from happening and clearly defining what is expected will result in a more seamless relationship.

- **Work Hours/Days:** This agreement assumes work will be completed within the standard work week (Monday through Friday, 9 a.m. to 6 p.m.). (Design Firm Name Here) is closed on all major holidays and the entire week of Christmas and New Years.
- *(Note: Of course this means that you should not answer the phone after these hours!)*
- **Schedule:** The work outlined in this agreement will be turned around within a reasonable, non-rush schedule to be determined, where possible, and mutually agreed upon at the start of each project. Late or weekend hours incurred to accommodate additional compressed deadlines, if needed, will be negotiated separately. Our schedules assume timely review and response by (Company Name Here) of all deliverables.

CLIENT RESPONSIBILITIES:

It's also important to outline what your expectations for the client are in the relationship. For example, who is the main client representative and key decision-maker (they should be one and the same), and what are the materials/services they're expected to provide—and when?

- **Client Representative:** (Company Name Here)'s representative, (name of client representative here), has full authority to provide and obtain all necessary information and approvals throughout this project. (Name of principal of design firm here) and (name of client representative here) represent that they have full power and authority to enter into this agreement and that it is binding upon (Design Firm Name Here) and (Company Name Here) and enforceable in accordance with its terms.
- **Client Responsibilities:** (Company Name Here) and/or (Company Name Here)'s subcontractors will provide accurate, complete and timely information and materials to (Design Firm Name Here). (Company Name Here) guarantees that they have all the necessary rights and ownership in such materials to permit (Design Firm Name Here) to use them for the project.
- **Client Approvals:** (Company Name Here) will approve and proofread all final designs, type, press proofs and test sites. (Design Firm Name Here) will make all efforts to ensure that no information is misrepresented. However, (Company Name Here) assumes all responsibility for content. (Company Name Here)'s approval of all tangible materials and artwork will be assumed after the work has been submitted to (Company Name Here) for review, unless (Company Name Here) indicates otherwise in writing.
- **Client Changes:** In order to avoid errors, text changes and corrections will not be taken over the telephone and must be provided electronically. Any text with extensive changes must also be provided as marked up hard copy, indicating the revised text.

SAMPLES AND CREDIT:

- **Samples:** (Design Firm Name Here) can use samples or photographs of the work created under this agreement and the name of (Company Name Here) for publications, exhibition, competition and other promotional purposes (such as our website) once the project has been made public.
- **Credit:** The following credit will be mentioned on all publicity/promotion of this project and/or our relationship, including, but not limited to, awards, competitions, press releases, etc.: (List required credit here, i.e., Design: [Design Firm Name Here]).

PAYMENT PARAMETERS:

Beyond the incremental payment schedule, you should include the following language that provides further protection in common problem areas, including:

- **Delays and Termination:** All payments received are not refundable in the event the project or the relationship is terminated for any reason. If any part of the work for this project is delayed for longer than 30 days, (Design Firm Name Here) will bill for work completed.
- **Consequences of Non-Payment:** (Design Firm Name Here) reserves the right to suspend work and/or withhold issuing any project documents if invoice payments are not received within a reasonable period of time from invoice date.

ELECTRONIC FILES:

Ownership and the quality of electronic files can also be a sticking point with clients, so including protection in this area is critical.

- **Length of Storage:** (Design Firm Name Here) agrees to store all final electronic files created for (Company Name Here) for a maximum of two years.
- **Retrieval Fee:** (Design Firm Name Here) will charge \$XXX to retrieve/transfer any elements of our electronic files from archive at the request of (Company Name Here), providing related usage rights have been negotiated.
- **File Requirements:** If (Company Name Here) has specific requirements for how project files must be prepared, (Company Name Here) must communicate this, in writing, to (Design Firm Name Here) before the project begins.”

directions

On Thursday, March 14th, students will begin this project during “The Money Talk” workshop.

After lectures/discussions about taxes, insurance, cost-of-living, and financial forms, create the assigned templates in 4 separate InDesign documents, using your brand visual guidelines and logo.

Name as follows:

- Hourly estimate: **YOUR LAST NAME_HourlyEstimate**
- Project quote: **YOUR LAST NAME_ProjectQuote**
- Invoice for job that was billed hourly: **YOUR LAST NAME_HourlyInvoice**
- Invoice for job that was billed per project: **YOUR LAST NAME_ProjectInvoice**

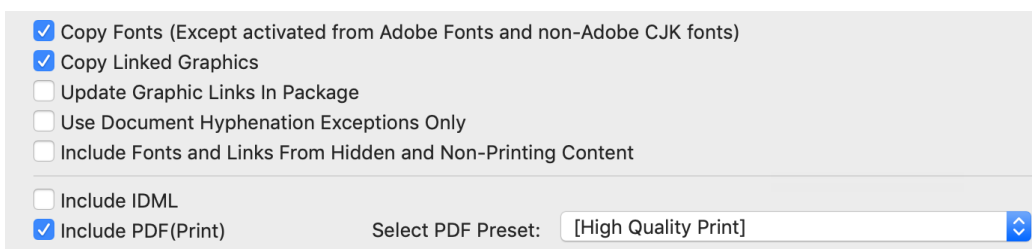


W.I.P. **DUE** in class on Thursday, March 14 during “The Money Talk.”

DUE > WHAT • WHEN • WHERE

When finished, check all spelling. Be sure they all files are named correctly.

Then File : Package each file as shown below.



The screenshot shows the 'Package' dialog box in Adobe InDesign. It contains several checkboxes and a dropdown menu. The 'Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)' and 'Copy Linked Graphics' checkboxes are checked. The 'Update Graphic Links In Package', 'Use Document Hyphenation Exceptions Only', and 'Include Fonts and Links From Hidden and Non-Printing Content' checkboxes are unchecked. The 'Include IDML' checkbox is unchecked. The 'Include PDF(Print)' checkbox is checked. The 'Select PDF Preset:' dropdown menu is set to '[High Quality Print]'.

