

UPDATED

section

3

OBJECTIVES

PROJECTS

- VISUAL GUIDELINES *UPDATED
 - RESUMÉ + COVER LETTER + REFERENCES
 - SCHEDULE OVERVIEW *UPDATED
 - RESUMÉ
 - » +REFERENCES
 - COVER LETTER
 - » COVER LETTER #2 - FYI
 - BRAND BOARD *UPDATED
-

SELF-EVALUATION *UPDATED

GOOGLE CALENDAR *UPDATED

objectives

WHO ARE YOU?

At the start of Section 3, you should be refining your logo and starting to get a good feel for your brand. As explained in Section 2, you also need to know if the following are available (and claim them!). *Between the information below and the aesthetics/design choices for your logo, it will all start to come together!*

- **Website Domain** name availability (part of the Portfolio Sites 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**. In Section 4, you will create a presence with either a **Creator** or **Business** (not Personal) **Account**.
- Your new **presence** on **LinkedIn** and **Behance**. Both will be set to public profiles and accounts; however, the @usernames are not like Instagram.
- (Optional: new @usernames on other social media you think you might use in the future)

VISUAL GUIDELINES

You will create Visual Guidelines that explain specifics of your design system and how it should be used. **These guidelines (rules) will become a significant portion of your Brand Book.** You will also see your design system come to life as you use it to write the Guidelines!

RESUMÉ

RESUMÉ or RÉSUMÉ or RESUME

Think of a resumé as an invitation. It's meant to pique an employer's interest so they will want to hire you. **A resumé should tell an employer enough about you – and remember that this is visual design too – to make them interested and to get you in the door, so you can then sell yourself.** -Richardson, 90.

A designer's resumé is different than the average, but **it is not the place for kooky and conceptual.** IF you can do this kooky and conceptual and it works, then it's brilliant. But if it fails,

it fails badly, usually becoming the laughing stock for an entire group of formerly possible colleagues. Therefore, we will go for the safe, impeccably designed version in this course that speaks to your brand and its visual identity.

Note: [This project will prepare students with a resumé for the U.S.A.](#)

Your picture should not be on a resumé in America – unless it's for something like a modeling or acting job – due to strict labor and anti-discrimination laws. In many other countries, it is expected that a photograph of yourself be on a resumé.

COVER LETTER

A cover letter is a one-page message sent with a resumé/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. *A cover letter is also the first chance to use your letterhead!*

COVER LETTER #2 - FYI *For Your Information

We discussed these in the Networking Workshop when we began Job Hunt Journals. >>

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.

BRAND BOARD

Your Brand Board is like **your Idea Board grew up** under the tutelage of your **Visual Guidelines**. You will follow a suggested template this time. See links online for further explanation of a brand board's purpose, both for you as its creator and keeper of your brand and as an example to use in future situation where others will inherit a brand you helped to create.

visual guidelines

[OBJECTIVES](#)

[RESEARCH](#)

[REQUIREMENTS](#)

[FINAL WORK](#)

[RUBRIC](#)

objectives

“...The appearance and exposure of the corporate brand must be constant. In even the most entrepreneurial corporate culture where ‘all permissions are granted unless expressly denied,’ identity must be the great exception, in which all permissions are denied unless expressly granted. **Otherwise, chaos will rule.**”

Set the rules now and hold to them. Otherwise, you will begin to waste your time and money on anything that doesn't support this. **Consistency is the glue that will hold multiple pieces together, each reinforcing its counterpart.** It will also help you to:

- Stay consistent without distorting the brand.
- Improve your marketing efforts and show that you are confident in your design choices.
- Understand your own tone, expression, and character better.
- Become more acquainted with your own brand and able to define it further.

Sometimes students don't understand how or why these would be used since it seems like only you would ever use them. You still need to be consistent and the creation of these show how one would create visual guidelines for any visual identity you develop. *A few specific examples of how these would be used (in theory):*

- *Your administrative assistant is using your letterhead to print an invoice for your client. If he has no guidance, he might use his favorite font, Papyrus. Then when he sends out that letter to the other client, he'll probably use Times New Roman and Garamond on the same page because he likes them both. GROSS!! Luckily, he has Visual Guidelines to follow and can keep his Papyrus love to himself.*
- *You asked your merchandise team to get T-shirts printed at your local shop and want your logo on the small front pocket. This pocket is more vertical than horizontal. The logo you usually use is more horizontal and would be way too small on this pocket. However, the Visual Guidelines clearly show a vertical version with its repositioned logotype underneath the mark. Your team member can easily provide this logo version and specific colors to the vendor.*

It is difficult to understand what a brand's visual guidelines are until you see/read them. Even then, they aren't clear in their use until you have had to follow them.

PROGRESS ON YOUR BRAND:

Write the following for yourself in your sketch book as you have figured them out so far, even if there are some repeats between the three.

- **BRAND POSITIONING STATEMENT:**
- **VALUES:** (example: "We value simplicity at its core in everything we do.")
- **VOICE/TONE:** (examples of list words: Friendly, Confident, Honest, Unconventional)

SOURCES FOR INSPIRATION:

Many of the following are brand books, while this project is simply the Visual Guidelines portion. Notice how each delivers information well with visual hierarchy and strong typography. **Also see how visual guidelines do not explain the printed material. Rather, they explain how to USE the printed material.** For any of the following, you might need to copy and paste the link. InDesign gets confused with hyperlinks sometimes when they are too close on a page.

- **Arkansas State University** Graphic Standards - <https://www.astate.edu/dotAsset/97210f70-4f5e-496c-8c0f-8db5dba0006a.pdf>
- **Asana** Style Guide: <https://asana.com/styles>
- **IBM** Brand: <https://www.ibm.com/design/language/>
- **Spotify** Design Guidelines for Developers: <https://developer.spotify.com/documentation/general/design-and-branding/>
- **TikTok** Brand Book: <https://tiktokbrandbook.com>
- **Starbucks:** <https://creative.starbucks.com/logos/>
- **Skype** Brand Guidelines: https://secure.skypeassets.com/content/dam/scom/pdf/skype_brand_guidelines.pdf
- **WalMart** Internal Communication: https://one.walmart.com/content/dam/px/associate_brand_center/all-company-brand-guidelines/AssociateBrand_VISID_200203.pdf

Nothing is **DUE** to professor for this step.

requirements

See the Graphic Standards Manual for Arkansas State University and students' brand books brandedshow.com. It is helpful to **follow these** in verbiage; however, the contents of your books must follow the requirements listed here.

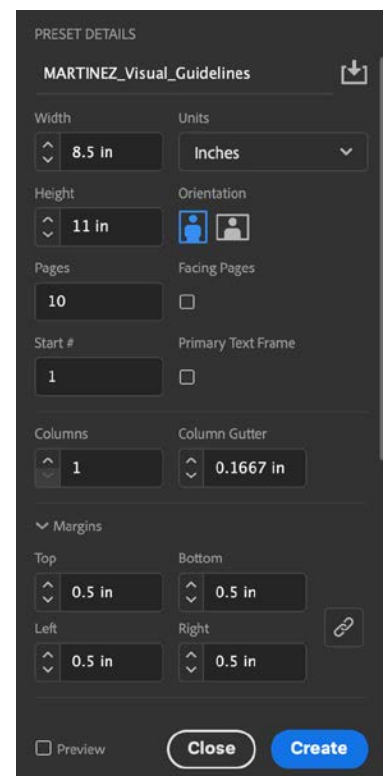
Remember:

You are providing rules. You are explaining to a non-designer **how to use** the printed (and digital) material they would receive from your company, like pre-printed letterhead on which they would print a letter. You are not explaining your design process, nor the details of the visual identity system.

