

GRFX-4503 + GRFX-4803 | SPRING 2022

INTERVIEWING WORKSHOP

DAY 2

• Design Interview Questions & Prep by Pinterest's Assistant
• Guidelines for Preparing Yourself by Brandon G. Behrman
• Best Answers to the 201 Most Frequently Asked Interview Questions
• Knock 'em Dead! The Ultimate job seeker's Handbook by Martin Yate
• Successful Interviewing for College Seniors by John D. Simpson
• Safety Plans: The Neglected Art of Being Interviewed by H. Anthony Mordley

WED



27

*DUE: Final Brand Book

*DUE: Website(s) DUE FRIDAY 23:59

WORKSHOPS: Interviewing

*DUE A&B: Final Portfolio (Large)

*DUE: Final Small Portfolio

A&B: MEET

WORKSHOPS: Interviewing

● 1:40pm Prof Gipson > Program

• SECTION 4 GRADES + FINALIZING ALL WORK

ALSO FOR WEDNESDAY:
IT IS REQUIRED THAT YOU COME
TO CLASS LIKE YOU ARE GOING TO
AN IN-PERSON INTERVIEW.

• WORKSHOP - DAY 2

• SECTION 4 GRADES + FINALIZING ALL WORK

• PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW

• NETWORKING + YOUR JOB

• HOW TO GET AN INTERVIEW

• BEFORE THE INTERVIEW

• HOW TO HAVE A SUCCESSFUL

• INTRO TO SALARY NEGOTIATION

• AFTER THE INTERVIEW

• ELEVATOR PITCH - TAKE 2

• WORKSHOP - DAY 2

Flipgrid

GRFX-4503/4803 SPQ22 / The Elevator Pitch - TAKE 2

April 23, 2022

The Elevator Pitch - TAKE 2

Give it ANOTHER try -- armed THIS TIME with all the knowledge of yourself and your brand.

FIRST, BRIEFLY and CLEARLY state to whom you would be speaking > their name, the company for whom they work/own, and the job position. I suggest using the person to whom you wrote your cover letter and thank you email.

Then take a deep breath and start! :)

Remember that you can take multiple tries until you get it, as you can keep re-recording until it's the one you want. (To clarify => when you're done, just have one post that we can see.)

You have 1 minute and a half THIS TIME because I don't want you to talk too quickly. DO NOT RUSH.

90 seconds still meets the objective of forced brevity, especially since you need to introduce your target.

This is DUE by 11am on Wed, April 27th.

Add Response

The 30-Second "Elevator Pitch"

- 1. What are you doing?
- 2. What are you good at?
- 3. What are you looking for?
- 4. What are you offering?

Attachments

Elevator Pitch Explanation
<https://www.youtube.com/watch?v=15k0YkL...>

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• HOW TO GET AN INTERVIEW

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• ELEVATOR PITCH - TAKE 2

• WORKSHOP - DAY 2 >>> + PROF. GIPSON FOR PROGRAM EVALUATIONS

WORKSHOP



• VIDEOS - F2F INTERVIEW FIRST IMPRESSIONS

• "TELL ME ABOUT YOURSELF:"

- PANEL UP - EVALUATE (WORDS + PHYSICAL)

• "WHAT ARE YOUR WEAKNESSES?"

- PARTNER UP - EVALUATE (WORDS + PHYSICAL)

• VIDEO - VIRTUAL INTERVIEW FIRST IMPRESSIONS

• VIRTUAL GREETINGS + "WHAT ARE YOUR STRENGTHS?"

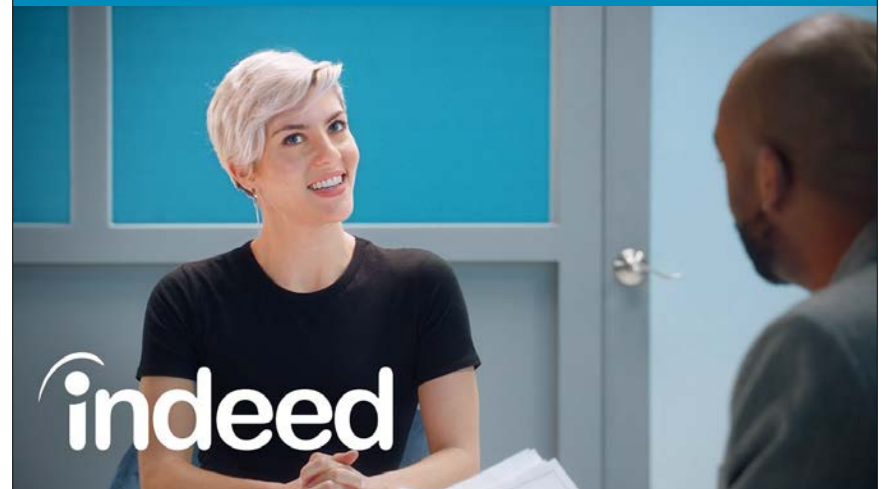
- PANEL ZOOM UP - EVALUATE (WORDS + PHYSICAL/VIRTUAL)

• EXPLAIN YOUR WORK AND CHOICES

TAKE NOTES.