Place these **4 separate folders** with all elements in **SECTION 4 : FINANCIAL FORMS** folder.

DUE by **11:59pm** on **Sunday, March 24th**, but it is highly suggested to finish before Break.

Interactive PDFs of Financial Forms will be created as part of the Interactive Files project.

For the **FINANCIAL FORMS** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- No misspellings or grammatical errors.
- Information can be explained via information acquired on Business Plan B.
- Materials support brand positioning statement.
- Materials reflect existing visual brand identity.
- Materials respond to brand's visual guidelines where applicable.
- Ambition - How much did you challenge yourself? Did you plan your time well?

SECTION 4 MENU

social media

OVERVIEW

WORKSHOP

SOCIAL MEDIA PLAN A

SOCIAL MEDIA PLAN B

SOCIAL MEDIA PLAN C

FINAL WORK

RUBRIC

- You will create a new profile on **Instagram** that has nothing to do with previously existing personal sites. This must be a **Professional** account. Whether you choose **Business** or **Creator** is up to you.
- A **personal page on LinkedIn** will be created or updated.
- **Behance** is also a social media site.
- Then you will post on the first two sites according to a **content calendar** using skills learned in workshops to create content that **cross-promotes** and is a **source of information**.

The goal for you is to create awareness of you/your work/your brand, and to do so by cross-promoting wherever possible to ensure you miss none of your intended audience. This also means **becoming a source of information and conversation that will build and/or complement an existing community**. Think SOURCE instead trying to get things from others. Also forget about random personal comments that have little to do with your professional life. You want people to follow you. From this, you also hope to find work, whether that be freelance gigs or job openings at shops, and other career and networking opportunities.

Follow the steps on each Social Media Plan form, as well as thoroughly reviewing any accompanying ReadMe PDFs or posted videos. By doing so, the process of creating your brand's presence on social media is broken up into easily achievable sections. Remember at all times that you are a consistent brand.

See explanations of each at the beginning of its section on the following pages.

Tip: BE PROACTIVE. Take screenshots of your process constantly and keep it all in a folder on your desktop. It is better to have more than you need!

workshops

BEFORE THURSDAY, MARCH 28TH COMPLETE THE FOLLOWING:

- If you are new to Instagram posting, read this quick article >>
[HOW TO POST ON INSTAGRAM in 2024: THE ULTIMATE GUIDE](#)
- Everyone – regardless of Instagram experience – read this article >>
[A BEGINNER’S GUIDE TO INSTAGRAM REELS, STORIES, & THE GRID: WHAT TO POST WHERE](#)

WORKSHOPS

A three-day Social Media Workshop will occur the week after Spring Break.

Tues Mar 26:

SOCIAL MEDIA WORKSHOP DAY 1

- OVERVIEW
- ABBREVIATED HISTORY
 - Pre-Internet Era
 - Emergence of the Internet
 - Rise of Web 2.0
 - Microblogging and Real-Time Updates
 - Visual Platforms and Multimedia Sharing
 - Messaging Apps and Private Networks
- KEY TERMS
- BUSINESS VS. PROFESSIONAL ACCOUNTS
- BRAND AWARENESS > LOYALTY
- REQUIRED PLATFORMS (AND WHY)
 - Behance
 - Instagram
 - LinkedIn
 - Others?
- BEGIN SOCIAL MEDIA PLAN A
- WHAT’S DUE NEXT CLASS


Thurs Mar 28:

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA PLAN A PROGRESS
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- BEGIN SOCIAL MEDIA PLAN B
- PREVIEW: CONTENT CALENDAR
- WHAT'S DUE NEXT WEEK

Students will also be asked to post their home pages for Instagram and LinkedIn in threads on Slack #4503_sec4_social-media channel. Behance is already on #4503_sec2_websites.

★ Pinned by you


 **Prof. Nikki Arnell** 7:10 PM # 4503_sec4_social-media


Ignore this until the Social Media Workshops after Spring Break. Please do not post anything until that time.

INSTAGRAM PROFESSIONAL* PAGE *You choose **Business** or **Creator**. You can always change it later if you're not sure.


1. In the thread to this post, first type your **Username**. (Don't include @ because it will confuse Slack.)
2. Then paste the URL of the **home page** of this **professional account**.
3. Also, type in if it is a **Business** or **Creator** page.
 - It should have your username after Instagram.
 - It should not have any other letters or numbers after your username in the URL.

See the first post in the thread as an example of what I want. >> (edited)

 **Prof. Nikki Arnell** 4 minutes ago
prof_nikki
https://www.instagram.com/prof_nikki/

 1 reply 16 days ago

★ Pinned by you


 **Prof. Nikki Arnell** 7:12 PM # 4503_sec4_social-media


Ignore this until the Social Media Workshops after Spring Break. Please do not post anything until that time.

LINKED-IN PAGE

1. In the thread to this post, first type the **closest thing to a Username** that LinkIn gives you. (Don't include @.)
2. Then paste in the **URL** of your LinkedIn account **profile page**. This should be a personal page and not a business page.
 - Make sure the URL does NOT end in /feed, because that's just the LinkedIn feed you see.
 - The correct URL will have numbers and letters after your username.































See the first post in the thread as an example of what I want. >> (edited)

 **Prof. Nikki Arnell** 3 minutes ago
Nikki Arnell
<https://www.linkedin.com/in/nikki-arnell-5aa30263/>

 1 reply Today at 7:14 PM

BEHANCE:

In the thread to this post, paste in the URL of the home page of your Behance site.