FILE SET-UP

You must create this in InDesign. Name the file **YOUR LAST NAME_Visual_Guidelines.INDD**.

- Illustrator and Photoshop may be used for elements on the page, but page layout must be completed in **InDesign**.
- I suggest setting up your document at **Letter size with .5 in. margins**, but this is not required.
- Use Facing Pages only if you are confident that you can print these double-sided.
- Layout the information consistently using your own brand's visual guidelines.
- Use [automated page numbers](#) on a **Parent Page**, even if your Parent Page is blank except for the page number.
This can be done in class together. Please request if you need it!



The contents of this will become a large portion of the Brand Book at the end of the semester, though you will likely retouch it at that time to match your more developed brand then.

- » The following is split into Group 1 and 2 only for this project. The Brand Book will not separate like this.
- » See examples of the following after this list.

■ REQUIRED INFORMATION [or ■ Required only if applicable]

GROUP 1

■ **Table of Contents** > List all elements, but do not use "Group 1" and "Group 2."

■ (Name of your company) **Logo**

■ **Components of Logo** (ONLY IF you have a mark and logotype that can live individually
OR if you have another mark that is created in addition to the logo.)

■ **Clear Space Requirements**

- Clear space must be relative* to something in the logo. Show and explain this.

*In other words, do not supply a concrete measurement like .25 inches.


■ **Minimum Size**

■ **Brand Colors** > At this point, you will likely only* have colors that are in your logo.

*IF (not required now or ever) you choose to also have support colors, you must define as "Primary" (logo) and "Secondary" (support) colors and explain how each should be used.

- » For each color, show it and then include in this order and with these items in bold:

- ■ Pantone (**PMS**), assume on coated (C) stock
- ■ **CMYK**
- ■ **RGB**
- ■ (Hex Code) #

	PMS 17-2036 C 0C 100M 0Y 0K 255R 0G 255B #FF00FF
---	---

■ **Logo Color Options**

Show and briefly explain each of the following, including what they are and when to use each. (Don't assume your readers know things that are common sense to you as a designer!)

- ■ Full Color
- ■ Reverse Full Color
- ■ *Approved Color Variations (if applicable)*
- ■ Grayscale
- ■ Reverse Grayscale

Variation on Logo Structure*

*If you can stack for a more vertical logo or separate for a more horizontal logo (or other), show this.

Unacceptable Logo Usage

GROUP 2

REMEMBER:

- **“Supporting typefaces” are not the logotype.** Logotype should be considered artwork. Listing the logotype will confuse the reader of the style guide, so DO NOT!
- This is the typography someone will use when, for example, writing a letter on your letterhead! This is not (necessarily) what font you used when designing your letterhead. *You are the boss! If somebody had to write a letter on your printed letterhead, do you want them to use Comic Sans?!*
- Required is to list both the **serif and sans serif options** for these supporting typefaces and directions for each, but explain which is preferred. You could also state that serif or sans serif should never be used.
- **For Visual Identity System and Usage**, you are not providing information how to print these either. The person using the Visual Guidelines would have the pre-printed letterhead (and envelope) and would feed that into their personal printer. They need **exact instructions about where and how to place information.**

Supporting Typefaces*

- **Sans Serif**
 - **Serif**
- *If you never want somebody to use a serif (or sans serif), you will need to explain this in your visual guidelines and then don't list any options. (Not suggested.)

» *Choosing the typefaces:*

OPTION 1: For each of these, provide the preferred typeface and then 1 option in case your first choice (if uncommon) is unavailable. The second option must be common/free.

For example:

> Preferred: Footlight MT Light

>> If unavailable, the alternate could be Cormorant Garamond, a Google Font.

OPTION 2: Just use a Google Font and explain where to download it for free! Then there is no need to give a second option.

FOR EACH OF THESE (see next page):

■ Show the typeface:

Show each typeface(s) **full alphabet, punctuation, and numbers**.

■ Explain when/why to use the typeface:

For example, the serif might be preferred for large amounts of printed text like a letter, while the sans serif should be used only for headings or small amounts of text.

» *Only provide a regulation for online/mobile devices if it's a Google Font – and even then, consider wording it as a guideline. To state it as a rule that must be followed displays a lack of knowledge of how the internet works in 2025.*

■ Visual Identity System

- ■ Business Card + ■ Letterhead + ■ Envelope: show in one mock-up (provided).

■ Visual Identity Usage Guidelines

- ■ Letterhead - Show as flat art including all **typography, spacing*** and notes on how it should be used.
- ■ Envelope - Show as flat art including all **typography, spacing*** and notes on how it should be used.
- ■ Business Card - If you have an area to write something (unlikely), explain here.

*****"typography, spacing"** includes:

- ■ Margins
- ■ Type treatment (*how to use the previously stated supporting typeface(s)*)
- ■ Leading
- ■ Kerning/Tracking (*if applicable, but this should be avoided*)

■ Website Favicon

- 16 px (general use in all browsers) and 114 px (iPhone home screen icon, twice the standard size for retina display) PNG file, transparent background, indexed color.
- This is usually your mark or some abbreviated version of logotype.
- Show in a mock-up and on its own. (See example.)









■ Social Profile Mark

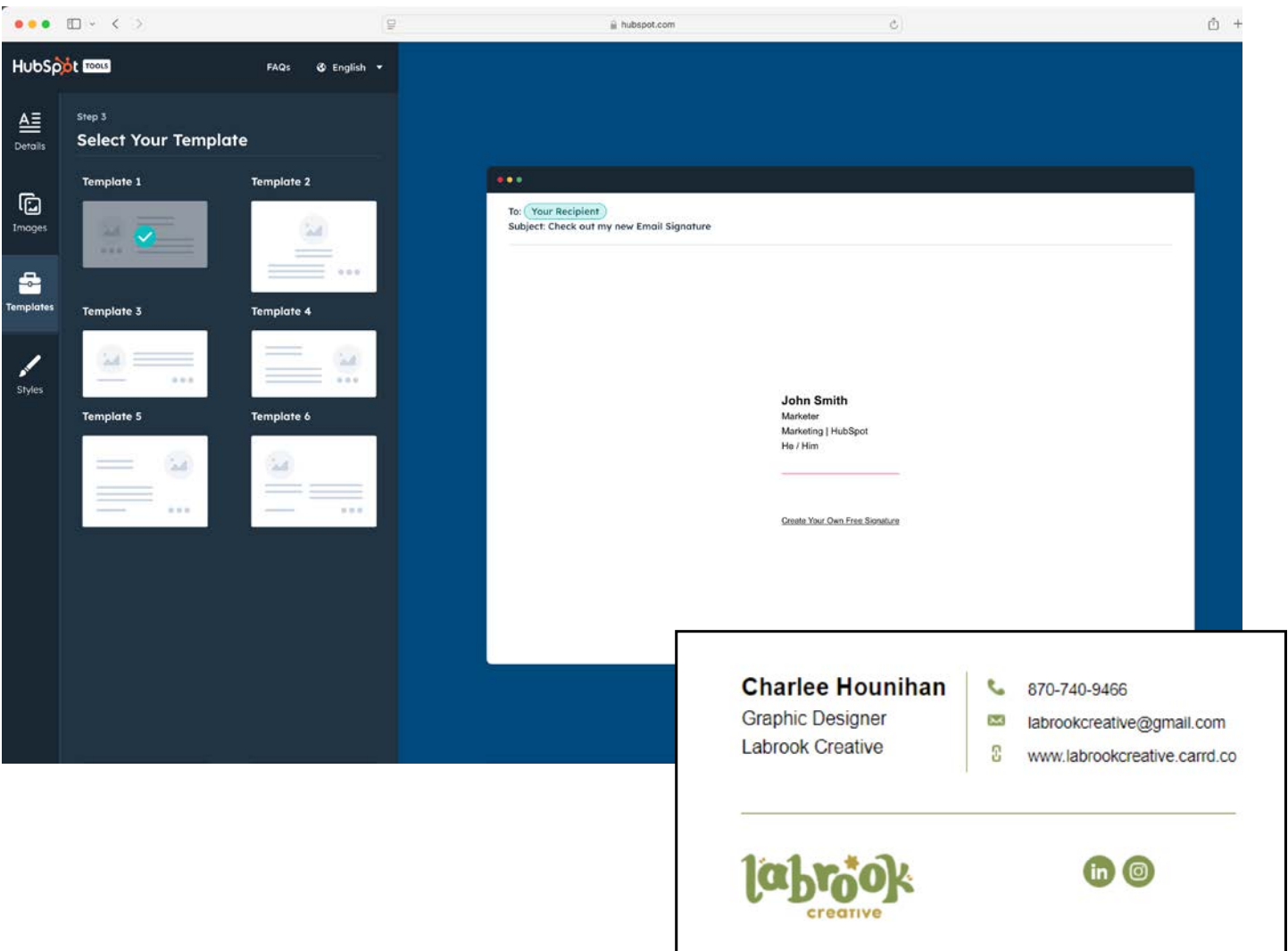
- See <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>
- it is preferred to show the PNG image on a mock-up.
 - » **Instagram** and **Behance** should use your logo.
 - » **LinkedIn** can either be your face or logo, depending on how you want your presence to be on LinkedIn. I suggest now you have your face. Then when (if) your freelance business grows, create another LinkedIn presence that is your business.

