

section 4

OBJECTIVES

PROJECTS

- BUSINESS PLAN B
 - FINANCIAL FORMS
 - OTHER PUBLICITY*
 - SOCIAL MEDIA
 - PORTFOLIO SITES - FINAL
 - INTERACTIVE FILES
-

SELF-EVALUATION

GOOGLE CALENDAR

objectives

You must have all of these claimed by the start of Section 4.

- **Domain** name availability (part of Section 2's Portfolio Sites and Budget projects)
- Your new **email** that must reflect your brand or personal name in a professional manner.
- Your new **@username** on **Instagram**.
- Your new @username or name on **Behance**.
- Your name/space on **LinkedIn**.

BUSINESS PLAN B

This project is a financial plan and will **inform your Financial Forms project**.

- As you continue in your career, **remember to constantly check the changing economy and your increased skills**. In other words, your costs will likely go up because everything seems to get more expensive; however, your skills will increase and **you can charge accordingly**. Eventually, what takes you 15 hours now – like fully developing a strong logo – will take you 5. That's why rates are higher for more experienced designers. They're just better – and quicker – at what they do.
- **Do not underestimate the money you will pay for your equipment and software**. Adobe will be a significant cost per month - <https://www.adobe.com/creativecloud/plans.html>
- **Do not underestimate your abilities**. You are probably much better than you are presently giving yourself credit because you are surrounded by others who are doing the same thing. To even use the equipment you do is an expertise. To use it well goes back to that fancy BFA (more than a BA or BS!) degree you're acquiring.

FINANCIAL FORMS

"Your survival depends completely on getting paid by clients. It's as simple as that. If the money isn't coming in, you can kiss your freelance life goodbye."

Along with development of a business plan, designers must create standard forms to use. These commonly include financial documents like an estimate, quote, contract, and invoice. This project will demand all but the contract, though a signed quote is similar to a (not-very-legally-binding) contract. Contracts are legal documents and it would be best to see a lawyer vs. trusting your livelihood to a template available online.

OTHER PUBLICITY

This new project is to provide students credit as they **learn the basics of motion graphics using Adobe After Effects**, which will be required in the Social Media project. It also provides options for further exploration into software like Adobe Aero for simple augmented reality or Adobe's video editing software, Premiere Rush or Premiere Pro.

SOCIAL MEDIA

This is the monster project of this section, but it's also one with which students should feel comfortable because their brand is finally becoming a constant, fully formed entity. The project should also be exciting because social media is a familiar medium, though having a professional presence is likely a new experience. An **Instagram** Professional (Business or Creator) page and a **LinkedIn** page are required for this course. **Behance**, which is lumped in with the Professional Sites projects of Section 2 and 4, is also part of this project because it's social media. Content creation, tricks to having an ongoing presence, and how to grow one's presence by using the power of the platforms and cross-referencing are all instructed. Then student will apply all of these theories by posting for a 10-day period.

PORTFOLIO SITES - FINAL

This project is a continuation from Section 1's work when website and Behance URLs were claimed. Though the project at that time listed the requirements to build out one's pages with branding and FPO (For Placement Only until completed) resumé, and social links, very few students have done this yet. To ensure completion of this important job acquisition element, this project has been added in Section 4. As the requirements of GRFX-4803 capstone course are coming to fruition, students will be reminded of all requirements for both sites.

INTERACTIVE FILES

As it sounds, elements that have already been created in the course now become interactive PDFs. This is usually just adding hyperlinks to words or elements and saving/exporting the file correctly. A digital business card created on an app will also be created.

business plan B

[RESEARCH](#)

[DIRECTIONS](#)

[RUBRIC](#)

For this project, imagine you will create your own freelance “business” (not brick-and-mortar, but an ongoing freelance only career) in your city of choice. Even if you end up not doing that and prefer a job at a company, the information should inform you and your future fiscal negotiations.

Information needed on the Business Plan B form will require research that should begin with exploring these sites.

Cost-of-Living Calculator:

<https://money.cnn.com/calculator/pf/cost-of-living/index.html>

This is simply to introduce you to the idea of how cost-of-living can be so significantly different between places. Use this knowledge when you negotiate a wage (salaried or hourly/project-based).