                              **13 replies** Last reply 24 days ago # 4503_sec2_websites

Tues Apr 2:

SOCIAL MEDIA WORKSHOP DAY 3

- REVIEW:
PROFESSIONAL vs. PERSONAL
 - Business Info in Bio/Profile
- CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why
 - Schedulers
- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - @Handle/Mentions
 - TinyURLs if necessary
 - Connect Everything and Grow
 - Know Your Audience +
Track Your Results (Analytics)
- BEGIN: SOCIAL MEDIA PLAN C
- INSTAGRAM
 - Post - Story - Reel -Live
 - 2024: Reels + Captions
 - Use Highlights
- LINKED IN
- BEHANCE
- REVIEW: SOCIAL MEDIA PLANS A & B
- WHAT'S DUE NEXT CLASS

After creating a weekly broad Content Calendar, each student will post on her/his/their Instagram, LinkedIn, and Behance pages in a more specific expression for **10 days**. (That will make more sense after the Workshop and completing Social Media Plan C.)

By the time the 10 days are over, it will be a **rush to add to her/his/their almost-finished Brand Book** to be printed in class. Within about a week, the **Branded Show** and **Portfolio Review** will happen!

social media plan **A**

This form takes a comprehensive look at your social media landscape. It asks for this research:

- **@Usernames** similar to yours on the main social media platforms in the U.S.
- **10 Influencers on Instagram** who are connected with your career goals. Note if these are Business or Personal pages set to public.
- **5 companies/groups on LinkedIn** who are connected with your career goals
- **Communities** on social media platforms whose membership would benefit you and your career goals.

^^^ *You will/can use these later when you connect via @mentions on posts!*

DIRECTIONS

1. Download the **Social Media FORMS.ZIP** from **Slack #4503_sec4_social-media**.
2. Locate the **A** folder. Open the InDesign document SocialMedia_A.INDD.
Replace the font with whatever you would like. There are no linked images.
3. File : Save As **YourLastName_SocialMedia_A**.INDD. Fill out the form. Use (and adjust if necessary) the assigned Character Styles to help if you would like.
4. For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink**.
5. Check your spelling and grammar (see rubric).
6. When finished, package your InDesign document for yourself.
7. Also File : Export to an **Interactive PDF**. (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

These will be started in class on Tuesday, March 26.

The first section, Usernames, is **DUE** BY **8:00am** on **Thursday, March 28th** to use in Social Media Workshop Day 2.

The completed form is **DUE** BY **8:00am** on **Tuesday, April 2**.

GOOGLE:

Under **SECTION 4 : SOCIAL MEDIA**, place the (correctly named) Interactive PDF you created in this folder.

SLACK:

Place the (correctly named) Interactive PDF in thread on **#4503_sec4_social-media** asking for it.



Prof. Nikki Arnell 11:52 PM

In the thread to this post, upload your correctly named **Social Media Plan A** by 8am on Tuesday, April 2nd.



1 reply Today at 11:53 PM

social media plan **B**

This form is about you and your brand presence on the required platforms (Instagram, LinkedIn, and Behance). It takes you step-by-step as you create/revise/update your profile on each. **The form also asks for screenshot/hyperlinks to show evidence of the work, so do not forget to take them throughout the process!**

- Read the article "[Developing Your Social Media Brand Voice: A Beginner's Guide](#)" and see steps on SocialMediaPlanB file. This will help you as you develop your "brand voice", though yours can become a bit more personal if your brand name is YOU as a person vs. you as a company.
- Be sure your tone is consistent with your initial brand strategy.
- Remember that you are "yourself" - you as your professional, career self. Be the adult version of you. Be the employed version of you. But also be the human, approachable, colorful version of you. BE SOCIAL.
- Be sure your profiles are consistent in their visuals and bios, but relative to the platform. See guidelines for writing a killer bio for [Instagram](#) and [LinkedIn](#). << *click for links!*

DIRECTIONS

1. Locate the **B** folder from the previously downloaded **Social Media FORMS.ZIP**.
2. Open the InDesign SocialMedia_B.INDD document. Replace the font with whatever you would like. There are no linked images.
3. File : Save As **YourLastName_SocialMedia_B**.INDD.
4. Also review slides from Social Media Workshop Day 2 and all videos linked in thread on Slack [#4503_sec4_social-media](#).
5. **Remember to document your progress with screenshots.**
6. For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink**. >>
7. Check your spelling and grammar (see rubric).

8. When finished, package your InDesign document for yourself.

9. Also, File : Export to an **Interactive PDF**. (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

This will be started in class on Thursday, March 28.

Both of the following are **DUE** BY **8:00am** on **Tuesday, April 2**.

GOOGLE:

Under **SECTION 4 : SOCIAL MEDIA**, place the (correctly named) Interactive PDF you created in this folder.

SLACK:

Place the (correctly named) Interactive PDF in thread on **#4503_sec4_social-media** asking for it.



Prof. Nikki Arnell 11:52 PM

In the thread to this post, upload your correctly named **Social Media Plan B** by 8am on Tuesday, April 2nd.



1 reply Today at 11:53 PM

social media plan C

THIS IS THE BIG ONE! This final form is about **creating content** – not once, but continuously. One must have a constant presence for social media to be a successful marketing tool. Much of this is informed by the workshop that explains how to use tricks like @mentions and #hashtags to grow one's network. A Free scheduling app is also introduced (but not required), as having a constant presence on social media is almost impossible without a dashboard of some sort.

The main steps are as follows:

- First consider only content and setting up a framework within which to work:
Daily, Weekly, Monthly. These are overall, general post subjects/formats.
- Then dig in and consider how a week would look for content and how this relates to the social media platform you would use to post this. These are more specific plans, repeating topics so people can keep returning to your brand (you) as a source of information (see examples). If these can fall under a trending hashtag like #MondayMotivation.
 - **You MUST use @mentions, trending #hashtags, and URLs.**
 - **Also cross-reference between platforms at least once.**
(See [rubric](#).) Not on every post, but as many as you can that do not seem forced.
- Next, **put this into action posting manually.**
 - *Extra Credit: Use the free Meta Business Suite to schedule Instagram posts.*
- The final work will be these posts on Instagram and LinkedIn as your new brand for 10 days straight (April 6th-15th) using content created that follows your calendar.