E-mail Sign-Off

See <https://www.hubspot.com/email-signature-generator> >>>

Fill in this information now and take a screen shot.

-  Logo
-  Name
-  Job Title
-  Name of company
-  Phone Number (highly suggested)
-  Email
-  Website
-  Instagram and LinkedIn icons
 - *You will finalize this later in the semester to update information. If you don't have the Instagram or LinkedIn pages set yet, just paste in anybody's Instagram and LinkedIn page and the icons will appear.*
 - *Behance is not available using this template.*
 - *Don't use Twitter/X or What'sApp unless your brand will be active on these platforms.*



EXAMPLES

components of logo

The logo may be separated into two symbols, the mark and logotype, to be used independently. The logo mark can be pulled apart to create a separate option for the brand.

mark



logotype



LOGO



components of logo



mark



logotype

clear space requirements





The clear space is defined by the width of the letter "H." Nothing should be placed in the border created by "H."

website favicon



social media mark



terahtetra [Edit profile](#) [Ad tools](#) 

3 posts 280 followers 461 following

terah grimes she/her
Artist
illustration & design



Terah Grimes (She/Her)

Graphic Designer helping clients create cohesive design projects

Jonesboro, Arkansas, United States · [Contact info](#)



think.
make.
teach.
grow.

Nikki Arnell (She/Her)

Professor | Designer | Researcher | Maker

Memphis, Tennessee, United States · [Contact info](#)

[395 connections](#)



Arkansas State University



Colorado State University

This exact verbiage does not need to be followed.

PRIMARY TYPOGRAPHY

SANS SERIF – POPPINS

We highly encourage you to use our preferred sans serif for brand recognition. Poppins typeface expresses our friendliness and happiness.



Aa

The Poppins Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxyz**

1234567890!?,.

Aa

In comparison, Poppins Regular should be used for body copy, call-outs, and large amounts of text.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890!?,.

It's available for free on Google Fonts. [See here.](#)

This exact verbiage does not need to be followed.

PRIMARY TYPOGRAPHY

SERIF - PALATINO

The use of a serif font is discouraged. If one must use a serif, then she/he/they should use Palatino, a common serif typeface.

Aa

Palatino Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxyz**

1234567890!?,.

Aa

In comparison, Palatino Regular should be used for body copy, call-outs, and large amounts of text.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890!?,.

This exact verbiage does not need to be followed.

ALTERNATE TYPOGRAPHY

SERIF - GEORGIA

If one must use a serif, then she/he/they must use the alternate serif typeface, Georgia.

Aa

Georgia Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxyz**

1234567890!?,.

Aa

In comparison, Georgia Regular should be used for body copy, call-outs, and large amounts of text.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxyz**

1234567890!?,.

This exact verbiage does not need to be followed.

LETTERHEAD

The top margin must be 1.5", with side and bottom margins being 0.5. Please keep the body copy at 10 pts while using our preferred typeface. The leading needs to be 17pt for the bodies of text.

		 Jonatan Maldonado 230 Willow St Nashville, TN 37210 Dear Mr. Maldonado, I write this letter to express my interest in the Graphic Designer opening advertised on your company's website. From day one, I believe my contributions to the team at The Buntin Group could be a worthwhile addition. After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree and a Minor in Marketing obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, digital marketing, art direction, illustration, graphic design, and photography will allow me to play a crucial role in implementing your creative, design, and marketing initiatives. The following are highlights of my skills and accomplishments: <ul style="list-style-type: none">• Hired as a social media coordinator and graphic designer at The Polish Agency and The Solutions Group while attending college. I have a love of solving problems for multiple clients simultaneously.• Worked on a team project for Bradbury Art Museum that was designed to execute. Pitched this creative, strategic campaign of print advertisements, social media content, and merchandise to the client. This campaign won two Chapter Student Addy awards in 2023.• Developed a passion for advocacy and philanthropy when I worked with clients like The Arkansas Pet Savers, Arkansas Game and Fish Commission, NEA Baptist, and United Way of Northeast Arkansas. Enclosed are my resumé and references for your review. You may also view my portfolio of work at thecreativextra.com or learn more about me on Instagram @thecreativextra . I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you this week or please feel free to reach me at 870-219-8041 or thecreativextra@gmail.com . I look forward to speaking with you and appreciate your valuable time and consideration. Sincerely,  Chloe Tyner	
		www.thecreativextra.com  Chloe Tyner  @thecreativextra	

final work

Below are specific due dates for chunks of work; however throughout this time will be multiple progress discussions and critiques that may require printouts and/or uploads to Canvas in modules created at that time.

VISUAL GUIDELINES WORKSHOP: Tues Mar 11

DUE > WHAT • WHEN • WHERE

For all of the following, all steps require the same interactive PDF uploaded to both* a Canvas Assignment and a Discussion.

* Why both? Because "Assignments" allow professor to download all student work at once to grade, but students cannot view the work. "Discussions" uploads are viewable by all students, but professor must download work one post at a time.

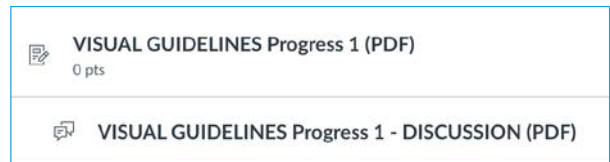
PART 1: DUE by 7:30am on Tues Mar 20

- **Assignment:**

Upload the correctly-named multi-page interactive PDF file to Canvas Assignment.

- **Discussion:**

Upload the same PDF to Canvas Discussion threads.



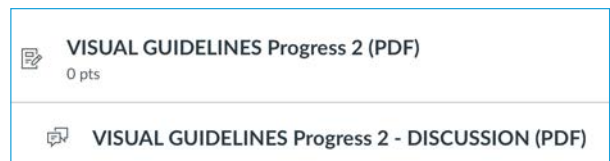
PART (1+) 2: DUE by 7:30am on Thurs Apr 3

- **Assignment:**

Upload the correctly-named multi-page interactive PDF file to Canvas Assignment.