TAKE NOTES!

<https://www.youtube.com/watch?v=HG68Ymazo18&t=22s>



TAKE NOTES!

https://www.youtube.com/watch?time_continue=22&v=PCWw5pAa30&feature=emb_logo



WORKSHOP



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TAKE NOTES!

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

 biginterview

HOW TO ANSWER
TELL ME ABOUT
YOURSELF



CONSIDER YOUR ANSWER.

WORKSHOP



- VIDEOS - F2F INTERVIEW FIRST IMPRESSIONS
- "TELL ME ABOUT YOURSELF:"
 - PANEL UP
 - EVALUATE (WORDS + PHYSICAL)

"WHAT ARE YOUR WEAKNESSES?"

INTERVIEW FORMATS

- In Person
- Virtual via Zoom
- Hybrid of the two
- 1:1
- Structured (general)
- Panel
- Group



WORKSHOP



- VIDEOS - F2F INTERVIEW FIRST IMPRESSIONS
- "TELL ME ABOUT YOURSELF:"
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 - PANEL ZOOM UP
 - EVALUATE (WORDS + PHYSICAL/VIRTUAL)
- EXPLAIN YOUR WORK AND CHOICES

WHAT ARE YOUR WEAKNESSES?

- Avoid something tied to a personality trait. That can't be fixed. Instead, tie it to a skill. You can improve on a skill.
- Not something necessary for the position.
- The weakness.
- The context, preferably relative to a career situation. This makes the weakness more specific and able to be fixed.
- Improvement measures/plan.

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TAKE NOTES!

<https://www.youtube.com/watch?v=DXmxEB0tjVo>

Best
example
answers

indeed



TAKE NOTES!

<https://www.youtube.com/watch?v=VwzFWmNX7GI>

Especially 2:45 - 4:30

INTERVIEWER ASKS:

“
**WHAT IS YOUR
WEAKNESS?**
..... ”

DAN
LOK



TAKE NOTES!

Mention skills
you've
improved on

Tip

but I knew that it would be useful to be
able to communicate with that team.

A Few Ways Answer "What Is Your Greatest Weakness?"

<https://www.thebalancecareers.com/what-is-your-greatest-weakness-2061288>



**CONSIDER
AT LEAST ONE
ANSWER.**

WORKSHOP →

INTERVIEW FORMATS

- In Person
- Virtual via Zoom/Teams
- Hybrid of these

1-to-1

- Serial (planned series)
- Panels
- Group



- VIDEOS - F2F INTERVIEW FIRST IMPRESSIONS
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WORKSHOP →

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TAKE NOTES! https://www.youtube.com/watch?v=_FEKhm8fy7Y

1 HIGHLIGHT YOUR TOP 3 STRENGTHS

2 GIVE CONCRETE EXAMPLES



**CONSIDER
AT LEAST ONE
ANSWER.**

WORKSHOP



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TAKE NOTES!

https://www.youtube.com/watch?v=EnnEb3_POAI



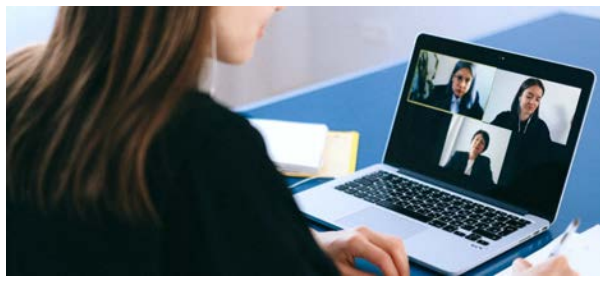
VIRTUAL FIRST IMPRESSIONS!



WORKSHOP



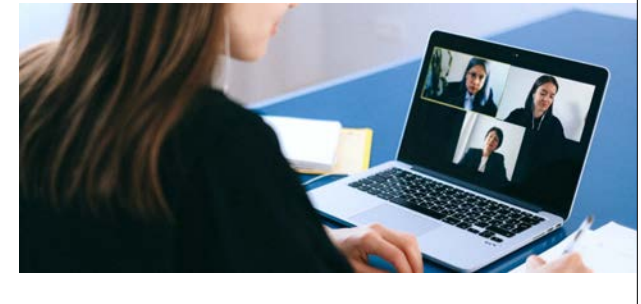
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WORKSHOP



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HOW TO HAVE A SUCCESSFUL INTERVIEW



- CONFIDENCE
- DO'S + DO NOT'S
- OPENING
- SAMPLE QUESTIONS
- QUESTIONS FOR INTERVIEWER(S)
- PRESENTING YOUR PORTFOLIO
- CLOSING
- MORE ONLINE INTERVIEW TIPS

REVIEW

PRESENTING YOUR PORTFOLIO FIRST OF ALL...