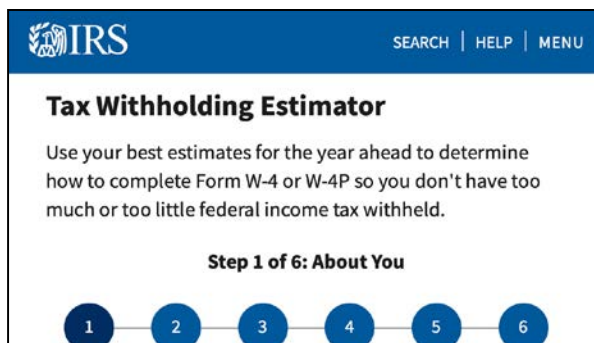
Health Insurance:

Though you may legally stay on your parent’s healthy insurance until you are 26, you should attempt to take care of yourself as an adult as soon as you can. Without benefits from an employer (or being a student), the average cost of health insurance for Arkansans in 2025 is **\$494/month** for single coverage. See more information [here](#).

- More about insurance:

<https://smartasset.com/career/5-insurance-policies-to-buy-if-youre-self-employed?fbclid=IwAR17naxapkj97vflhQeLH3ltvqCD0d8kQDBspBo4z3JZaLpayZNxrDv062>

Taxes:



<https://apps.irs.gov/app/withholdingcalculator/>

We will have a brief lecture about this scary stuff from the U.S. government, but the information can be summarized well (and more hospitably) by reading [this article \(READ IT!!!\)](#) about why those who do significant contract work must pay taxes every quarter (vs. once a year). If you did not receive a W-2 from an employer, you will likely need to complete a 1099. You will have higher taxes to pay because none were taken out by an employer.



“Being a freelancer means being your own boss, and that can be awesome.

You go out, kill something, and drag it home every day...After all, being a freelancer comes with some nice perks. You choose your hours, what projects to take on, and where you work. Basically, you get to be your own CEO! Even if you already have a full-time job, freelancing is a great way to earn some extra money. And let’s be honest, who doesn’t want more cash in their pockets?...

But here’s some real talk: **Whether you’re a full-time freelancer or just make a few hundred bucks here and there with a small side hustle, it will impact how you file your taxes.** And if you’re not careful, you could lose a large chunk of your freelance income to an enormous tax bill...In most cases, freelancers will need to pay two types of taxes: income taxes and the self-employment tax...According to the IRS, you should pay estimated taxes quarterly **if you expect to owe at least \$1,000 in taxes on the income you make** from freelance work this year.”

- **Income Tax:** The federal government asks for money, and 41 states also levy income taxes. (Tennessee doesn’t!) Income taxes differ per state.
- **Self-Employment Tax:** The [federal] self-employment tax is a **15.3% tax** on your freelance income. (12.4% goes to Social Security and 2.9% goes to Medicare.) This is only for federal taxes.

Therefore, assuming extra money will be needed to pay state taxes too, the spreadsheet used in the Money Talk workshop sets aside **30%**.

Read this article more on the taxes collected and items you can claim for deductions on your taxes! <https://www.investopedia.com/articles/tax/09/self-employed-tax-deductions.asp>

TAX DEDUCTIONS AND CREDITS > TAX DEDUCTIONS

16 Tax Deductions and Benefits for the Self-Employed

Expenses like a home office, car, insurance, and even your education bills could get you a big tax break

By **AMY FONTINELLE** Updated January 11, 2025

Getting Paid! :

Always be aware of the location. For example, if it is a national average, lower that slightly for the northeast Arkansas region. It’s also much cheaper to live here. Keep it the same for Little Rock or Memphis. However, raise your fees slightly if you move to Fayetteville or Nashville – and be prepared to pay a lot more for an apartment that is in a good location.

- Robert Half Marketing and Creative Salaries and Hiring Trends - 2025 Salary Guide
<https://www.roberthalf.com/us/en/insights/salary-guide/marketing-and-creative>



- Coroflot Design Salary Guide:
<https://www.coroflot.com/designsalaryguide>
- Google Design Salary Transparency:
<https://docs.google.com/spreadsheets/d/1aFoSJr1qWBH3nWMeoEdFP4her8Nvl7RZf6skyQmOAsU/edit#gid=257041397>
- How Much Do Graphic Designers Make? The salary details are outdated from 2019, but the job explanations are valuable to review:
<https://www.pixpa.com/blog/graphic-design-salary%20>
- How Much Do Graphic Designers Make > Per Job Title/Per State - Hourly/Salary >> Lots of information! This link is for "Entry-Level Graphic Designer." Fill in the information you need.
<https://www.ziprecruiter.com/Salaries/Entry-Level-Graphic-Designer-Salary>

directions

On **Tuesday, March 18th**, students will begin – and probably finish – this project during “The Money Talk” workshop.