- **Discussion:**

Upload the same PDF to Canvas Discussion threads.



FINAL WORK: DUE by 7:30am on Thurs Apr 10

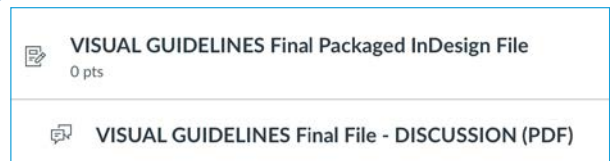
- **Assignment:**

After doing a spell check and Preflight, File : Package the correctly-named InDesign file.

Then replace the Print PDF with an exported interactive PDF. Finally, compress (ZIP) the Folder and upload this file to Canvas.

- **Discussion:**

Upload the interactive PDF to Canvas Discussion threads.



For the **VISUAL GUIDELINES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- No misspellings! SPELL CHECK.
- No incorrect grammar.
- Is it clear that you understand how these guidelines would be used (hypothetically) by somebody else who is creating any work under your visual brand?
- Do all guidelines create a cohesive look?
- Do the guidelines follow your guidelines?
- Are explanations clear to provide directions to others?
- Are visual examples also given to aid in these directions?
- Does the final piece look professional?
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in all critiques.

**résumé
+ cover letter
+ references**

schedule overview

RULES:




Resume:

- The Resumé must be built in **InDesign**.
- The file must be built on **2 columns**.
- The file must be built with **only 2* text boxes** that contain **live text**. **Do not create separate text boxes for each resumé section.**
**3 text boxes are ok only if used contact information is placed elsewhere for layout purposes.*
- Use **Paragraph Styles**.
- All text boxes with information needed to be “read” by computer must be live. This means there should be no outlined text, or type that is art instead of calling to a font file.

Cover Letter and References:

- The Cover Letter and References must also be built **InDesign**.

RESUMÉ + COVER LETTER + REFERENCES

- The following are rounds* as the Cover Letter and Resumé projects grow simultaneously. References are an easy addition once these are finalized.
**Though there are multiple rounds listed, it is possible that student could finish all work on their Resumé and Cover Letter by Round 2, which is the first that is designed!*
- Beginning at round 2, name files as follows:
 - »  Resume file name: **YOUR LAST NAME_Resume**.[INDD or PDF]
 - »  Cover Letter file name: **YOUR LAST NAME_Letter**.[INDD or PDF]
 - »  References file name: **YOUR LAST NAME_References**.[INDD or PDF]
- For all but the last round, only the exported PDF of an InDesign file is due, plus a screenshot of both together to show style consistency. The final file requires a packaged InDesign file, ZIP'd for easier Canvas upload.

DUE > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 17 >> ROUND 1 DUE

TUES FEB 18:

Resumé + Cover Letter Workshop DAY 1

- » Begin **Preliminary Resumé Form** in class.
- » Begin **Cover Letter Outline** in class.

THURS FEB 20:

 **Preliminary Resumé Form** PDF **DUE** on Canvas

 **Cover Letter Outline** PDF **DUE** on Canvas

Resumé + Cover Letter: ROUND 1 (Forms Only)

 **RESUMÉ Round 1 (Form)**
0 pts

 **COVER LETTER Round 1 (Form)**
0 pts

WEEK 2 WEEK OF FEB 24 >> ROUND 2 DUE

Be sure the two files created today (and updated from now on) are named correctly.

TUES FEB 25:

Resumé + Cover Letter Workshop DAY 2

THURS FEB 27:

- » *Both Resumé and Cover Letter RD 2 PDFs are DUE on Canvas by end of class, but it is highly suggested students show up to class with significant amount of work completed.*

 **Resumé PDF DUE on Canvas by 10:50am.**

**This is the first round designed. Verbiage finalized too.*

 **Cover Letter*** PDF **DUE** on Canvas by 10:50am.

**All verbiage should be final level or require only minor edits.*

  **Resumé and Cover Letter** PNG/JPGs **DUE** in one post on Canvas by 10:50am..

Resumé + Cover Letter: ROUND 2

 **COVER LETTER Round 2 (PDF)**
0 pts

 **RESUMÉ Round 2 (PDF)**
0 pts

 **Resumé + Cover Letter RD 2 JPG/PNG**

WEEK 3 WEEK OF MAR 3

Sometime this week, students receive edited versions back from professor.

Students must then fix problems. These are usually:

- » *Minor edits on Cover Letter verbiage and/or positioning on letterhead.*
- » *Finalize design and verbiage of Resumé, which take the most effort.*

WEEK 4 WEEK OF MAR 10 >> **ROUND 3 DUE**

This week, the design is finalized after edits. All verbiage is perfect. Hopefully, this is your final round for both!

TUES MAR 11:

 **Resumé** PDF **DUE** on Canvas by 7:30am.

THURS MAR 13:

 **Cover Letter** PDF **DUE** on Canvas by 7:30am.

 **References** PDF **DUE** on Canvas by 7:30am.

*^ References sheet should only take one round.
Final touches may be needed, so included on schedule.*

   **Resumé, Cover Letter, References**
PNG/JPGs **DUE** in one post on Canvas.

Resumé + Cover Letter: ROUND 3	
	RESUMÉ Round 3 (PDF) 0 pts
	COVER LETTER Round 3 (PDF) 0 pts
	REFERENCES (PDF) 0 pts
	Resumé+Cover Letter+References RD3 JPG/PNGs

WEEK 5 WEEK OF MAR 17

Resumé, Cover Letter, and References edited versions returned to students.


This is the last round of edits received from professor. Student should fix everything and then double-check their work again. THEN have somebody else triple-check their work. The next time work is turned in is the final round. Any fixes still needed after that will cause grades to drop significantly.


WEEK 6 WEEK OF MAR 24


- Spring Break

WEEK 7 WEEK OF MAR 31 >> **FINAL DUE**





TUES APR 1:

 **Resumé** final packaged file, ZIP'd
DUE on Canvas by 7:30am.

 **References** final packaged file, ZIP'd
DUE on Canvas by 7:30am.

 **Cover Letter** final packaged file, ZIP'd
DUE on Canvas by 7:30am.

   **Resumé, Cover Letter, References**
PNG/JPGs **DUE** in one post on Canvas.

Resumé + Cover Letter: FINAL	
	RESUMÉ Final Files > Packaged (and ZIP'd) 0 pts
	REFERENCES Final Files > Packaged (and ZIP'd) 0 pts
	COVER LETTER Final Files > Packaged (and ZIP'd) 0 pts
	Resumé+Cover Letter+References FINAL JPG/PNGs

SECTION 3 MENU

resumé

OVERVIEW

PEP TALK

REQUIRED INFORMATION

TIPS

+REFERENCES

RUBRIC

overview

EVERY DETAIL MATTERS

The way you present the information is just as important as the information you include, because hiring managers are going to notice your resumé design before they even read a word. This fact goes for anybody, but it is of the utmost importance for designers!

While that might feel like even more pressure, it's actually good news. By taking the time to refine your resumé design, you'll increase the odds that it will stand out from the pack as you reinforce your visual brand and show your skills.

SPELLING

Even if a hiring manager doesn't know what leading and kerning are, she/he/they definitely knows how to spell. If a designer can't even run a spell check, why should she/he/they be trusted with anything else? **It really is that simple.**

TYPOGRAPHY

You are a graphic designer and your command of typography (shape AND space) is of the utmost importance. Because your resumé is the first thing a potential employer will see, you want every aspect of it to speak to who you are. It should reinforce/reflect your brand and its visual guidelines and the read should be controlled via visual hierarchy of a consistent design system.