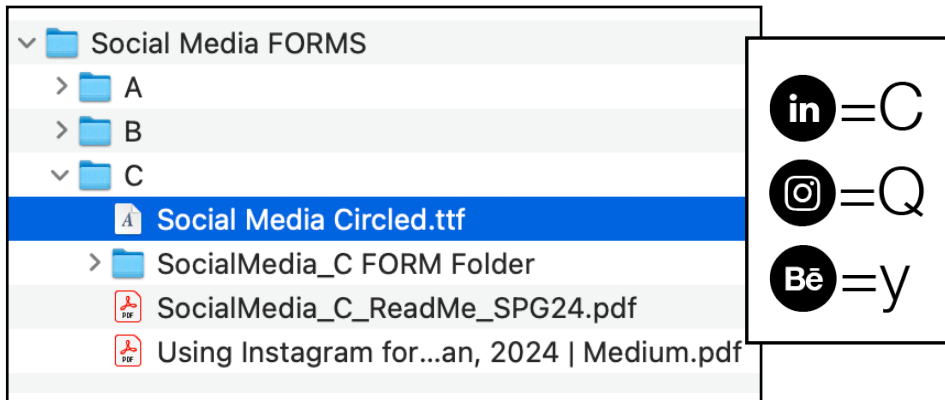
All of this requires screenshot/hyperlinks to show evidence of the work, especially the required 10 days of posting that follows one's content calendar in the next step.

Examples of content creation – both as a planned calendar comprehensive view and examples of actual published content – are important final touches to your Brand Book and **significant evidence of an employable skill.**

DIRECTIONS - CONTENT CALENDAR

You will create a weekly content calendar as part of Social Media Form C that is precise enough for consistent content creation, but loose enough so that it could be used as a general path to follow. This will be then used when you post for 10 days to prove the point, using more specific content following the general guidelines of the Content Calendar.

Suggested: Upload the provided font **Social Media Circled**, which is full of dingbats that are social media icons. You may also use another method, but this is easy.



2024 CONTENT CALENDAR

MINIMUM ACTIVITY REQUIRED FOR CALENDAR*:

- **INSTAGRAM:**

- » **Mon-Fri:** Post 2-3 times per day; Check/Reply account daily > 2-3 times per day
- » **Sat-Sun:** Post 1 time per day; Check/Reply account daily > 1 time per day

- **LINKED IN:**








































- » **Mon-Fri:** Post 2-3 times total per week; Check/Reply account daily > 1 time per day
- » **Sat-Sun:** Not required, but highly encouraged;
Encouraged to Check/Reply account Sunday night or Monday morning

- **BEHANCE:**

- » **Weekly:** Consider posting new work as often as possible, but only if it is portfolio-quality; Check/Reply account and platform at least 1 time per week.

**This is minimum for this class. Obviously, you should consider increasing activity to build your presence after this class is finished.*

Below is an example Content Calendar. DO NOT copy it exactly.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>11am</p> <p> Instagram Photo/Reel of #SundayFunday real life image</p> <p>8pm</p> <p> Check Instagram Reply to posts Check Groups Research all feeds</p> <p>Load up scheduled posts using tool on Instagram</p>	<p>8am</p> <p> Instagram Story of #MorningCoffee Image and Link to breaking news regarding design/ advertising</p> <p>10am</p> <p> Check LinkedIn  Check Instagram Reply to posts</p> <p>1pm</p> <p> Instagram of My Work with link to website</p> <p> ^ Share Instagram post on LinkedIn feed</p> <p>5pm</p> <p>  Re-Share another designer's work from Behance @mention</p> <p>8pm</p> <p> Check Instagram Reply to posts Check Groups Research all feeds</p>	<p>10am</p> <p> Check LinkedIn  Check Instagram Reply to posts</p> <p>1pm</p> <p> Instagram of my #WorkInProgress</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Instagram from #JustMyType feed</p> <p>8pm</p> <p> Check Instagram Reply to posts Research all feeds  Check Behance</p>	<p>8am</p> <p> Instagram of #MorningCoffee Image and Link to breaking news regarding design/ advertising</p> <p>10am</p> <p> Check LinkedIn  Check Instagram Reply to posts</p> <p>1pm</p> <p> Instagram Reel of #WednesdayHowTo How-To Story</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Share event from some local/ regional group (design or advocacy) @mention</p> <p>8pm</p> <p> Check Instagram Reply to posts Check Groups Research all feeds</p> <p>Load up scheduled posts using tool on Instagram</p>	<p>10am</p> <p> Check LinkedIn  Check Instagram Reply to posts</p> <p>1pm</p> <p> #ThrowbackThursday: Great design/designer from history (@mention if still alive or fan page exists)</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Instagram Photo/Reel of my #WorkInProgress</p> <p>8pm</p> <p> Check Instagram Reply to posts Research all feeds</p>	<p>8am</p> <p> Instagram Photo/Reel of #MorningCoffee Image and Link to breaking news regarding design/ advertising</p> <p> Comment on breaking news regarding design/ advertising with link to #MorningCoffee post</p> <p>10am</p> <p> Check LinkedIn  Check Instagram Reply to posts</p> <p>1pm</p> <p>  Instagram Photo/Reel of My Work with link to Behance.</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Instagram of Day's Best Pic</p> <p>8pm</p> <p> Check Instagram Reply to posts Check Groups Research all feeds</p>	<p>11am</p> <p> Instagram Photo/Reel from #JustMyType feed</p> <p>1pm</p> <p> Re-Share another designer's work @mention</p> <p>8pm</p> <p> Check Instagram Reply to posts  Check Behance</p>

DIRECTIONS - C FORM

1. Locate the **C** folder from the previously downloaded **Social Media FORMS.ZIP**.
2. Open the InDesign document SocialMedia_C.INDD. Replace the font with whatever you would like. There are no linked images.
3. File : Save As **YourLastName_SocialMedia_C.INDD**.
4. Open the **SocialMedia_C_ReadMe.PDF** to guide your through the form. Also review slides from Social Media Workshop Day 3 and all videos linked in thread on Slack **#4503_sec4_social-media**.
5. **Remember to document your progress with screenshots.**

6. For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink.**
7. Check your spelling and grammar (see rubric).
8. When finished, package your InDesign document for yourself.
9. Also, File : Export to an **Interactive PDF.** (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

These will be started in class on Tuesday, March 26.

