

# JOB HUNT JOURNAL WORKSHOP

GRFX-4503 SPG24

## SECTION 1: JOB HUNT JOURNAL + SECTION 3 PREVIEW: COVER LETTER COVER LETTER #2 FYI

THE NETWORKING  
COVER LETTER

section 1

**JOB HUNT JOURNAL**

You will complete research for **3 cities** as if you were going to relocate, preferably all in the United States because information retrieval on this project will be easier for you. Within each city, research **at least 5 places** a designer would find employment located in the area.

Formerly assigned on its own outside of section projects, this important research was always put off by students. Because this digital journal does not need to be visually branded and students should start picturing their ideal workplaces NOW, it has been moved to Section 1.

An interactive PDF will be available to students, which will be filled out by students with their research. *The InDesign document from which the original PDF was created can be provided if student wishes to adjust anything about the design before filling out their PDF.*

BACK TO SECTION 1

section 1

job hunt journal

OVERVIEW  
RUBRIC  
DIRECTIONS

MENU

## overview

This project is directly related to finding employment at an existing company; however, the same journal/process could be applied to an active freelancing career and the never-ending task of finding and keeping clients. **It is not required that you actually contact anyone for this project; however, this journal - or something like it - is intended to be used after this semester.**

**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.

## 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" by Kevin Gordon:

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.

Networking includes making appointments with creatives in a new city just to make a connection and get your work (and personality!) in front of important people. Sometimes these meetings are informational interviews and sometimes these turn into jobs. They are priceless interviewing experience to help you improve, especially in the "New Normal" of Zoom-land.

### BUT HOW?

No matter what, **you must know how to find out who works in the positions that will decide to hire you.** If you don't, any letters you send will end up with HR (Human Resources - the people who do the hiring paperwork, but not the picking) or some other huge pile. You must cut through the masses in this extremely competitive industry.

**STEP 1:**  
Research.

**STEP 2:**  
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The next VERY IMPORTANT step is to keep track of contacting these people because you won't reach anyone on the first try. And you need to reach out to as many people as possible - throw your net wide, so to speak - to increase your chances of landing a job.

The journal will be created using a provided interactive PDF with **fillable boxes**.

Project requirements involve only **STEP 1**; however, the point of the journal after this class is to use it while out "pounding the pavement" to find a job. Keep track of your connections! You should also continue to research more locations and keep all information updated. If a student prefers to write by hand, the PDF can also easily be printed in the future.

Project requirements involve only **STEP 1**.

**STEP 1:**  
Research.

In the **Job Hunt Journal Workshop**, sources of information for this will be supplied and explored in class; however, work outside of class will also be necessary.

# 4503\_sec1\_job\_hunt\_journal

Prof. Nikki Arnell 10:29 PM  
@channel -> I'm about to post A LOT on here... Just ignore it. Nothing to worry about until Thursday, February 21st and our Job Hunt Journal Workshop. 🙌

Prof. Nikki Arnell 10:29 PM  
See thread for information to use on the Job Hunt Journal. We'll discuss this in the workshop.

GROUP 1 (These aren't really Job Boards. They are more about agency listings and knowing what's out there.) (edited)

10 replies · Last reply 10 hours ago

Prof. Nikki Arnell 10:42 PM  
See thread for information to use on the Job Hunt Journal. We'll discuss this in the workshop.

GROUP 2 (Just some of the BIG big companies and their job boards) (edited)

4 replies · Last reply 10 hours ago

Prof. Nikki Arnell 10:44 PM  
See thread for information to use on the Job Hunt Journal. We'll discuss this in the workshop.

GROUP 3 (The usual places to find JOBS, which isn't quite the things you're doing for the project. If it asks for a location the link probably has Memphis. Obviously, the city can be changed.) (edited)

18 replies · Last reply 10 hours ago

MENU

## directions

Download the file **Job\_Hunt\_Journal.pdf** from Slack #4503\_sec1\_job-hunt-journal channel. Open and **File > Save As YourLastName\_Job\_Hunt\_Journal.pdf**. This is an interactive PDF to be filled in by your research.

# 4503\_sec1\_job\_hunt\_journal

Job\_Hunt\_Journal.pdf  
PDF

CITY 1

COMPANY INFORMATION  
COMMUNICATIONS LOG

**directions**

Download the file **job\_hunt\_journal.pdf** from Slack #4503\_sec1\_job-hunt-journal channel. Open and file. **Save As Your Location\_job\_hunt\_journal.pdf**. This is an interactive PDF to be filled in by your research.

**Research 3 cities**, preferably all in the United States because information retrieval on this project will be easier for you.

**Note:** The **Communication Log** (left) each city to be used to your **Creative Director** (right) to ask general (and in some cases specific) questions. You are encouraged to contact for more cities if they arise.