DESIGN

Start with your letterhead design and go from there. Sometimes it can be on your letterhead and nothing changes. Sometimes it evolves from this. However, it should not disconnect with it. See [TIPS](#) for guidance.

CONTENTS

This is also of the utmost importance (obviously) and workshops will guide students how to recognize what is resumé-worthy information (*more than what most students think!*) and how to word something for maximum impact while still being truthful. See [REQUIRED INFORMATION](#).

pep talk

The following is a reminder of the Big Picture beyond the specifics of the degree you obtained. In other words, your art and design skills, writing abilities, and software knowledge are important. (Of course. If you don't have these skills, you won't work in the field of design.)

But you know more than you think you know! 😊

A quick reminder of what a **Liberal Arts education** has offered you and why the skills you gained will support your success, no matter what career path you choose:

"...Those students most likely to succeed...are those with **strong time management, organizational, planning and meta-cognitive** [= thinking about one's thinking] **skills** and a **well-developed capacity for self-regulation**. These are the very skills that a demanding liberal arts education furnishes." *article about online learning, but statement still applicable*

- The **fine arts are all about seeing abstract connections** instead of the rational thinker's love of only empirical evidence and A to B thinking. YOU can do both!
- The trendiest skill demanded is "**Design Thinking**". The terminology itself should be obvious praise of what you do naturally. Do a [free IBM Design Thinking online asynchronous course](#) this weekend and add the Practitioner Badge to your resumé.
- You have developed the **highest levels of critical thinking** because **you can create**. It seems like nothing special because it's just what YOU DO. Bloom's Taxonomy is a framework for determining the extent to which objectives and activities engage students in higher-level thinking. *Because you're not teachers, you probably don't care about this; however, you are the results of the teaching and your minds have been honed as such.*

These are the levels from lowest to **highest**:

1. Remember - Recalling information
2. Understand - Explaining concepts and ideas
3. Apply - Using information in a new context
4. Analyze - Breaking information into parts to better understand it
5. Evaluate - Determining and justifying a course of action or decision
6. **Create - Creating new products, ideas, and perspectives**

required information

RULES:

 **Resume:**

- The Resumé must be built in **InDesign**.
- The file must be built on **2 columns**.
- The file must be built with **only 2* text boxes** that contain **live text**. **Do not create separate text boxes for each resumé section.**
**3 text boxes are ok only if used contact information is placed elsewhere for layout purposes.*
- Use **Paragraph Styles**.
- All text boxes with information needed to be "read" by computer must be live. This means there should be no outlined text, or type that is art instead of calling to a font file.

 **Cover Letter and**  **References:**

- The Cover Letter and References must also be built **InDesign**.

For the following, use these labels as explained below in this general order.

CATEGORY LABEL: If in green, it is a required category and label.

CATEGORY LABEL: If in purple, it is not required.

OBJECTIVE or **PROFESSIONAL PROFILE**

To include this section or not is a surprisingly controversial subject! I will still have you write an objectives statement in the class workshops. We'll decide if it should be included when you finalize your resumé.

- You may list your objectives as bullet points or as a brief sentence.
- An objectives statement should usually change out on resumé's if the target job is different.
- **SO...why is this not required?**
 - Objectives used to be required, then they fell out of favor. Then thanks to filtering software, they became popular again.
 - It seems most designers reading resumé's don't mind one way or the other.

- Recruiters I've asked recently say objective statements don't matter (again) because key words used in the resumé answer the needs of filtering software. The popular opinion now is that a Professional Profile is just filler text, so avoid. Instead be aware of using words that would catch a filtering system in other parts of your resumé.
- **What really matters:** Contained within your statements and throughout your resumé should be powerful key words that respond to specific job objectives and industry terms.

EDUCATION

- **After your first or second job, this will go after your Professional Experience.**

Only if you have a significant amount of relevant work experience may you choose to move Education down now.

- **Bachelor of Fine Arts in Graphic Design**

- **List a minor if you have it!**

Arkansas State University >> Jonesboro, AR is unnecessary, but required if you are sending the resumé out of the United States.

Here are some examples of how to word and use visual hierarchy.

DO NOT list any years unless you send these out before you graduate. Then remove.

Bachelor of Fine Arts

Graphic Design

Arkansas State University

Bachelor of Fine Arts

Graphic Design

Marketing Minor

Arkansas State University

Bachelor of Fine Arts in Graphic Design

Arkansas State University

Bachelor of Fine Arts in Graphic Design

Marketing Minor

Arkansas State University

- **See [TIPS](#) for more guidance.**
- If you have graduated (or plan to graduate) with any level of Honors, include this and keep it forever on your resumé with your degree.
- If you have certificates or similar proof of knowledge, include when I ask for it in class workshops! Guidance will be provided how and where to place the information.
- If you did any study abroad – for one week or a full semester – it should be included. If significant, these should stay with your education section (or maybe even Professional Experience) through the years.
- If you graduated from the ESL Program, then say so under Education. Be sure to say "ESL (English as a Second Language) Program."

- **List in reverse chronological order- most recent first.**
- Use “Arkansas State University” this first time on your resumé. Then say A-State, not ASU. ASU is the larger Arizona State University, which is why A-State Creative Services made it mandatory (as mandatory as they could) to refer to ourselves as A-State.
- **Scholarships?** List them too! *No years.*

PROFESSIONAL EXPERIENCE

- “Professional Experience”: For the first round of text in the workshop, list everything and we will edit. You should list relevant experience, regardless if it was a “job” or not. This is more important than work experience at a retail store.
- **List each in reverse chronological order** (most recent first).
- **See [TIPS](#) for more guidance.**
- This is the **required information** for each:
 - **Dates** (Month Year - Month Year or “present” if still working)
 - **Name of Company**
 - **Location** (City, State Abbreviation - and country if not USA)
 - **Your Title** (even if not official >> Freelance Designer, Graphic Design Intern, Design Consultant, Art Director, Designer, Volunteer, etc.)
 - **What you did and for that client** > see the writing style!
You could stack these in bullet points or list like this is written, but use consistent visual hierarchy.

See examples from past students. Note the cadence of explanation text in each.

Self-Made A-State Pop-Up Shop | Designer

August 2023 - December 2023 | Jonesboro, AR

- Created and sold items including illustrations, posters, and stickers. Communicated with customers, designed table setup, and managed transactions.

• January 2024 - Present

NEA Baptist Memorial Hospital | Marketing Intern

Jonesboro, AR

Contributed to design and layout across multiple platforms, including social media and print formats, while adhering to brand standards to ensure cohesive visual representation.

Multiple Clients | Freelance Illustrator

March 2018 – Present | Leachville, AR

- Worked with variety of clients worldwide to create personal illustrations. Clients include:
 - Rufus Schachtel | New York
Pet illustrations, original character illustrations.
 - Michelle Carson | Arkansas
Pet illustrations.
 - Briony McCabe | England, United Kingdom
Original character illustrations.
 - Courtney Taylor | Mississippi
Original character illustrations.
 - James Foreman | Ohio
Original character illustrations.
 - Victoria Yourgevidge | New Jersey
Original character illustrations.
 - Jackson Sexton | Arkansas
Pet illustrations, personal illustrations.
 - Sierra Archer | Pennsylvania
Original character illustrations.
 - Hunter Gipple | New York
Personal illustrations, original character illustrations.

• June - December 2023

Craighead County Jonesboro Public Library | Marketing Assistant Jonesboro, AR

Supported the PR and Marketing Department by crafting compelling designs for both social media and print platforms, maintaining cohesive branding strategies to enhance the promotion of multiple social events.

