

COVER LETTER WORKSHOP | DAY 1

GRFX-4503

SECTION 1 MENU

résumé & cover letter overview

RESUME COVER LETTER

- The following are rounds in the Cover Letter and Resume projects given 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 in Design file.

DUÉ > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 12 >> ROUND 1 DUE

TUES FEB 12:

- Resume and Cover Letter Workshops
- Work on Preliminary Resume Form (class)
- Work on Cover Letter Outline (class)

THURS FEB 15:

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- Cover Letter Outline DUE on Slack #4503_sac3_cover-letter

WEEK 2 WEEK OF FEB 19 >> ROUND 2 DUE

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- Cover Letter* DUE on Slack #4503_sac3_cover-letter
- *All packages should be final text and require only minor edits (if any).

RESUME WORKSHOP | SAT COVER LETTER WORKSHOP | SAT

RESUME WORKSHOP | DAY 2 COVER LETTER WORKSHOP | SAT

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RESUME WORKSHOP | SAT COVER LETTER WORKSHOP | SAT

RESUME WORKSHOP | DAY 2 COVER LETTER WORKSHOP | SAT

COVER LETTER

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

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

cover letter PROJECT SHEET

tips

MENU

- 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 résumé and experiences, because the things that you've done might not speak for themselves or be an exact fit. Your job is to show the employer why your past experience is transferable and relevant to the job you're applying for. Tell them why your experience should matter to them.
- Don't be too personal. Don't be too bland. —Figure it out.

cover letter PROJECT SHEET

VERBIAGE

- What you can do for them. Not what they can do for you.
- Re-rep 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.**

cover letter PROJECT SHEET

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 their phrases, but that you should try to be more direct so that the reader is immediately more engaged. **Use your Job Hunt Journal research!**
- Have a specific target. For this project, use an actual contact from your Job Hunt Journal, so you have an actual name and company. (The job you're applying to can be fictional.)
- Do not use "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.

cover letter PROJECT SHEET

template

MENU

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

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

cover letter PROJECT SHEET

structure

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

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

- Who are you? Use your name, but who ARE you? -> -> ->
- What are you studying for what did you study? Do they 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, bring 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 the most difficult cover letter doesn't answer an exact job posting, 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 award? Did they just release a new campaign for a well-known client?

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

- This is the basic message paragraph. It should mention both you and the employer.
- A paragraph full of "I" is a red signal relationship, so avoid this. Remember that it's what you can do for them. Not what they can do for you!
- Drop ->
- Choose 3 skills/trains 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.

PARAGRAPH #3 (OR #4): CONCLUSION

- Restate in one sentence how you can add value to their team.
- 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!** (I don't want to be a ghost)
- Reiterate for your Job Hunt Journal. This is for a 1 or 2 or 3 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.
- Study 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.
- Make them again, even if it's not a website. This is an online platform (LinkedIn, Instagram, etc.), hyperlink if possible.


PARAGRAPHS BY JOB #1: CONCLUSION

- Remember to use **anecdotes** from your past and refer to their firm.
- Remember research on the company and **check them** for their competitors.
- Using your Job Hunt Journal (open)
- Including the name, contact name and phone number of the person you will contact them and their DOB (do not include a social media link)
- Remember to use Job Hunt Journal, also refer to the Job Hunt Cover letter
- If there is a link to a job or email and you have applied through a website, there is a lot of pressure on it.
- Check 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 social media. Share the open cover letter information for them. It's a good idea to email it to your contact name. (If you don't have a contact name, email it to the contact name.)

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. Amell

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.

Cover Letter

PROJECT SHEET

Today's Date:
 Creative Director's First and Last Name
 341 Company Address
 Company City, State, and Zip

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

I am writing this letter to express my interest in the job title opening as advertised on <https://www.linkedin.com/jobs/> 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, as well as 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%.
- Oversee 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 43%.
- Time Management Skills: Manage up to 5 projects or tasks at a given time while under pressure to meet strict weekly deadlines.

Enclosed is my resume and references for your review. You may also see my portfolio of work at <https://www.linkedin.com/in/nicolelame/> or learn more about me on Instagram (@nicolelame). 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. (This would connect yourself to do this or your job hunt journal or please feel free to reach me at XXX-XXX-XXXX or email@domain.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

CONTENT

LET'S START BUILDING!

#4503_sec3_cover-letter

Prof. Nikki Amell 8:13 PM
 To use in class on Tuesday, February 13th in Day 1 of the Cover Letter Workshop.

GRFX4503_CoverLetter_FORM Folder.zip

- Download the **CoverLetter_FORM Folder.zip** file from #4503_sec3_cover-letter channel.
- It should "unzip" to a folder.
- Open the **.INDD** file in InDesign.
- File : Save As **YOUR LAST NAME_CoverLetter_FORM.INDD**
- Start filling it out in class! :)

COVER LETTER FORM

COVER LETTER

You will receive a template to use with this information.

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

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

NAME OF BUSINESS
 Replace with your answer.

ADDRESS OF BUSINESS
 Replace with your answer.

SPECIALTY OF BUSINESS
 Replace with your answer.

NAME OF CREATIVE DIRECTOR (OR SIMILAR)
 Replace with your answer.

TITLE
 Replace with your answer.

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

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Today's Date:
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 Company City, State, and Zip

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

I am writing this letter to express my interest in the job title opening as advertised on <https://www.linkedin.com/jobs/> or other.

COVER LETTER FORM

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

- SKILL/EXPERIENCE/RESULTS HERE:**
 Replace with answer. Try to use only 1-2 sentences.
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COVER LETTER FORM

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

WEBSITE: www.replace with answer.

INSTAGRAM: @ReplaceWithAnswer.

PHONE NUMBER: (XXX) XXX-XXXX

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

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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

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. They like you're going to stalk them, but not just "oh know... maybe... if you feel like talking to me... I'm really interested... Go after this or you will get nothing. THE CREATIVITY FOR HERE JOB MARKET IS RIDICULOUSLY COMPETITIVE.

IN DESIGN SPELLCHECK

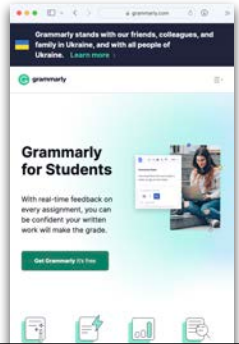
File : Save As YOUR LAST NAME_CoverLetter_FORM [redacted].INDD.
Then File : Export to a PDF for Slack.

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

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

REMOVE ANY BLANK PAGES

GRAMMARLY SPELLCHECK



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

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COVER LETTER WORKSHOP | DAY 2

GRFX-4503

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DESIGN OVERVIEW

Cover letter uses letterhead.

Resumé can use a relative form.