PART 1:

When directed in workshop, open [this Google Sheets Template](#) and save it as something else.

MONEY TALK-SPG25_City Research Template		USE TEMPLATE
	MONTHLY Cost of Basic Health Insurance , Single	470
	MONTHLY Cost of Equipment (Software and Hardware)	80
	MONTHLY Cost of Website & Domain	0
	MONTHLY Cost of Continued Education*	30
	TOTAL of other MONTHLY costs (like car & insurance)	0
		580
City, State #1	MONTHLY Average Cost Of Living (ask ChatGPT)	0 <i>FYI > Comparative > Click Link</i>
	<i>*Adjust Health Insurance if included</i>	
	TOTAL General Costs	580
	MONTHLY Cost of Estimated Quarterly Taxes Set Aside	
	Annual Desired Freelance Income	0
	(estimate) 30% of taxable income due to gov't	0
	Overall amount due to state & federal govt (estimate)	
	Divided by 3 is Quarterly Due	0
	Divided by 12 is how much you should set aside per month	0
CITY 1	CITY 2	CITY 3

Follow direction in class to explore costs to inform profit. This plan is not so extensive as to help you create your own business, but will inform the real obstacles and opportunities in your future as you find successful employment. This includes understanding how and why to charge the rates you should for freelance work, as well as equipping you for salary conversations.

Professor will credit students in class for completion of all 3 cities.

(TBD: you may also be asked to share the Google Sheet with her via Canvas or email.)

PART 2:

Then download the **BusinessPlanBForm_SPG25.INDD** file from Canvas.



- You may replace the Arial typeface with whatever you wish.
- Save as **YOUR LAST NAME_BusinessPlanBForm.INDD**.
- The image embedded will be replaced with your chosen city.
- After this, there are only a few more questions that will lead into the [Financial Forms](#) project.

DUE > WHAT • WHEN • WHERE

When finished and [all spelling is checked](#), save and package the file for yourself.

Then File : Export as an interactive PDF. Turn this file into Canvas.



DUE by **7:30am Tues Apr 15**, but it is highly suggested to just finish before/during Break.

For the **BUSINESS PLAN B** project, you will be graded on the following:

- Presence and active participation in The Money Talk workshop.
- Directions were followed accurately with absolutely no errors.
- All elements turned in on time.
- All 3 cities completed correctly using supplied Google Sheets template.
- Business Plan B form created correctly.
- Answers are enthusiastic, professional, complete, and concise.
- No misspellings or grammatical errors.
- All math is correct.
- Sources of information available if requested.
- Hyperlinks work on interactive PDF.
- Interactive PDF turned into correct module on Canvas.
- Ambition - How much did you challenge yourself?
- Time organization skills displayed.

financial forms

[DIRECTIONS](#)

[RUBRIC](#)



[FYI: REAL LIFE STEPS](#)

[FYI: FUTURE TIPS](#)

directions

On **Tuesday, March 18th**, students will begin – and probably finish – this project during **“The Money Talk”** workshop. Students will then create a basic template in InDesign for each of the following:

- **Hourly estimate**
- **Project quote**
- **Invoice for job that was billed hourly**
- **Invoice for job that was billed per project**

See **FinancialForms_Templates.PDF** on Canvas.



Student should understand these and combine any information listed here or in readings to compose his/her own quote and invoice. These must be completed in a design form that is **consistent with other collateral under the visual brand**.

Then create the assigned templates in 4 separate InDesign documents **with hyperlinks**, using your brand visual guidelines and logo. Name as follows:

- Hourly estimate: **YOUR LAST NAME_HourlyEstimate.INDD**
- Project quote: **YOUR LAST NAME_ProjectQuote.INDD**
- Invoice for job that was billed hourly: **YOUR LAST NAME_HourlyInvoice.INDD**
- Invoice for job that was billed per project: **YOUR LAST NAME_ProjectInvoice.INDD**

DUE > WHAT • WHEN • WHERE

Progress check: **Tues Apr 8** in class, but it is highly suggested to just finish before/during Break.

When finished, save and package the files for yourself. Then File : Export as an interactive PDF. Turn these 4 files into Canvas. **DUE by 7:30am Tues Apr 15.**



For the **FINANCIAL FORMS** project, you will be graded on the following:

- Presence and active participation in The Money Talk workshop.
- Directions were followed accurately with absolutely no errors.
- No misspellings or grammatical errors.
- Information can be explained via information acquired on Business Plan B.
- Materials support brand positioning statement.
- Materials reflect existing visual brand identity.
- Materials respond to brand's visual guidelines where applicable.
- Hyperlinks work on interactive PDF.
- Ambition - How much did you challenge yourself? Did you plan your time well?