Both of the following are **DUE** BY **8:00am** on **Thursday, April 4.**

GOOGLE:

Under **SECTION 4 : SOCIAL MEDIA**, place the (correctly named) Interactive PDF you created in this folder.

SLACK:

Place the (correctly named) Interactive PDF in thread on **#4503_sec4_social-media** asking for it.



Prof. Nikki Arnell 11:53 PM

In the thread to this post, upload your correctly named **Social Media Plan C** by 8am on Thursday, April 4th.



1 reply Today at 11:53 PM

Post on socials **for 10 days straight between April 6-15.**

Remember these should mostly follow the Content Calendar created for the Social Media Plan C form or your Brand Book won't make much sense.

Remember to document your progress with screenshots to include in your Brand Book. This is especially important for any ephemeral posts – namely Instagram Stories – that will disappear before the professor will be able to grade them. Make sure your Brand Book shows you know how to use Instagram and all of its power!!


DUE > WHAT • WHEN • WHERE

Activity required on Instagram every day. Activity required on LinkedIn at least 3 times.

DUE (will be checked) on **Tuesday, April 16th.** The work will be checked and graded using the same links provided on the first day of the workshop because your work is posted on the pages already uploaded. Simple! :)

4503_sec4_social-media

★ Pinned by you


 **Prof. Nikki Arnell** 7:10 PM

Ignore this until the Social Media Workshops after Spring Break. Please do not post anything until that time.


INSTAGRAM PROFESSIONAL* PAGE *You choose **Business** or **Creator**. You can always change it later if you're not sure.

1. In the thread to this post, first type your **Username**. (Don't include @ because it will confuse Slack.)
2. Then paste the URL of the **home page** of this **professional account**.
3. Also, type in if it is a **Business** or **Creator** page.
 - It should have your username after Instagram.
 - It should not have any other letters or numbers after your username in the URL.

See the first post in the thread as an example of what I want. >> (edited)

 1 reply 16 days ago

★ Pinned by you


 **Prof. Nikki Arnell** 7:12 PM

Ignore this until the Social Media Workshops after Spring Break. Please do not post anything until that time.

LINKED-IN PAGE

1. In the thread to this post, first type the **closest thing to a Username** that LinkedIn gives you. (Don't include @.)
2. Then paste in the **URL** of your LinkedIn account **profile page**. This should be a personal page and not a business page.
 - Make sure the URL does NOT end in /feed, because that's just the LinkedIn feed you see.
 - The correct URL will have numbers and letters after your username.

See the first post in the thread as an example of what I want. >> (edited)

 1 reply Today at 7:14 PM

4503_sec2_websites

BEHANCE:

In the thread to this post, paste in the URL of the home page of your Behance site.

 13 replies Last reply 24 days ago

For the **SOCIAL MEDIA** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
 - >> This includes all required steps of the process.
 - >> ALL deadlines met.
- **SocialMedia Plan A** completed correctly.
- **SocialMedia Plan B** completed correctly.
- **SocialMedia Plan C** completed correctly.
- Verbal and/or visual communication skills displayed in order to persuade in an intelligent and compelling manner in bio and posts.
- At least one Instagram Reel is created. (More preferred.)
 - *Instagram Stories are encouraged, but cannot successfully be graded.*
- Correct use of **#hashtags** to connect with followers, including at least 5 trending.
- Correct use of **@mentions** to connect with followers, including at least 2 influencers.
- Correct use of a **URL (shortened in Hootsuite)** to connect with at least your own website.
- At least one **cross-reference between platforms**.
- No misspellings or grammatical errors.
- Materials support brand positioning statement.
- Social Media Content Calendar has AT LEAST the minimum number of posts.
- Social Media Posts follow calendar at a minimum.
- Post for a minimum of 10 days in a row.
-
- Screenshots provided when asked for them in Slack (and in Brand Book).
- Ambition - How much did you challenge yourself? Did you plan your time well?

EXTRA CREDIT: Use Scheduler correctly for majority of posts.

SECTION 4 MENU

interactive files

DIRECTIONS

LETTERHEAD

RESUMÉ

FINANCIAL FORMS

THANK YOU EMAIL

DIGITAL BUSINESS CARD

FINAL WORK

RUBRIC

directions

None of the files created here will replace your original versions. The links should be an obvious format change and will therefore not look good if then printed. They are the interactive files to be used when advantageous in an online setting.

FOR THIS CLASS: Always do a **File : Save As** and then name the interactive file with something different like **_Links**. In the future, go back and save all of your previous files as **_PRINT** and keep these files with cleaner names.

HOW TO MAKE INTERACTIVE PDFS:

You have been doing this throughout the semester, but a reminder:

1. Select whatever you would like to hyperlink, whether that be text, an image, or a box.
2. Then go **Type** (even if it's an image) : **Hyperlinks & Cross-References : New Hyperlink**.
You can hyperlink to a URL, a Page within a document, an email, a file, etc.
However, the links won't work until you create the interactive PDF.
3. To create the PDF, you must **File : Export** to an **Interactive PDF**.
(InDesign still will not package a file with an interactive PDF. It must be done separately.)

SEE VIDEO

Your **Visual Guidelines** are not required in this Interactive PDFs project because your **Brand Book** – which builds on your Visual Guidelines – will be interactive.

letterhead

You must use InDesign to create an interactive PDF for these purposes. Illustrator can make interactive documents, but not nearly as easily as InDesign. Remember - Illustrator is really for creating elements that would go on a page. InDesign is much better for page layout.

File : Save As **YourLastName_Letterhead_LINKS.INDD**.

When finished, export to an interactive PDF entitled **YourLastName_Letterhead_LINKS.PDF**.