In the **Job Hunt Journal Workshop**, sources of information for this will be supplied and explained in class, however, work outside of class will also be necessary.

Within each city, research 3 places a designer (art director, social media content creator, production artist, digital designer, UX/UI designer, etc.) would find employment located in the area.

**Design tag:** These should be high-end, like an in-house corporate headquarters, a full-service advertising agency, etc. And make sure you really research. For example, sometimes "talenting agencies" sometimes do no creative work at all.

Here is the information needed for each company:

- **Company Name:** Information
- **Address:** Street, City, State, Zip
- **Phone Number:** (503) 555-0000
- **Website:** Information.com (or other)
- **Social Media Platforms(S) & Handles:** Information, @information
- **Client:** Client and/or previous(S) Information
- **Agency? What kind? For what? When?** Information
- **Specialties:** Information
- **Creative Director's Name:** (Or similar title of one in charge of creative department. Reluctant with Account Director in HR, CEO only allowed if a creative owns the business.) Information, Title of Job (CD)
- **Creative Director's Phone Number:** Information (or Not Available)
- **Creative Director's Email:** Information (or Not Available)
- **Creative Director's LinkedIn:** @information
- **Creative Director's Other Social Media Platform(S) & Handles:** Information, @information
- **Other:** Information (or Nothing)

When finished, upload the completed PDF to Slack and to the Google folder requesting it:

**Prof. Nikki Arnell** 7:58 PM  
In this channel, each student post (not in a thread) their **JobHuntJournal.PDF**. See directions on project sheet and make sure you name it correctly.

**DUE > WHAT • WHEN • WHERE**

**DUE by 8:00 am THURS FEB 15 :**

- **SLACK** 📄: Post the correctly named file also in Slack on the #4503\_sec1\_job-hunt-journal.
- **GOOGLE DRIVE** 📁: Place **packaged InDesign file** in shared Google Drive sub-folder for this class > SECTION 1: JOB HUNT JOURNAL.

**EXTRA CREDIT**  
If student would like the InDesign file to rebuild according to brand standards, just ask Prof. Nikki. You must then **create an interactive PDF form** using this file, which is very easy.

**NETWORKING**

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

**YOU ARE A BRAND.**

If you can't brand yourself, why would I trust you with my business?

**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.**

**Formerly Titled: CONVERSATIONS WITH DESIGNERS WITH @NIKKIARNELL** A series where Prof. Nikki Arnell has informal conversations with practicing designers from across the country. Each episode an entertaining and informative hour!

**Sum**

- MATT ELBERT | Conversations With Designers #1
- NACHEL BOLLDT | Conversations With Designers #8
- NAKITA POPE | Conversations With Designers #7
- JOHNIE HEDGE | Conversations With Designers #6
- VALENTINA GOMEZ BRAVO | Conversations With Designers #5
- ROD THOMPSON | Conversations With Designers #4
- VERONICA HEATHERY | Conversations With Designers #3
- ROSE NEWTON | Conversations With Designers #2
- AUSTIN SANDY | Conversations With Designers #1

**NETWORKING**

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• **JOB HUNT JOURNAL**

**section 1**

• **JOB HUNT JOURNAL**

**YOU MUST BE A MACHINE.**  
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**NETWORKING**

**OVERVIEW**  
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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. These are the people who 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.

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· JOB HUNT JOURNAL

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section 1

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#### BUT HOW?

No matter what, you must know how to find out who works in the positions that will decide to hire you. If you don't, any letters you send will end up with HR (Human Resources – the people who do the hiring paperwork, but not the picking) or some other huge pile. You must cut through the masses in this extremely competitive industry.

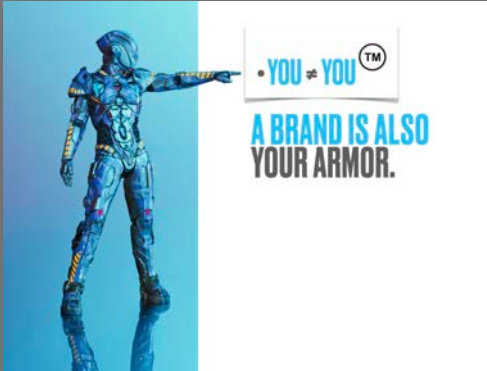
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# BUSINESS CARD

CONTINUE YOUR VISUAL BRAND.

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**ALWAYS HAVE ONE HANDY.**

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**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 BY HAND** 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.