None of the following is your assignment. It is an explanation to guide you in your creation of the required estimate/quote and invoice.

REAL-LIFE STEP 1: REQUEST FROM CLIENT

Design jobs often are created in steps. After obtaining information about the project, you then provide a quote. Preferably you receive project information in the form of a brief, but you will hardly ever receive this while freelancing.

- Your own pay rate and experience level. (see Business Plan B)
- Timeline for the project.
- What is the budget?
 - > Remember that simply asking what the budget is also is an indirect way of saying, "You know I'm not doing this for free, right?" If that's still awkward, try asking, "Would you be able to send me a brief of the project?"
- Who is the direct point of contact to discuss the project?
- Where and how will the piece be used?

REAL-LIFE STEP 2: ESTIMATE / QUOTE

Next you answer with something called an estimate or a quote of what you will charge.

(A quote is closer to a contract, but is not as legally binding. Also sometimes clients will ask for an estimate and then a quote, in which case the quote is close to a non-signed contract.

*See all examples in **FinancialForms_Templates.PDF**.)*

There are usually two ways to charge for a project if you are a freelancer or under contract:

- **Charge per hour.**

OR

- **Charge per project.** If you do this, include how many revisions will be made before the rate goes to hourly.

If you create your own business or have an ongoing work relationship, you could consider creating a contract that explains you will be doing all work for a set amount of time. If this is not a salary, it could be considered being "under retainer."

REAL-LIFE STEP 3: CONTRACT

Professor Leslie's talk provided the most information in regards to an actual legally binding contract. For what is required for this project, see **FinancialForms_Templates.PDF**.

Once an estimate/quote has been provided, you would then be granted the work or refused. Even though you would provide this before a contract, an estimate/ quote is very similar to the nuts and bolts of a contract without needing to be signed. It is up to you if you work with contracts or not.

Contracts can be tricky, especially if you have never even signed one. Depending on the client, he/she might be scared off by it. See [this booklet created by AIGA](#) (national). There are many examples of templates available. The following are tips from HOW. Many of these tips are also applicable to your quote and invoice forms.

REAL-LIFE STEP 4: INVOICE

Again, see **FinancialForms_Templates.PDF**. The following is from [this article](#) and [this article](#). [This article from Adobe](#) is another great source.

When crafting your invoices, you should refer to the following checklist as a minimum of items to include:

- INFORMATION ABOUT THIS SPECIFIC INVOICE
 - The word '**Invoice**' on the document
 - A unique **invoice number** you have assigned for your files
 - The **date** – this ensures that if payment isn't received, you have proof of when it was submitted.
- YOUR INFORMATION:
 - Your company **logo**
 - Payee **Name**: Your personal name and/or company name (if you have a banking account)
>> To whom do they "write the check"?
 - Your **contact information**
- YOUR CLIENT'S INFORMATION:
 - Name and address of your client
 - *If available: Any relevant [PO \(Purchase Order\) Number](#) issued by the client*
- DESCRIPTION OF SERVICES RENDERED:
 - Provide a clear description of the work you completed to ensure you receive proper compensation for your time and effort. This should include the dates the work was done

and the specific tasks performed.

- Include time to research, create (includes ideation and versions), and revise (see below).
- Include any items needed to render said services, whether you already have them or not. *For example, an Adobe subscription isn't free, so be clear on file creation. (Don't charge them for Adobe, but be aware when you are explaining/defending your charges that you are doing something the client could not without you.)*
- Details of items - tangible and/or digital – expected when finished
- COST BREAKDOWN OF INVOICE PER AGREED UPON CONTRACT FROM QUOTE:
 - **If quote was per project:** the final cost should match. If extra revisions were made, this should be listed in an hourly format. All math should be clear.
 - **If quote was hourly:** Hours worked on project x the agreed charge. All math should be clear.
- PAYMENT TERMS AND CONDITIONS:
 - Date the payment is due, usually in relevance to the date the invoice was submitted to client. "Payment must be made within 30 days."
 - An optional explanation of consequences for later payment may be included.
 - Where/how the payment should be made >>
 - Payment app links like Cash, PayPal, or Venmo are also a great idea.
 - You may provide a P.O. Box or street address for a check to mailed or bank information.