The following elements should be hyperlinked. If you included Behance, hyperlink this too.

(If you do not have something on your letterhead that wasn't required to be there, you do not need to add it in order for it to be hyperlinked.)

LETTERHEAD SPECS

8.5 in. w x 11 in. h

>> Information required:

Logo

Website (be consistent with business card)

Socials: Instagram (icon and @username); LinkedIn (icon and @username)

>> Information optional:

Personal name (if not in logo)

Job title

Phone number

Email address

Street address is optional, but not encouraged.

Other social platforms (be consistent with business card)

If you created your letterhead in Illustrator, you can patch your interactive PDF together in InDesign or recreate it in InDesign. See Prof. Nikki if you need help.

Whether or not your resumé used your letterhead exactly, it's the same idea. In fact, it's easier because you all were required to create your resumé in InDesign.



File : Save As **YourLastName_Resume_LINKS.INDD**.

When finished, export to an interactive PDF entitled **YourLastName_Resume_LINKS.PDF**.

financial forms

Also create interarctive Financial Forms with links. Hyperlink website, email, Instagram, and LinkedIn. Do not hyperlink phone number. Be sure they are all exported as Interactive PDFs from InDesign. File : Save As >>

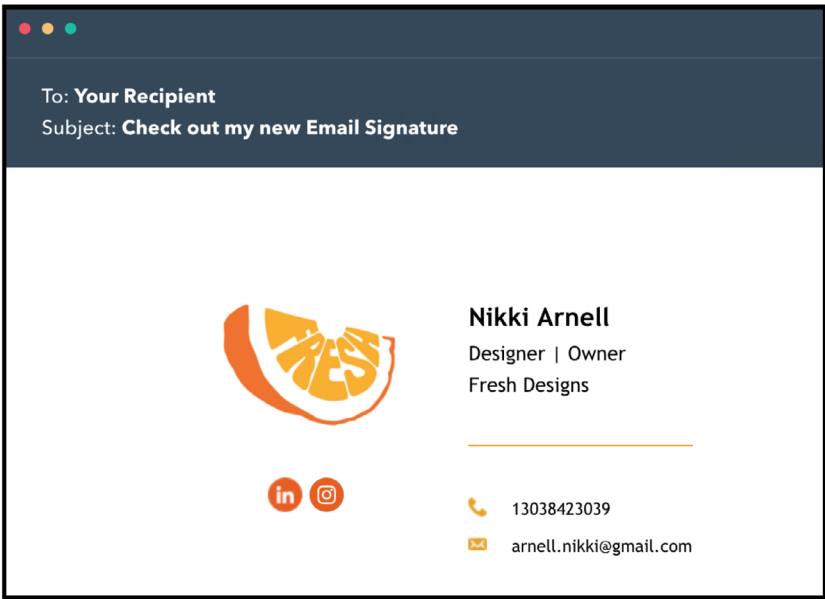
- **YOUR LAST NAME_HourlyEstimate_LINKS.PDF**
- **YOUR LAST NAME_ProjectQuote_LINKS.PDF**
- **YOUR LAST NAME_HourlyInvoice_LINKS.PDF**
- **YOUR LAST NAME_ProjectInvoice_LINKS.PDF**

thank you email

The Visual Guidelines project asked for an email sign-off that would be finalized later in the semester. We are at that point! So first, make sure your email sign-off has the correct hyperlinks to Instagram, LinkedIn, email, phone number, and website (if available).

<https://www.hubspot.com/email-signature-generator> or use another similar free generator.

- **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.



The screenshot shows a preview of an email signature. The header of the email is dark blue with white text: "To: Your Recipient" and "Subject: Check out my new Email Signature". Below the header is a white area containing the signature. On the left is a logo for "Fresh Designs" featuring a stylized orange slice. To the right of the logo is the name "Nikki Arnell" in bold, followed by "Designer | Owner" and "Fresh Designs". Below the name is a horizontal line. Underneath the line are two rows of contact information: the first row has a phone icon followed by "13038423039", and the second row has an email icon followed by "arnell.nikki@gmail.com". To the left of the contact information are two circular social media icons for LinkedIn and Instagram.

To be clear, **you can write your cover letter in an email or just about any other professional message.** In fact, today **most cover letters are sent by email** or attached as a file in an online application tracking system unless an employer specifically requests a job application letter sent by postal mail.

The reason why this class demanded a cover letter on letterhead was because it helped students figure out formatting to be reflected in the Visual Guidelines *and* forced the letter to be only one page.

Also the reason to show in your Brand Book a Thank You email (and not just a cover letter both on letterhead and in an email) is because you can then subtly display the awareness of how one should always send a Thank You note. It's like you're telling a story (the narrative) of your job search.

TEMPLATE

- As [this article](#) explains,
“**Keep it simple. You don't have to suck up, but you do have to be sincere.**”
- For this template (and your Brand Book's narrative), **use the person, company, and job title/ position to whom you wrote your cover letter.**
 - This includes the email address at the top, but **DO NOT ACTUALLY HIT SEND!**
- **ALWAYS INCLUDE A SUBJECT LINE OR YOUR EMAIL WON'T BE READ.**
- You can copy-paste the text from this PDF.
- What about widows? In an actual email, do not try to control widows. The page resizes and you'll have an odd break in the copy if you do a return to remove a widow. HOWEVER, for the screen shot of this in your Brand Book, don't have any widows.
- *Obviously, this is just for the class and your brand book. In the future, do more than just copy-paste a default letter from a college class. There are plenty of guides out there, like [this other article](#).*

[SUBJECT LINE:] **THANK YOU – YourFirstName YourLastName, Job Title**

Ms. Smith,

Thank you again for meeting with me today regarding the **Graphic Designer** position with **ABC Company**. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company.

I am available for any follow-up questions you or the team at **ABC** might have. I look forward to hearing from you.

