



YOUR BRAND

Research

Core Identity Development

- Mark (logo), color, type systems, tone, etc.

Application

- Extending the visual image or umbrella of core identity over the entire spectrum of an organization's business system, promotions, packages, signage, vehicles, annual reports, advertising, uniforms, and architecture

Control

- Overseeing and managing all visual applications, following set guidelines. **CONSISTENCY**.

MON MAR 8

- Resumé V2 DUE
- Don't Get Screwed - 5:30pm Zoom (REQUIRED)

WHAT'S YOUR STORY?



spring | 21

grfx-4803 | portfolio capstone

[syllabus + calendar](#)

[SYLLABUS](#) [GOOGLE CALENDAR LINK](#)

lecture slides

[INTRO](#)

[LECTURE 1 + 2 - \(JAN 20\)](#)

All quoted text from [Jobmarks for Twentysomethings](#), Bradley Richardson

NETWORKING REVIEW

- OVERVIEW
- NETWORK. ALWAYS.**
- KEEP TRACK OF IT.
- NETWORKING COVER LETTER

NETWORKING MATTERS

- In other words, it doesn't matter how great your work is if nobody knows about you. No matter what your work looks like online, a call from a colleague about you will get you in the door for an interview more quickly.
- Another way to get a job is if you've already met the person who would hire you (or who knows people who would hire you).
- The best jobs are often not listed. There are more than enough people that can be called by Creative Directors – known from meeting already or a call to another CD. **These are the people they have already met or who is referred to them by their friends.**
- *Honestly, it seems the only time really big jobs are posted as open positions are when HR is in charge. And even then, the person making the final decision is going to be the Creative Director.*

NETWORK NETWORK NETWORK

Answering a job announcement is easy, but the best creative jobs are often not posted. **ALWAYS NETWORK** every chance you get. As explained on Creative Bloq's "20 Tips for Design Interview Success":

Don't be shy. These days, not every job is advertised... You have to keep your ear close to the ground. Also don't wait for vacancies to appear. There doesn't need to be an actual job vacancy in order for you to get work. If your experience and skillset will help a studio or agency win business, improve its offering, or bring an innovative approach to the table, then that studio may try to make a space for you. Added value cannot be underestimated. Creative agencies are busy places, so if your details hit the right screen at the right time, you could make someone's life easier and bag your dream job interview.

BUSINESS CARD

CONTINUE YOUR VISUAL BRAND.

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ALWAYS HAVE ONE HANDY.

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**ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
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BUSINESS CARD

CONTINUE YOUR VISUAL BRAND.
ALWAYS.

NETWORK & FOLLOW UP

- Ask for business cards from others. This is not weird.
- After meeting a person, follow up with an email within the day (no later than 3 days).
 - Don't stalk them,
but do it while you're still fresh in his/her mind.*

INTERVIEW & FOLLOW UP

ALWAYS send a Thank You note

- Written on branded piece with business card

STAY ORGANIZED

- Use your Job Search Journal notes.
- Hopefully, you will be networking and contacting so many people that you could quickly lose track. KEEP NOTES.
- You can also always go back to this in future jobs (or jobless times). Keep your network.

YOU MUST BE A MACHINE.

You must become a list-maker, a record-keeper, and an organizer of chaos. You must set a goal and reach it. You must have a commitment level that will need to be so focused that a few negative or indifferent reactions will only help sharpen your skills.

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- After an interview or after a networking event, immediately take notes. IMMEDIATELY.
 - Even after you have a job.
 - Jobs don't last. Networks of people do.**

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GETTING A JOB WHY THIS COVER LETTER?

- There are really two different kinds of interviews:
 - For a posted job. << what you did this semester.
 - For an "informational interview". << what students had to do in previous semesters.

GETTING A JOB WHY THIS COVER LETTER?

- There are really two different kinds of interviews:
 - For a posted job
 - For an "informational interview".
 - Inquiry about "the business"
 - Inquiry about that specific business (but research can do this)
 - To network and meet people in the area (this works especially well if you're new to the area or you're going move there and you're visiting)
 - To get that person to review your work
 - Do not say because you just graduated. You will only ever be a student to them then.
 - OK if said because you value their opinion and experience
 - Remember that person's time is money. RESPECT IT.
 - Of course, you want a job. But... (see videos)



Designing Your Career: The Informational Interview

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



How To Set Up An Informational Interview

<https://www.youtube.com/watch?v=5O3s2riEscU>

GETTING A JOB WHY THIS COVER LETTER?