October 2020

Volunteer

A-State Japanese Student Organization | Jonesboro, AR

- Designed logo for T-shirt .
- Researched Japanese symbols, motifs, and cultural elements.
- Brainstorm concepts that resonates with the organization's goals and values

July 2022

Graphic Designer

Niimi University | Okayama, Japan

- Designed logo for student coffee shop.
- Provided consultation on interior design.

AWARDS

- **If you have them, list them!!!**
- Scholarships can be listed with Education.
- Did you get work into a juried art exhibition? List it.
- If you have won an Addy, that's AWESOME on your resumé! >>
 - » *You must call it a Chapter Student Addy (assuming it was).*
 - » *If it went on to win the next level, you may have a District Student Addy. The next up are Regional and National, but always in the Student competition unless it was entered in the professional competition.*
 - » *Be sure to define AAF-NEA (American Advertising Federation - Northeast Arkansas) chapter the first time you list it unless it's under Organizations and that's listed earlier on your resumé. Then call it AAF-NEA thereafter. (FYI: AAF-NEA is in District 10.)*

SKILLS

- Do you speak a foreign language?
- Have you attended management seminars or national AIGA events?
- Anything else at all that might be important to share?

- If the only skill to list is software, it may be included under Education or its own “Software Skills.” *In the workshop, list it under Skills and we’ll see what we have to work with.*
 - » Also for software, Adobe Creative Suite can cover it, but you may want to be more specific. You all know Photoshop, InDesign, Illustrator, and XD/Figma.
 - » Microsoft Office isn’t important to a design job, but it might be if the job announcement asks for it (be careful of said “design job”).
 - » Excel is the exception - that’s a big deal to know well.
 - » List all coding languages you know. You all have basic knowledge of html/css.

SERVICE

- Thanks to Millennials and Gen Z changing the workplace, **service is increasingly important to show on resumé.** The (non-design) recruiters I know claim it’s required nowadays.
- If you have completed any kind of volunteer service – especially philanthropic community-building – include during class workshops. ANYTHING in the first step!
- Military service should be included here too.

ORGANIZATIONS

- Are you a member of anything, especially things like AIGA or AAF?
 - » *When you list these, define the acronym only the first time on the resumé. However, you should define it because many outside of design will be reading your resumé. AIGA is “the professional association for design” and AAF is “American Advertising Federation.”*
 - » *None of you served as AIGA board members, though some of you served as A-State AIGA board members. IF you are part of the AIGA-Memphis board as a student rep, then you serve on the AIGA-Memphis board.*

If you served on the board of the local chapter of AAF, that means you served on the AAF-NEA (American Advertising Federation - Northeast Arkansas) board.

REFERENCES

- In this class, write this category and then write

 **Available upon request.** << *period too!*

- If student does not have enough information for resumé, it is possible to fill the space with reference information.
- **See [REFERENCES](#) for more guidance.**

FORMAT & DESIGN

- **One full page. No more, no less.**
- Use at least 2 columns.
- Avoid information graphics, even though there are plenty of examples out there. They were trendy for two seconds and now they're not. So don't.
- Follow Visual Guidelines and the "voice" of your brand. Do this on EVERYTHING.
- Use >>

VISUAL | HIERARCHY | AND A GRID

- And perfect typography.
- That follows your visual guidelines.
- Remember your downloadable PDF resumé will likely be printed by someone. Therefore, **do NOT put a color background on it.** You will use up somebody's ink and the margins won't be right anyway. Nobody likes that. Find another solution.

DESIGN WITH LEGAL IN MIND


- **Do not put your picture on your resumé in the United States.** Remember that the **U.S. has a lot of anti-discrimination laws.** That means that possible employers cannot ask for many aspects of personal information. This also means that anyone who knows these laws – which should be anyone who is hiring you for a position from which you would receive a W-2 at the least! – will just ignore resúmes that have a picture on them.
- Age is a way to discriminate too, so give no hints to your age. This is why you should not put the years you obtained any degrees.
 - *The Professional Experience dates will hint to your age right now. It won't be so obvious eventually when you have a few more years of experience.*

VERBIAGE

Study good examples. Resumé wording has an odd cadence and takes some practice.

- **Attempt to not use "I" or "me."**
- Try to not to use past tense. Instead, **use present tense** if you can. Be consistent.
- Full sentences are not necessary.
- **Avoid the use of "and" where possible.** Just use commas to separate.

EDUCATION

- When you list your education, **the degree you earned is always more important than the institution.** *I don't care if it's Harvard - it doesn't matter as much as the line of study and the degree you obtained. So when you're figuring out your visual hierarchy, remember that. THE DEGREE.*
- You are acquiring a **Bachelor of Fine Arts in Graphic Design.**
 **Not a Bachelor's. Not a Bachelors. Not a Bachelor of Art. Not a Bachelor in Fine Arts. Not a BFA (unless you've already stated the full term once). Etc.**
Also, not an "emphasis in Graphic Design." You have a more focused degree than that.
- Add Graduation Date only if you won't graduate until next semester.
Then **remove it as soon as you graduate.**
- Nothing from high school unless it's *really* significant.
- Consider including your **GPA if it's above a 3.5.** Then remove it as soon as you graduate.
- Definitely include that you are in the **Honors** program if you are. Likewise, if you graduate with some honors significance, list this!
- List **relevant classes** because it's a good way to explain more of what you actually learned.
 - » *That does not mean you should list every single class you've taken at college. I suggest (not required) listing graphic design classes. There are reasons why we name our classes now vs. the old Graphic Design I-IV that said nothing about what was learned.*
 - » *Also add any other classes from your studies that add to your applicable expertise!*

PROFESSIONAL EXPERIENCE

- The traditional "Work Experience" doesn't allow all of your design experience to be listed, so change the word "Work" to "Professional". :)
- The more you explain, the more somebody understands. Avoid just listing "logo". EXPLAIN (in the wording style of a resumé > short sentences or bullet points, but be consistent throughout section). Also list results for the client if you know them.
- In the class workshops, you will first be asked to provide all of your work experience. Depending on what it is and how much other professional experience you have, it *might* be included for now. **This is where the resumé for your design career begins to differentiate itself from just any old resumé of all work experience.**
 - » *Eventually (hopefully now), you won't need to list that you waited tables or were a cashier. But if you managed an entire section of the restaurant or the customer service area, that might be worthwhile to keep on your resumé for awhile!*

MORE TIPS

- Proofread.

YOUR FINAL GRADE IS DISCOUNTED EVERY ROUND I FIND A GRAMMATICAL OR SPELLING ERROR. I SHOULD ONLY BE CHECKING CONTENT AND DESIGN.

- Use Premium (not free!) version of Grammarly (or similar).
- In the future (or now if you're about to graduate), see if places you want to apply have an Applicant Tracking System. Understand it and its filters. Upload your information. This will likely only be for large corporations.
- **YOU WILL NEED TO UPDATE YOUR RESUMÉ AT LEAST EVERY SIX MONTHS FOR THE DURATION OF YOUR CAREER(S).** Like the portfolio you are building in GRFX-4803, this class teaches principles that you should apply as your career evolves.

+references

Using your letterhead (and/or the slightly altered design of this for your resumé) and design system defined by your Visual Guidelines, **list the reference information below that you turned in for the References project in Section 2.**

Do this in InDesign. Name the file **YOUR LAST NAME_References.indd***.

**Do not replace your original Reference project file if you created it in InDesign. Just name the first one something else.*

- **First and last name** (and honorific, like Dr., if available)
- **Job Title**
- **Employer**
- **Business Address**
- **Email**
- **Telephone Number** > direct line or cell phone; include **area code** (+ country code if not U.S.)
- **Relationship to you** (like supervisor, professor, etc.)