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  - Even after you have a job.
  - **Jobs don't last. Networks of people do.**

# NETWORKING

OVERVIEW  
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### SECTION 3 PREVIEW: NETWORKING COVER LETTER

section 1

• JOB HUNT JOURNAL

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GEORGE CALDWELL SPRING 2021

section 3

**SECTION 3 PREVIEW:**

OBJECTIVES

PROJECTS

- VISUAL ABSTRACTS
- RESUME & COVER LETTER WORKSHOP
- RESUME
- COVER LETTER
- COVER LETTER #2 - FYI
- BRAND BOARD

SELIA ANANDASIDDI

GEORGE CALDWELL

**COVER LETTER**

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

For this project, students will be supplied with a template instead of being asked to write from scratch (as has been done in semesters prior to 2022). However, it will be informed by lectures explaining how to write inquiry cover letters in the future. A cover letter is also the first chance to use your letterhead!

GEORGE CALDWELL SPRING 2021

section 3

**SECTION 3 PREVIEW:**

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- COVER LETTER #2 - FYI
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SELIA ANANDASIDDI

GEORGE CALDWELL

**COVER LETTER #2 - FYI** \*For Your Information

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

## COVER LETTERS

### SECTION 3 PREVIEW:

- There are really two different kinds of interviews:
  - For a posted job. << what you will do this semester.
- For an "informational interview". << what students had to do in semesters prior to 2021.

• COVER LETTER

• COVER LETTER #2 - FYI

↑

**THE NETWORKING COVER LETTER**



## THE NETWORKING COVER LETTER

SECTION 3 PREVIEW:

- 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)

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  - Of course, you want a job. But... (see videos)

SECTION 3 PREVIEW:



#AskCheeky

## How To Set Up An Informational Interview

CHEEKY SCIENTIST



SECTION 3 PREVIEW:

## THE NETWORKING INFORMATIONAL INTERVIEW

SECTION 3 PREVIEW:

- 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 business card and printed resumé.
    - MAYBE: Have a Leave-Behind (only if it's really good) with all contact information before you go.
- Within 24 hours of the interview:
  - Send a branded email that day or the next.
  - MAIL a branded hand-written Thank You when done.
- THEN keep in touch!
  - When a job or last-minute freelance comes up at her/his job (or friend's shop), you are top of mind.

## THE NETWORKING INFORMATIONAL INTERVIEW

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## BUT...

This letter doesn't even ask specifically for an informational interview. The answer would be YES or NO. That would mean 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.

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## COVER LETTER

### To Whom?

Mail to a specific individual in organization

### To reach out to individuals

**USE YOUR JOB HUNT JOURNAL**

• **JOB HUNT JOURNAL**

## COVER LETTER

### To Whom?

Mail to a specific individual in organization

### To reach out to individuals

**USE YOUR JOB HUNT JOURNAL**

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

## • WHY NOT?

lexi  
avery

John Doe  
555 Joe 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 a Digital Design emphasis. I have been interested in your company for some time after seeing the work that was created for The Sealf Collection.

Thanks to Sarah Smith, a colleague of mine and she mentioned that you have many connections in the Austin creative scene. I would love the opportunity to ask you a few questions and perhaps obtain feedback regarding the innovations your company has made and the standards you have set in the world of digital design.

Your company has a reputation of producing innovative and inspiring work in the web design field and I believe that those necessary skills that make me an asset. I have user experience design knowledge as well as design and mobile web design experience. Because of this, I can contribute creatively and technically to any company I have also worked closely with developers and can seamlessly translate my design to execution. This could help expedite your creative projects on time with minimal problems or hiccups.

Feel free to call or email to give yourself a better idea of my experience with user design experience. Your company sets the standard for digital design and I would appreciate the opportunity to gain knowledge from you that will help me in the future. I will contact you in the next week to see about setting up a chat. Please send a copy of the work and links to social media or newsworthy. My resumé is also enclosed here and available on my website.

Thank you for your time and consideration.

Lexi Avery  
555 Joe Street  
Austin TX 78701

“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

**MORE ABOUT COVER LETTERS  
WHEN WE BEGIN THEM WITH  
RESUMÉS IN SECTION 3**

## NETWORKING

• **JOB HUNT JOURNAL**

OVERVIEW  
NETWORK. ALWAYS.  
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NETWORKING COVER LETTER

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### section 3 explanation

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

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

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

### WHAT IS THE "INFORMATIONAL INTERVIEW"?

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

### WHAT IS THE PURPOSE OF AN INFORMATIONAL INTERVIEW?

An informational interview is an **informal question-and-answer discussion** between a job seeker and an employed professional to learn as much as possible about a certain career, industry and/ or company culture. **It is not a job interview—it is closer to an informal conversation.** These interviews typically last 15-30 minutes.