Thank you,

YourFirstName YourLastName

(or let the Email Sign-Off do it for you if it looks ok)

WHAT TO TURN IN FOR YOUR GRADE

- As explained above, first write the email of who you would send it to, but **DO NOT SEND IT**. Take a screenshot of your email, complete with the subject line, words, and active links.
 - Name the file **YourLastName_Email.PNG**. This will be turned in for the project *and* used in your Brand Book.
- Then replace the address with narnell@astate.edu and **send it to Prof. Nikki**. This is also part of your grade.

FYI FOR THE FUTURE

- Send an email **within 24 hours of the interview**. Most likely, your interviewer is quite busy and will appreciate reading a quick email. You can also include an interactive business card attached so the interviewer can pass that on to someone else at their shop if desired.
- Aim to drop a more formal (tangible) note of thanks on your letterhead on its fine paper with your tangible business card again into the mail the same day as well (to arrive a couple days later).
- These both also open a line of inquiry to follow up in a couple of weeks (or more –and continuously) if you have received no response at all. **There is a fine line between being properly aggressive in a job search and being annoying**. The first is good, the second is bad. *Research more and/or ask Prof. Nikki even after you graduate if you need advice!*

digital business card

Even before COVID precautions made interactive business cards safer than tangible, this format was becoming ever more popular. For the sake of this class, students will use an app to do most of the work of transferring all of the brand's visuals to this format.

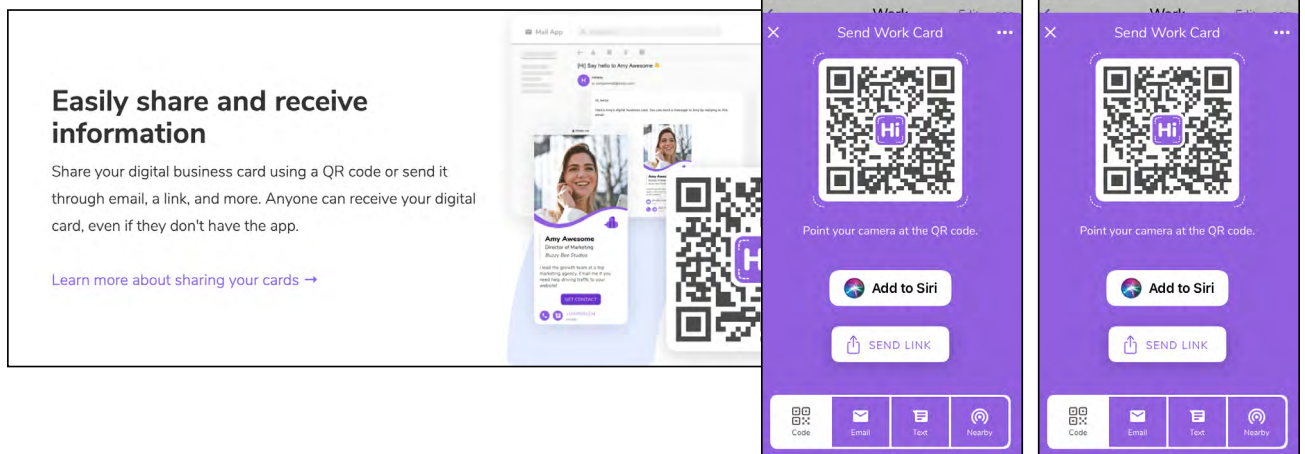
WHAT TO TURN IN FOR YOUR GRADE

- Take a screenshot of your card and anything else it links to (see my example for HiHello's QRC).
 - Name this file(s) **YourLastName_InteractiveCard(_1 and _2 only if more than one).PNG**. This will be used in your Brand Book.
- However your app works, also **get the link** to it. You will be asked to paste this into Slack. If the link is big and ugly, you can do a Tiny URL (or owly or bitly).

The following (free) apps are suggested. If student would like to use another, just speak with Prof. Nikki as soon as possible. Also all of these apps are for use on a smartphone or tablet.



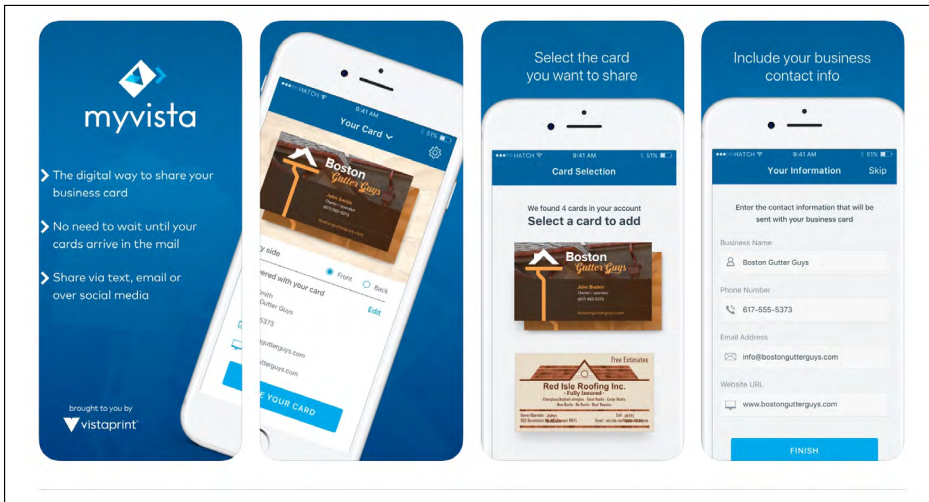
This app is the preferred one to use for this class. It is free and can be installed on iPhone or Androids, which implies it should work on multiple platforms of tablets too. It can also be added to Apple Wallet easily when finished. *If this app does not work and you cannot find another good (and free) solution, please speak with Prof. Nikki.*