Your portfolio – and the way you talk about it – is an opportunity for you to shine and to demonstrate:

- You are **creative**.
- You can **apply good thought processes** (skilled at problem-solving).
- You have a **range of skills**.
- You are **ambitious and enthusiastic!**

PRESENTING YOUR PORTFOLIO

- For **each piece** of work you are showing, be able to clearly (and comfortably) tell the interviewer(s) a story **within 60-90 seconds**. **PRACTICE THIS. A LOT.**
- Consider for each piece, the most important thing you want to point out. Teamwork? Did it win an Addy? Is the typography hand-rendered? Did you do the photography?
- Avoid any words about classrooms and school IF you can. It's not that these words are bad, but stop continuing to remind the interviewer you are SO NEW.
 - You have **way** more practical experience than most art/design students do coming out of school. That's part of why our program is so good. :)
- Definitely avoid the words "I **had** to design...". Replace with something more like "I **designed**..." This opportunity provided me to design..."

PRESENTING YOUR PORTFOLIO

- **Your captions will guide you**, but don't read them. Be able to concisely explain (in a non-robotic manner):
 - **Client** or "client"
 - Never lie, but how to word correctly if it was student work or a made-up client.
 - **Design process**
 - You don't need to explain you start with sketches on every single piece, but state at least once at the beginning that you do this.
 - Explain if the piece you are discussing had something unique in the design process like teamwork, strategy, etc.
 - **Design choices**
 - Strategy. Copywriting. Platforms. Prototyping. Photography. Illustration Style. New software. Etc.
 - **Outcomes** for the client (if you know the outcomes).
 - Awards? Impressive feedback from their clients?
Consider it like a conclusion. Close that story and lead to the next piece.

PRESENTING YOUR PORTFOLIO

REMEMBER...

The simple rule here is **engagement**. Your aim should be to **arouse interest in your work**, not give a speech or lecture. **60-90 seconds.**

Showing your portfolio to people is also about them, not just you.

When you come to each project, talk about it briefly to introduce it but don't talk at length.

See how they react, let them ask questions or let them simply look.

If they are looking at you rather than the work, talk some more about the project – tell them what interested you about it. Look for signs that it's time to move on to the next project.

PRESENTING YOUR PORTFOLIO

REMEMBER...

The simple rule here is **engagement**. Your aim should be to **arouse interest in your work**, not give a speech or lecture.

Listen, think, respond

Don't get so into your patter that you can't stop and respond to any questions that will inevitably come up. Think carefully about what's being asked rather than rushing a response so that you can get back to your presentation. The interviewer might be prompting you towards how the work is relevant.

If they are looking at you rather than the work, talk some more about the project – tell them what interested you about it. Look for signs that it's time to move on to the next project.

PRESENTING YOUR PORTFOLIO

A FEW MORE TIPS

Confidence

Interviews are nerve-wracking, but show that you are confident when you arrive by introducing yourself and shaking hands with those who are reviewing your portfolio. Look them in the eye, be friendly and try to relax. Usually, they'll ask you to present your portfolio before moving on to more general questions.

OPENING

- Initial greeting of utmost importance
- Reactions to body language



• Magic 4 Hello.

1. Smile. Head Up
2. DIRECT EYE CONTACT
3. "Hi, I'm (first and last name). It's a pleasure to meet you."
4. Firm (but gentle) handshake

PRESENTING YOUR PORTFOLIO

A FEW MORE TIPS

Enthusiasm

Be positive about each piece that you've selected: never belittle it or make excuses. If you're not behind any of the work in your portfolio, perhaps it shouldn't be there. Tell the interviewers what you enjoyed about the projects you worked on as much as why you like the final outcome.

PRESENTING YOUR PORTFOLIO

A FEW MORE TIPS

The reveal

One particularly effective storytelling technique that you can use is to preface each example briefly before you reveal the work. Something along the lines of: "The next piece will hopefully demonstrate how I was able to think on my feet when the brief was changed five days before we were meant to submit. The typography is something special too..."

- SECTION 4 GRADES + SECTION 4 GRADES + FINALIZING ALL WORK
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- ELEVATOR PITCH - TAKE 2
-
- WORKSHOP - DAY 2

• SCHEDULED FINAL TIMES >>

OPTIONAL TO ATTEND

I Hope to have all of your files graded by then....but I might not.

11:00 am MWF, MW or WF 11:00 am M, W or F 11:00 am MTWR or MTWRF	M, May 2	12:30 pm – 2:30 pm
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