Example pulled from [this source](#) that shows how the “Relationship to you” works:

AUSTIN BELCAK
FOUNDER & CEO

austin@cultivatedculture.com
123.456.7890
Linkedin.com/in/abelcak

REFERENCES & CONTACTS

Jennifer Price
Partner Sales Executive
Microsoft
123.456.7890
jprice@microsoft.com

Jennifer was my account executive at Microsoft where we managed a \$20M book of business. In 2019, we pitched and sold a syndication test that led to a 37% (\$165k) increase in monthly run rate for our largest automotive partner.

For the **RESUMÉ (+ REFERENCES)** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Writing skills displayed in order to persuade in an intelligent and compelling manner.
- Key words used in resumé relevant to job objectives.
- Comprehension of how/why to adjust resumé to fit job objectives.
- Comprehension of how/why to adjust resumé to bypass filters.
- Resumé uses correct verbiage to direct reader to the separate References sheet.
- References sheet contains all required information.
- References sheet follows visual guideline and uses some form of relative visual identity so that it lived in the same family as the resumé and cover letter.
- Grammar and spelling are correct*
 - > Choose whether or not to use an oxford comma, but be consistent.
 - > Misspelling on any round will heavily reduce your final project grade.
 - > *Misspelling on final round = F*
- Efficient eloquence in wording.
- Materials support brand positioning statement.
- Resumé and References both built in **InDesign**.
- Resumé file built using **2 columns of text**. No more. No less. (Unless approved.)
- Resumé file's text boxes use **Paragraph Styles** correctly.
- Visual identity used successfully.
- Visual guidelines followed successfully.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

** There are multiple rounds to bring the cover letter and resumé to final, though student could conceivably do this in fewer rounds and not have anything else due! Only the first round does not involve design. The final round is the final. If there are still problems after this, the letter grade for this project will drop by one for each additional round. This project makes up a large portion of Section 3, so all of Section 3 grade will be greatly affected.*

cover letter

[TIPS](#)

[HOW-TO](#)

[TEMPLATE](#)

[RUBRIC](#)

- 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 resumé 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.

FORMAT

No more than 1 page.

Get used to the amount of text that would be on a letter-sized sheet and consider this as the amount that would be contained in an email. Eventually, the words for a cover letter will also be placed within an email using your required email sign-off. This will be finalized in Section 4.

- Use your letterhead. Letters are the *purpose* of letterhead; hence, the name.
- **Three to four brief paragraphs.** Think of the first and last paragraphs as your shortest.
- Include the address of the person at the top of the letter in the same text.
- Avoid adding your street address at this point in your career.

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 these phrases, but that you should try do 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.

VERBIAGE

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

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. 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.

- When closing the letter, print and sign your name.

Though you will use a template for this project, **understand the skeleton of any cover letter.** See the following guidelines.

PARAGRAPH #1: INTRODUCTION

Tell the employer why you are writing and interested in the job

- Who are you? Not your name, **but who ARE you?** >>>
 - What are you studying (or what did you study)? *You may mention that you will be graduating soon, but be careful. 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, drop 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 this most difficult cover letter doesn't answer an exact job opening, 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 awards? 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 happy marriage paragraph. It should mention both you and the employer.
- A paragraph full of "I's" is a one-sided relationship, so avoid this.

Remember that it's what you can do for them. Not what they can do for you!

» *Trick:*

- Choose 3 skills/traits 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.
- This is essentially a 6 sentence paragraph. A sentence about your qualification and one about how it relates to them. Do this 3 times.
- **DO NOT restate everything that is on your resumé.** They can read. Instead, think about **why these experiences make you a good fit for this position and then make a connection to what they need and what you have.**

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.

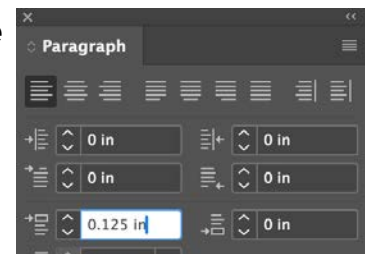
template

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 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. 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.

Download the **Cover_Letter_TEMPLATE.INDD** file from Canvas.

- Open in InDesign. 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 verbiage concise.
- Select all text and remove the ability to hyphenate using the Paragraph palette. *See bottom of box, uncheck Hyphenate.* 
- Replace cyan 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)!
- **Adjust space between paragraphs using Paragraph palette** (or apply via a Paragraph Style).



See next page for template >>

Today's Date

Creative Director's First and Last Name

341 Company Address

Company City, State xxxxx

Dear Mr./Ms. Director's Last Name;

I write this letter to express my interest in the **Job Title** opening advertised on your company's website. From day one, I believe my contributions to the team at **Company Name** could be a worthwhile addition.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, **HTML**, and **CSS** (or other skills like **photography** or **illustration**) will allow me to play a crucial role in implementing your **design and marketing** initiatives.

The following are highlights of my skills and accomplishments:

- Led 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%.
- Oversaw 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 45%
- Time Management Skills: Manage up to 5 projects or tasks at a given time while under pressure to meet strict weekly deadlines

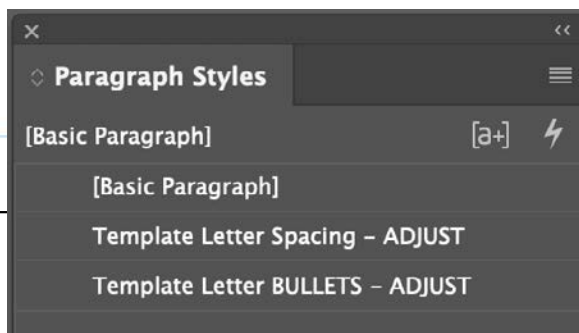
Enclosed are my resumé and references for your review. You may also view my portfolio of work at **website** or learn more about me on Instagram **@username**. I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you **this week** or please 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,

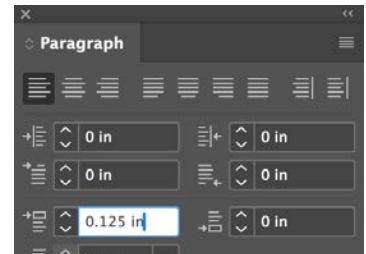
(Sign your name)

Type your First and Last Name



For the **COVER LETTER** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Writing skills displayed in order to persuade in an intelligent and compelling manner.
- Grammarly Premium (or similar) report with a perfect score turned in for portion of letter composed by student step if requested by professor.
- Template used correctly, but words refined so that verbiage seems natural.
- Target of cover letter is one from Job Hunt Journal. (Job can be made up.)
- Comprehension of how/why to adjust cover letter to fit job objectives.
- Grammar and spelling are correct*
 - > Choose whether or not to use an oxford comma, but be consistent.
 - > Misspelling on any round will heavily reduce your final project grade.
 - > *Misspelling on final round = F*
- Materials support brand positioning statement.
- File built correctly in **InDesign**.
- **Space between paragraphs adjusted using Paragraph palette** in InDesign (or a Paragraph Style applied).
- Visual identity used successfully.
- Visual guidelines followed successfully.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.



* *There are multiple rounds to bring the cover letter and resumé to final, though student could conceivably do this in fewer rounds and not have anything else due! Only the first round does not involve design. The final round is the final. If there are still problems after this, the letter grade for this project will drop by one for each additional round. This project makes up a large portion of Section 3, so all of Section 3 grade will be greatly affected.*

**cover
letter
#2 fyi**

THIS IS ONLY FOR YOU TO READ

[EXPLANATION](#)

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.