REAL-LIFE STEP 5: GETTING PAID

Even if you only do a couple of jobs a year and choose not to pay quarterly taxes (be careful), remember that you must count on your client reporting the payment to her/his/their taxes because this can be helpful in reducing tax owed when investing in one's own business. If (when) the government knows, it will be expecting some of that money from you in your taxes via a [1099-MISC](#) form for each client.

Hopefully, you **put about 25% of the money you earned from this job immediately into a savings account that you don't touch.** (I.R.S. states 15.3% of your net profits, but it's better to have more saved just in case.) Required taxes include payment to Social Security and Medicare, which are often hidden* when paid at other jobs you may have had where you filled out a W-4.

*They're not hidden at all, but most of us don't check our pay stubs so diligently.

Even if the client doesn't report it and you receive no 1099-MISC, you should still report it. Nobody wants to get audited by the U.S. government when a large amount of savings appears in your account that is earning interest.

It is also common to hear from designers to “keep it under \$400 and nobody will know.” It is true that the person who paid you does not need to report the job to the IRS if it’s under \$400, but you are legally still supposed to report the amount as self-employment income and pay taxes.

The other option someone may offer you is to get paid “under the table” where nobody reports anything. This is technically not legal. Again, getting audited by the U.S. government is not a goal you should have.

Scared of taxes yet? Don’t be. Keep your receipts for anything you have to keep you in business, even if that’s just your computer and its software and the cost of your business cards. Find out more about all the things for which you could **receive deductions**. Programs like Turbo Tax can explain all of this to you if you cannot afford taxes to be prepared for you. It’s not as hard as it all sounds. Just be sure you keep all receipts, invoices, etc. It all matters.

The following are more in-depth considerations that may only apply to the more in-depth contract; however discussion of these subjects is worth it if you have never worked with the client. *Note: This might be too much to comprehend if you've never given signed a contract or been paid for work that you completed for a client; however, the first time you aren't paid for your work (and it will happen), you will understand the importance of all of this.*

“The language provided below is generic and isn't meant to be a comprehensive list of terms nor a full agreement. As recommended earlier, the final terms you use should be customized to your firm and each client relationship. **While this type of informal language may not be legally binding, it will help guide the relationship so that you won't have to go to court.** An agreement that includes clauses that are free of legalese, direct and to the point will be easy to read and less formal. Nonetheless, it can be equally powerful at communicating the important conditions of a relationship. An agreement written in this manner will almost always be more effective and easier to negotiate than a contract drawn up by lawyers. **The result is a mutual understanding of the terms by both the client and the creative team (or you), friendlier negotiations, and quicker approvals.**

SCHEDULE PARAMETERS:

Timelines and schedules are a common industry challenge. Clients expect creatives to work all hours under even more compressed schedules, so having terms that prevent this from happening and clearly defining what is expected will result in a more seamless relationship.

- **Work Hours/Days:** This agreement assumes work will be completed within the standard work week (Monday through Friday, 9 a.m. to 6 p.m.). (Design Firm Name Here) is closed on all major holidays and the entire week of Christmas and New Years.

Note: Of course this means that you should not answer the phone after these hours!

- **Schedule:** The work outlined in this agreement will be turned around within a reasonable, non-rush schedule to be determined, where possible, and mutually agreed upon at the start of each project. Late or weekend hours incurred to accommodate additional compressed deadlines, if needed, will be negotiated separately. Our schedules assume timely review and response by (Company Name Here) of all deliverables.

CLIENT RESPONSIBILITIES:

It's also important to outline what your expectations for the client are in the relationship. For example, who is the main client representative and key decision-maker (they should be one and the same), and what are the materials/services they're expected to provide—and when?

- **Client Representative:** (Company Name Here)'s representative, (name of client representative here), has full authority to provide and obtain all necessary information and approvals throughout this project. (Name of principal of design firm here) and (name of client representative here) represent that they have full power and authority to enter into this agreement and that it is binding upon (Design Firm Name Here) and (Company Name Here) and enforceable in accordance with its terms.
- **Client Responsibilities:** (Company Name Here) and/or (Company Name Here)'s subcontractors will provide accurate, complete and timely information and materials to (Design Firm Name Here). (Company Name Here) guarantees that they have all the necessary rights and ownership in such materials to permit (Design Firm Name Here) to use them for the project.
- **Client Approvals:** (Company Name Here) will approve and proofread all final designs, type, press proofs and test sites. (Design Firm Name Here) will make all efforts to ensure that no information is misrepresented. However, (Company Name Here) assumes all responsibility for content. (Company Name Here)'s approval of all tangible materials and artwork will be assumed after the work has been submitted to (Company Name Here) for review, unless (Company Name Here) indicates otherwise in writing.
- **Client Changes:** In order to avoid errors, text changes and corrections will not be taken over the telephone and must be provided electronically. Any text with extensive changes must also be provided as marked up hard copy, indicating the revised text.