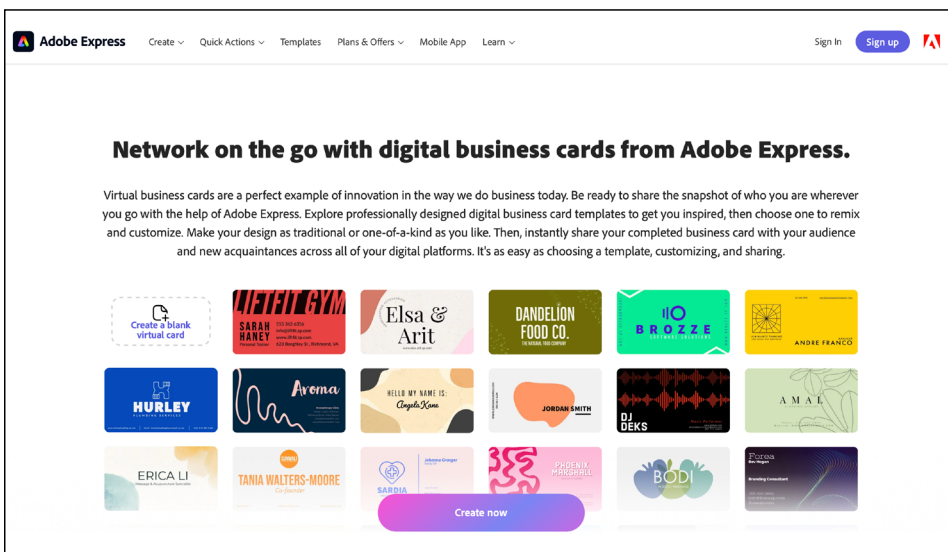
MY VISTA by VISTAPRINT

If you had your cards printed by VistaPrint, it appears the company has a quick and easy way to create the digital version. You could also easily do this by making an interactive PDF out of your work. *It's also to inform you for easy and free use when you create work for clients in the future that would be dazzled by your ability to also make a digital card.*



ADOBE EXPRESS

Adobe Express allows you to customize templates so that a digital card can be created that will look like your printed card, but with simple animations. It could then be published to a URL and that QRC could be shared. This is not as intuitive as the other sources, but students may find a way this works well for them.



Work In Progress (and Q&A with Prof. Nikki) **on all files** will be **DUE** on **Thursday, April 11**.

The more you have done, the more questions can be answered.

Final files are due as explained below.

DUE > WHAT • WHEN • WHERE

All of the following are **DUE** BY **8:00am** on **Tuesday, April 16th**.

EMAIL:

Email to Prof. Nikki at narnell@astate.edu. See requirements under Thank You Email.

GOOGLE:

Under **SECTION 4 : INTERACTIVE FILES**, place the following:

- **YourLastName_Letterhead_LINKS.PDF**
- **YourLastName_Resume_LINKS.PDF**
- **YourLastName_Email.PNG**
- **YOUR LAST NAME_HourlyEstimate_LINKS.PDF**
- **YOUR LAST NAME_ProjectQuote_LINKS.PDF**
- **YOUR LAST NAME_HourlyInvoice_LINKS.PDF**
- **YOUR LAST NAME_ProjectInvoice_LINKS.PDF**
- **YourLastName_InteractiveCard**(_1 and _2 if more than one).**PNG** (Screenshot(s) of card) and the **URL** if supplied.

SLACK:

Place the (correctly named) PDFs or Links in the threads on **#4503_sec4_interactive-files** asking for each.

YourLastName_Letterhead_LINKS.PDF



Prof. Nikki Arnell 11:30 PM

In the thread to this post, upload your correctly named **Letterhead Interactive PDF** by 11am on Tuesday, April 16th.



1 reply Today at 11:31 PM

YourLastName_Resume_LINKS.PDF



Prof. Nikki Arnell 11:30 PM

In the thread to this post, upload your correctly named **Resumé Interactive PDF** by 11am on Tuesday, April 16th.



1 reply Today at 11:31 PM

YourLastName_Email.PNG



Prof. Nikki Arnell 11:30 PM

In the thread to this post, upload a screenshot of your **Thank You Email** by 11am on Tuesday, April 16th.



1 reply Today at 11:31 PM

Financial Forms

- **YOUR LAST NAME_HourlyEstimate_LINKS.PDF**
- **YOUR LAST NAME_ProjectQuote_LINKS.PDF**
- **YOUR LAST NAME_HourlyInvoice_LINKS.PDF**
- **YOUR LAST NAME_ProjectInvoice_LINKS.PDF**



Prof. Nikki Arnell 11:30 PM

In the thread to this post, upload all 4 of your correctly named **Financial Forms Interactive PDFs** by 11am on Tuesday, April 16th.

Each student only post once with all 4 files. DO NOT post 4 times. (edited)



1 reply Today at 11:31 PM

A screenshot and the **URL** of your **Digital Business Card**. You may shorten that lengthy URL using something like [TinyURL.com](https://tinyurl.com) or [Bitly](https://bitly.com) to create a much more appealing URL!



Prof. Nikki Arnell 11:31 PM

In the thread to this post, paste in the URL and upload the screenshot of your **Digital Business Card** by 11am on Tuesday, April 16th.

Each student only post once with the URL and the image.



1 reply Today at 11:31 PM

For the **INTERACTIVE FILES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- **Letterhead** interactive PDF works correctly.
 - **Letterhead** interactive PDF turned in on Google and Slack.
- **Resumé** interactive PDF works correctly.
 - **Letterhead** interactive PDF turned in on Google and Slack.
- **Thank You email** completed correctly.
 - **Thank You email** sent to Prof. Nikki.
 - **Thank You email** screen shot correctly name and turned in on Slack.
- **Financial Forms** interactive PDFs works correctly.
 - **Financial Forms** interactive PDF(s) turned in on Google and Slack.
- **Digital Business Card** completed correctly.
 - **Digital Business Card** Screenshot (PNG) and URL turned in on Google and Slack.
- No misspellings or grammatical errors.
- Is everything turned in on time? Did you plan your time well?

self-evaluation

At the conclusion of this Section 4, 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 (23:59) **Friday, April 19**. Do not forget to do this. It is required for your grade.