- But the informational interview is also to network.
 - **Let them meet YOU.**
Who are you as a person? What's your personality?
 - **Talk them through your work.**
They can see it online, but YOU tell them about it.
Tangible items are also nice here.
 - **Provide a Leave-Behind, business card, printed resumé** with all contact information.
 - Send a **branded hand-written Thank You when done.**
 - **Keep in touch.**
- THEN when a job or last-minute freelance comes up at her/his job (or friend's shop), **you** are top of mind.

BUT...

This letter doesn't even ask specifically for an informational interview. The answer would be YES or NO. No ongoing network or relationship.

It lets the person know you will be contacting them (and that they can contact you before).

You keep track of when you say you would do this in your Job Hunt Journal (in the future – not required for this class). And then you CALL THEM.

Remember the letter is **not what they can do for you.**
It's what you can do for them.

- Call to be sure someone still works there and his/her title,
but DON'T ask where you can send your resumé.

• **WHY NOT?**

A scanned page from a portfolio. At the top left is a stylized logo of a lowercase 'b' with a heart-like shape inside it. To its right, the text 'MCKENZIE BARLEY' is written in a serif font, with 'PHOTOGRAPHY' and 'DESIGN' stacked below it. The main body of the page contains several sections of text, some bolded, describing services like headshots, branding, and design. There are also small images of sample work, such as a portrait of a woman and a logo for 'CRAZY MOUNTAIN BREWING COMPANY'. The bottom of the page features a signature 'McKenzie Barley' and contact information: 'mckenzie@msn.com' and '(800) 555-1234'.



**lexi
avery**

John Doe
123 Main Street
Austin, TX 78701

John Doe

My name is Lexi Avery. I am a recent graduate of Arkansas State University where I obtained a Bachelor of Fine Arts in Graphic Design with Digital Design emphasis. I have a passion for design and believe that my education has prepared me well for what was created for The Smith Collection.

I resonate with Sarah Druck, a colleague of mine, and the metaphor that if you "don't ask, you don't get". I would love the opportunity to ask you a few questions and acquire advice because I appreciate the innovations and contributions that your company has made to the industry.

Your company has a reputation of producing innovative and inspiring work in the web design field and I believe that I have the necessary skills that make me an asset. I have a strong background in graphic design, web design, and user interface design with design experience. Because of this, I can contribute creatively and technically to your company's success. I am excited about the opportunity to learn more and contribute my thoughts to your organization. This could help companies complete projects on time and within budget.

I believe that I can be a valuable to any company because of my extensive web and app design experience. Your company gets the standards for digital design and I would like to be a part of that. I am a hard worker and I am always looking to learn more in the future. I will contact you in the next week to set up a short, informal interview to discuss my qualifications and my desire to work for your company. My resume is also enclosed here and available on my website.

Thank you for your time and consideration.

Lexi Avery
Graphic Designer
lexiavery.com
@lexiavery

“BUDDABING – BUDDABANG – BUDDABOOM.

**YOU SHOULD BE
IN AND OUT LIKE
A HIT TEAM OF
NAVY SEALS.”**

PROOFREAD

NO MISTAKES!

- Get someone to proofread your letter.
- Perfect grammar
- Spelling and typesetting should be perfect
 - No rivers, orphans, widows, hyphens
 - DO NOT SPELL NAMES INCORRECTLY

**Let's eat Grandma
or
Let's eat, Grandma**

PUNCTUATION

It saves lives

one more thing

Q: It's understandable that cover letters (in email or on paper) are required when looking for a job with a business, whether that be to fill a position or to work contract/freelance. However, are they necessary when you're looking to freelance on your own?

A: When hustling for yourself, it is true that cover letters are not quite as "required." You will find work in other ways, often by meeting people at events, through your friends and coworkers, and/or your social media presence, all of which lead to your website. **ALWAYS HAVE A WEBSITE** and always have an up-to-date resume and portfolio on the site. In this case, a person is looking for you. However, you should always be able to write professionally to somebody communicating with you. Do not take this skill to be unimportant.

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