SAMPLES AND CREDIT:

- **Samples:** (Design Firm Name Here) can use samples or photographs of the work created under this agreement and the name of (Company Name Here) for publications, exhibition, competition and other promotional purposes (such as our website) once the project has been made public.
- **Credit:** The following credit will be mentioned on all publicity/promotion of this project and/or our relationship, including, but not limited to, awards, competitions, press releases, etc.: (List required credit here, i.e., Design: [Design Firm Name Here]).

PAYMENT PARAMETERS:

Beyond the incremental payment schedule, you should include the following language that provides further protection in common problem areas, including:

- **Delays and Termination:** All payments received are not refundable in the event the project or the relationship is terminated for any reason. If any part of the work for this project is delayed for longer than 30 days, (Design Firm Name Here) will bill for work completed.
- **Consequences of Non-Payment:** (Design Firm Name Here) reserves the right to suspend work and/or withhold issuing any project documents if invoice payments are not received within a reasonable period of time from invoice date.

ELECTRONIC FILES:

Ownership and the quality of electronic files can also be a sticking point with clients, so including protection in this area is critical.

- **Length of Storage:** (Design Firm Name Here) agrees to store all final electronic files created for (Company Name Here) for a maximum of two years.
- **Retrieval Fee:** (Design Firm Name Here) will charge \$XXX to retrieve/transfer any elements of our electronic files from archive at the request of (Company Name Here), providing related usage rights have been negotiated.
- **File Requirements:** If (Company Name Here) has specific requirements for how project files must be prepared, (Company Name Here) must communicate this, in writing, to (Design Firm Name Here) before the project begins.”

other publicity

[OVERVIEW](#)

[RUBRIC](#)

overview


This “project” is new in 2025. Please read below and be prepared to discuss with professor.

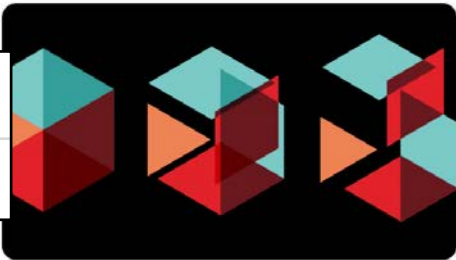
REQUIRED

There is only one requirement, which is to **learn the basics of [Adobe After Effects](#)** to make (at least) basic motion graphics. These will be applied in the Social Media project and can be further explored in other projects, including things for portfolio. You can also add on your resumé that you know this software/skill-set!

LinkedIn Learning is free to enrolled A-State students. It is required to complete [this course](#).

Additional Publicity

 **AFTER EFFECTS TUTORIALS**
Apr 8 0 pts




Course Popular

Motion Graphics for Social Media

2h 24m • Beginner • Updated Nov 2022

2h 23m 23s left

 LinkedIn • By: Andy Needham

4.7 ★★★★★ (454) • 58,835 learners

DUE > WHAT • WHEN • WHERE

You will be required to show proof of completion from LinkedIn Learning, which will usually be an emailed certificate. You will also be expected to use these skills when you begin posting on social media for as many posts as you can.

DUE by **Tues Apr 8**, but it is highly suggested to finish before this time.

OTHER SUGGESTIONS

What else can you do? [Adobe Aero](#) is easy to use after you have created something that moves. Then it is just figuring out how to connect a target image to the motion graphic file, and you have an augmented reality piece! You can list one more thing on your resumé.

Perhaps you do a moving file of your logo, which can be as simple as a GIF and doesn't need a massive After Effects build. Finding a detailed enough image to be a trigger* can be a great addition to your work during the Senior Show and ADvantage portfolio review.

**If you use Adobe Aero, realize the trigger image must be more detailed than a simple logo.*

Other possibilities include delving into [Adobe Premiere Pro or Adobe Premiere Rush](#).

For the **OTHER PUBLICITY** project, you will be graded on the following:

- Proof of LinkedIn Learning “Motion Graphics for Social Media” completion provided on time.
- Skills learned applied in (at least) the Social Media project.

Other publicity created successfully will receive further credit.