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

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

### HOW TO SET UP AN INFORMATIONAL INTERVIEW

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

- **What are my goals for an interview?**  
Consider your goals for the informational interview. Are you more interested in this professional's skills and experiences, their company or information about the industry? You're more likely to receive a positive response from the person if you can clearly communicate what you hope to gain from the meeting. **For this letter, also consider the opportunity for them to review your portfolio; however, it is not the main point.**
- **Who should I interview?**  
**Use your Job Hunt Journal!** Go for the Creative Director, Art Director, or similar who would do what you want at that company. Consider asking for an interview with someone in your industry, field or a company that interests you. Ideally, you want to meet someone working in your dream role at your dream company. You might consider reaching out to someone who:
  - Works at a company where you may seek employment
  - Has experience in your career path or industry
  - Attends a university where you may seek admission
  - Teaches higher education programs related to your career interests
  - Holds certifications or credentials that you're interested in pursuing
  - Has an education or professional background similar to what you have

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

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

### HOW DO I ASK FOR AN INTERVIEW?

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

### PARAGRAPH #3 (OR #4): CONCLUSION

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

**WHEN. YOU. WILL. CONTACT. THEM.**  
That's WHY you have your Job Hunt Journal. You must track them down and be slightly aggressive about this. (Not like you're going to stalk them, but not just "yo 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.**

Then you write down in your **JOB HUNT JOURNAL** when and to whom you sent this. **CALL THEM\* WHEN YOU SAY YOU WILL.**

### section 3

### MORE INFORMATION: SECTION 3 PREVIEW:

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

**FIND OUT WHAT YOU WANT TO KNOW**  
By doing your research and keeping the introduction short, you can use the remaining time to ask about all the details you are interested in uncovering. If you want to determine if a field or industry is right for you, focus on specific questions about the person's experience within the industry. If you're interested in working at their company, your questions should focus on that. Use your list of questions to help keep the conversation on track and be sure to take notes. You shouldn't expect a regular interview when a person answers one question at a time. Your open-ended questions should encourage the interviewee to elaborate with details. Try to go deeper into issues you are interested in by asking follow-up questions to their answers.

**DO NOT ASK FOR A JOB**  
Remember your purpose is to seek advice and information, not a job offer. Asking for a job may make them more reserved and less likely to answer questions freely. If the interviewee offers to recommend you for a certain position or forward your resume to a hiring manager, show your gratitude and take advantage of the opportunity.

**USE THE OPPORTUNITY TO NETWORK**  
You can expect the person you are talking with to know others who may be willing to share information with you. Use the final minutes of your informational interview to ask them to recommend two or three people who can help you increase your knowledge even more. The key is to be as specific as possible. Based on answers during the conversation, you can determine what areas you want to know more about. **Also, asking for specific contacts will increase the odds of your interviewee thinking of someone who can help you.**

SECTION 3 PREVIEW: **template**

For the decade I have taught this class here and at other institutions, students were required to write a cover letter with only the previous section's general skeleton and the goal to obtain a meeting with a creative director just for an "informational interview". This means that letter didn't get a cover letter job post, but was meant to grow a network and be part of that town's design/advertising/UX/UI 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. Now designers can quickly increase their chances at a future job. [SEE COVER LETTERS AND TIPS](#)

However, the subtleties of the call 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 (job demands/research from the job hunt boards).

Download the **Cover\_Letter\_TEMPLATE.INDD** file from Slack #4503\_sec1\_cover\_letter

- Open in Design. File - Save As **YOUR LAST NAME\_COVER LETTER.INDD**
- Paste the words into your letterhead to test your Visual Guidelines and help you keep your message concise
- Select all text and remove the ability to hyphenate using the Paragraph palette. See bottom of box, which highlights **Hyphenate**
- Replace (can text with your words
- Make all text whatever your Visual Guidelines call for
- Check grammar and spelling with Grammarly Premium (or other paid version of an app)

SECTION 3 PREVIEW: **COVER LETTER**

**PARAGRAPH #3 (OR #4): CONCLUSION**

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

Then you write down in your **JOB HUNT JOURNAL** when and to whom you sent this. **CALL THEM\*** WHEN YOU SAY YOU WILL.

Project requirements involve only **STEP 1: Research**.

In the **Job Hunt Journal Workshop**, sources of information for this will be supplied and explored in class; however, work outside of class will also be necessary.

# 4503\_sec1\_job\_hunt\_journal

Prof. Nikki Arnell 10:39 PM  
@channel → You should be good & off on time. Just ignore it. Nothing to worry about until Thursday, February 14 and our Job Hunt Journal Workshop.

Prof. Nikki Arnell 10:39 PM  
See thread for information to use on the Job Hunt Journal. We'll discuss this in the workshop.

GROUP 1 (These aren't really Job Boards. They are more about agency listings and knowing what's out there.) (edited)  
10 replies · Last reply 10 hours ago

Prof. Nikki Arnell 10:42 PM  
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GROUP 2 (Just some of the BIG big companies and their job boards.) (edited)  
4 replies · Last reply 10 hours ago

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GROUP 3 (The usual places to find JOBS, which isn't quite the things you're doing for the project. If it asks for a location the link probably has Memphis. Obviously, the city can be changed.) (edited)  
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