The following is from [this article](#), but beware its poorly worded template.
Text like this implies additional guidance by professor.

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.**

MORE INFORMATION:

BE COURTEOUS AND APPRECIATIVE

Remember the interviewee 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.

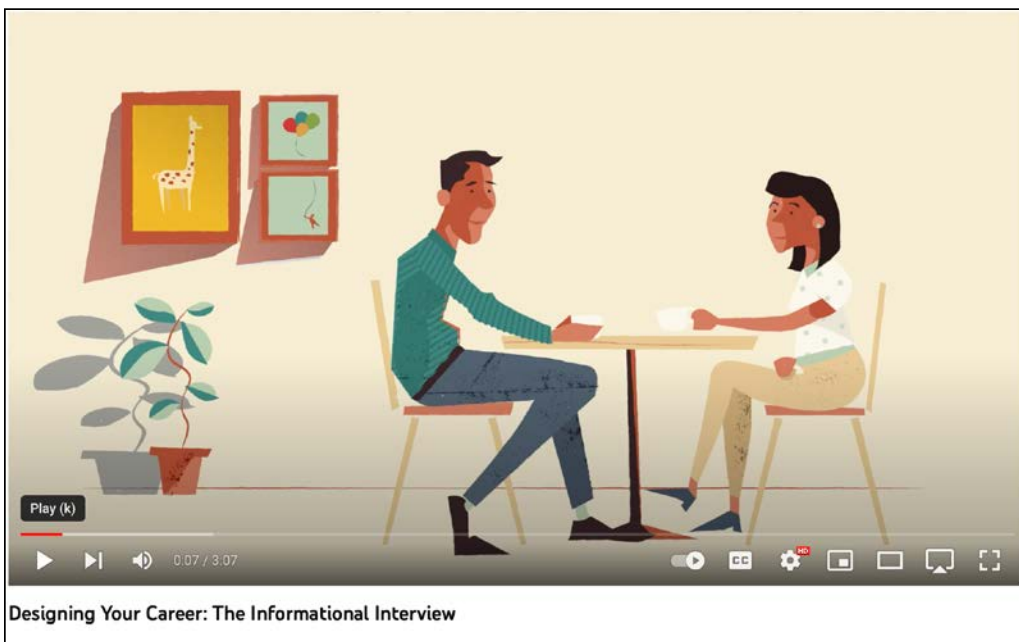
If the interviewee offers to recommend you for a certain position or forward your resume to a hiring manager, show your gratitude and take advantage of the opportunity.

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.**

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



[SECTION 3 MENU](#)

brand board

[REQUIREMENTS](#)

[FINAL WORK](#)

[RUBRIC](#)

requirements

Download **BrandBoard_4503_SPG25.zip** from Canvas. Decompress and open the InDesign file, which is built on a Tabloid size page with margins considered.

- Name the file **YOUR LAST NAME_BrandBoard.INDD**.
- Change all label typefaces on board to one of your brand typefaces. (Another option is to do something that repeats an element of your logo, like if you hand-rendered the labels.)
- Read and follow directions* shown outside of the artboard (see below).
 - *If you cannot view the directions (see next page) outside of the artboard, go **View : Screen Mode : Normal**. If they still aren't visible, open up your Layers palette and turn on the "DIRECTIONS" layer.*
 - » Adjust anything that you may need to in order to create your best brand board to reflect your Visual Guidelines and overall brand.
 - » Remove elements that you don't have, then move things around for a better layout.
 - » Color: You likely will not have 5 primary colors.
 - » Black and white should be shown only if it's an actual brand color used in the logo. Remove gray circles where you don't use them.
 - » If you decided to showcase primary and secondary brand colors in your Visual Guidelines, you might have more or less than 5 circles and will need to label primary vs. secondary.
 - » Update your Brand Positioning Statement if necessary.

The information required (see next page) should be followed because brand boards are a known entity in the marketing world, but ensure it looks like you created it. If you removed an entity like the logotype square, don't just leave the area blank like something *should* be there.

REQUIRED INFORMATION [or Required only if applicable]

- Name (Your first and last name)
- Company Name
- Email
- Phone Number (highly suggested)
- Website domain
- Instagram handle
- LinkedIn username (or @handle if it reads well)
- Behance username (or @handle if it reads well)
- Logo in full color on white
- Mark
- Logotype
- Brand Positioning Statement

- Primary Colors
- Secondary Colors
- / Serif Typeface
- / Sans Serif Typeface
- In some semblance of boxes (rearrange what is provided if you'd like), add merchandise with your logo. (See free mock-up link on InDesign file and Canvas). and/or illustrations or photos by you that are representative of your brand.

Name Here

Company Name

email

phone number

website

 @HandleHere

 Name here or @Handle

 Name here or @Handle

LOGO

MARK

LOGOTYPE

BRAND POSITIONING STATEMENT

Use one of your brand's typefaces here. Replace all serif typeface with this. If you would rather use the sans serif for this text and a serif or bold sans serif for the subtitles, this is also fine. Replace all of these words with your explanation.

COLOR PALETTE



TYPEFACES

Typeface Name Here
ABCDEFGHIJKLMN O PQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

Typeface Name Here
ABCDEFGHIJKLMN O PQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.



Mark and Logotype: Remove one or both of these if they don't exist independently, as shown in your Visual Guidelines.
Then rearrange where things live on the page for better balance.

Move lines around so things fit well.

Remove any you don't use.
These should line up with your Visual Guidelines.

Show your serif and sans serif.
If you only used one in your Visual Guidelines, remove the extra Typeface Here.

In some semblance of boxes (rearrange what is provided if you'd like), add merchandise with your logo
<https://www.dropbox.com/scl/fo/gsqj9jncx766arhmsynj/ADHVS8FEwFnsKEgZMumKeUc7rlkey=af6wplc-kz7rtpgiscjempwz7b6q&st=lrzcrq3&dl=1>
and/or illustrations or photos by you that are representative of your brand.
You could even do something like your favorite quote or a word that works small like this that you could end up using for your social media content.

final work

When finished in InDesign, check spelling and all information in the file.

Check that the file is correctly named, which means the Folder will inherit this correct name when you package it in InDesign. File : Package your work so you have all of it for yourself.

Upload the (Print*) PDF to Canvas for professor to grade. Upload a JPG or PNG so fellow students can view the file. **You will hyperlink this and create an Interactive PDF in Section 4.*



DUE > WHAT • WHEN • WHERE

Assignment:

Correctly-named multi-page PDF file **DUE** uploaded to Canvas (Assignment) by **7:30am** on **Tues Apr 8**.

Discussion:

Export to PNG or JPG **DUE** in Canvas Discussion by **7:30am** on **Tues Apr 8**.

	BRAND BOARD (PDF) 0 pts
	BRAND BOARD (JPG/PNG)

For the **BRAND BOARD** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- No misspellings! SPELL CHECK.
> *Misspelling = F*
- No incorrect grammar.
- Materials support your brand positioning statement.
- Materials follow your visual guidelines.
- **Page closely follows original template, but works as its own balanced composition.**
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in all critiques.

self-evaluation

At the conclusion of this Section 3, look back at your performance and see what your **challenges** and **accomplishments** are. Also, consider how you will apply this knowledge to future projects.

This Self-Evaluation form is completed on a Canvas Survey.
This is located on the SECTION 3 module.

SECTION 3 SELF-EVALUATION

Apr 12

DUE BY 11:59pm on Sat Apr 12. It is required for your Section 3 grade.

The Saturday due date is intended to provide extra time if necessary after the last project is turned in; however please do not forget to do it!