SECTION 4 MENU

social media

OVERVIEW

WORKSHOPS

[SOCIAL MEDIA FORM A](#)

[SOCIAL MEDIA FORM B](#)

[SOCIAL MEDIA FORM C](#)

FINAL WORK

RUBRIC

overview

- You will create a new profile on **Instagram** that has nothing to do with previously existing personal sites. This must be a **Professional** account. Whether you choose **Business** or **Creator** is up to you.
- A **personal page on LinkedIn** will be created or updated.
- **Behance** is also a social media site.
- Then you will post on the sites according to a **content calendar** using skills learned in workshops to create content that **cross-promotes** and is a **source of information**.

The goal for you is to create awareness of you/your work/your brand, and to do so by cross-promoting wherever possible to ensure you miss none of your intended audience. From this, you also hope to find work, whether that be freelance gigs or job openings at shops, and other career and networking opportunities.

This also means **becoming a source of information and conversation that will build and/or complement an existing community**. Think SOURCE instead trying to get things from others. Also forget about random personal comments that have little to do with your professional life. You want people to follow you.

You (as your branded self or brand) will also engage with and support others also as you network and build your presence. You can't yell into the void and hope everyone will see you. Sometimes this works, but usually you need to engage first.

There will be **3 days of Social Media workshops**. Also, follow the steps on each Social Media Plan form, as well as thoroughly reviewing any accompanying ReadMe PDFs or posted videos. By doing so, the process of creating your brand's presence on social media is broken up into easily achievable sections. Remember at all times that you are a consistent brand.

Tip for turning in required documented proof for this project: BE PROACTIVE.

Take screenshots of your process constantly and keep it all in a folder on your desktop.

It is better to have more than you need! Examples of content creation are important final touches to your Brand Book and **significant evidence of an employable skill**.

workshops

Before **Thursday, March 20th**, everyone – regardless of Instagram experience – read this article >> [The complete guide to content formats and types on Instagram](#)

Then 3 days of workshops will occur. First, students will be introduced to social media for the sake of business and networking. Then they will be guided on making powerful profiles. Finally, after creating a weekly broad Content Calendar, each student will post on her/his/their Instagram, LinkedIn, and Behance pages for 10 consecutive days.

By the time the 10 days are over, it will be a rush to add the social documented evidence to her/his/their almost-finished Brand Book. The Branded Show and Portfolio Review will occur a little over a week later!

Thurs Mar 20:

SOCIAL MEDIA WORKSHOP DAY 1

- OVERVIEW
- REQUIRED PLATFORMS + WHY
- ABBREVIATED HISTORY
 - Pre-Internet Era
 - Emergence of the Internet
 - Rise of Web 2.0
 - Microblogging and Real-Time Updates
 - Visual Platforms and Multimedia Sharing
 - Messaging Apps and Private Networks
- KEY TERMS
- PERSONAL VS. PROFESSIONAL ACCOUNTS
- BRAND AWARENESS > LOYALTY
- BEGIN SOCIAL MEDIA FORM A
- WHAT'S DUE NEXT CLASS

Tues Apr 1:

SOCIAL MEDIA WORKSHOP DAY 2

- REVIEW SOCIAL MEDIA FORM A PROGRESS
- BEGIN SOCIAL MEDIA FORM B
- JOIN REQUIRED PLATFORMS + CREATE PROFILES ON EACH
 - Behance
 - Instagram
 - LinkedIn
- PREVIEW: FORM C CONTENT CALENDAR
- WRITING INTRO EXERCISES
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
- WHAT'S DUE NEXT WEEK

During workshop, students will paste in the URLs of their social pages on this Canvas Discussion thread. >



Thurs Apr 3:

SOCIAL MEDIA WORKSHOP DAY 3


- REVIEW: PROFESSIONAL
 - Business Info in Bio/Profile
- CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why
 - (Free) Schedulers
- INSTAGRAM
 - Post (Single/Carousel)
 - Reels (+Captions)
 - Optional: Highlights
 - Not Allowed: Stories or Live
- LINKED IN
- BEHANCE
- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - @Handle/Mentions
 - URLs > Shortened & When Possible
 - Connect Everything and Grow
 - Know Your Audience + Track Your Results (Analytics)
 - ENGAGE!
- REVIEW: SOCIAL MEDIA FORMS A & B
- BEGIN: SOCIAL MEDIA FORM C
- WHAT'S DUE NEXT CLASS

social media form A

This form takes a comprehensive look at your social media landscape. It asks for this research:

- **@Usernames** similar to yours on the main social media platforms in the U.S.
- **10 Influencers on Instagram** who are connected with your career goals. Note if these are Business or Personal pages set to public.
- **5 companies/groups on LinkedIn** who are connected with your career goals
- **Communities** on social media platforms whose membership would benefit you and your career goals.

DIRECTIONS

1. Download the **SocialMedia_A_SPG25.zip** from Canvas and “unZIP” it.  **Social Media FORM A > PDF**
Apr 1 0 pts
2. View the PDF and see any live hyperlinks for supplementary information.
3. Open the InDesign document. Replace the font with whatever you would like.
There are no linked images.
4. File : Save As **YourLastName_SocialMedia_A.INDD**.
5. Fill out the form. Use (and adjust if necessary) the assigned Character Styles.
6. For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink**.
7. Check your spelling and grammar (see rubric).
8. When finished, package your InDesign document for yourself.
9. Also File : Export to an **Interactive PDF**. (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

These will be started in class on **Thursday, March 20th**.

DUE BY 8:00am on **Tuesday, April 1** to use in the next workshop.

Upload the completed form to Canvas.




social media form **B**

This form is about you and your brand presence on the required platforms (Instagram, LinkedIn, and Behance). It takes you step-by-step as you create/revise/update your profile on each.

- Read the article "[Developing Your Social Media Brand Voice: A Beginner's Guide](#)" and see steps on SocialMedia B file. This will help you as you develop your "brand voice."
- Be sure your tone is consistent with your initial brand strategy. Remember that you are "yourself" - you as your professional, career self. Be the adult version of you. Be the employed version of you. But also be the human, approachable, colorful version of you. BE SOCIAL.
- Be sure your profiles are consistent in their visuals and bios, but relative to the platform. See guidelines for writing a killer bio for [Instagram](#) and [LinkedIn](#).

DIRECTIONS

1. Download the **SocialMedia_B_SPG25.zip** from Canvas and "unZIP" it.  Social Media FORM B > PDF
Apr 3 0 pts
2. View the PDF and see any live hyperlinks for supplementary information.
3. Open the InDesign document. Replace the font with whatever you would like.
There are no linked images.
4. File : Save As **YourLastName_SocialMedia_B.INDD**.
5. Fill out the form. Use (and adjust if necessary) the assigned Character Styles.
6. For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink**.
7. Check your spelling and grammar (see rubric).
8. When finished, package your InDesign document for yourself.
9. Also File : Export to an **Interactive PDF**. (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

These will be started in class on **Tuesday, April 1st**.

DUE BY 8:00am on **Thursday, April 3** to use in the next workshop.

Upload the completed form to Canvas.



social media form C

THIS IS THE BIG ONE! This final form is about **creating content** – not once, but continuously. One must have a constant presence for social media to be a successful marketing tool. Much of this is informed by the workshop that explains how to use tricks like @mentions and #hashtags to grow one’s network. A Free scheduling app is also introduced (but not required), as having a constant presence on social media is almost impossible without a dashboard of some sort. The main steps are as follows:

- First consider only content and setting up a framework within which to work:
Daily, Weekly, Monthly. These are overall, general post subjects/formats.
- Then dig in and consider how a week would look for content and how this relates to the social media platform you would use to post this. These are more specific plans, repeating topics so people can keep returning to your brand (you) as a source of information (see examples). If these can fall under a trending hashtag like #MondayMotivation.
 - You **MUST** use **@mentions**, trending **#hashtags**, and **URLs*** where you can.
 - » *Instagram doesn’t allow URLs without some undependable workarounds, but hyperlinked sites are great on LinkedIn!
 - Also **cross-promote between platforms** at least once. More is suggested.
 - » This is easy to do with Behance. It also makes sense for LinkedIn to cross-promote by mentioning your Behance and/or Instagram pages.
 - » Instagram is the least likely to cross-promote. It doesn’t make sense in that platform.
 - For **Instagram**, you are required to do **Posts** (single and/or carousel) and **Reels**, but not ephemeral Stories for this project. Highlights are optional.

Next, put this into action posting manually.

- *Extra Credit: Use the free Meta Business Suite to schedule Instagram posts.*
- The final work will be these posts on Instagram and LinkedIn (and Behance) as your new brand for 10 days straight (**April 9th-18th**) using content created that follows your calendar.

All of this requires screenshot/hyperlinks to show evidence of the work, especially the required 10 days of posting that follows one’s content calendar in the next step.

DIRECTIONS - CONTENT CALENDAR

You will create a weekly content calendar as part of Social Media Form C that is precise enough for consistent content creation, but loose enough so that it could be used as a general path to follow consistently for months. This will be then used when you post for 10 consecutive days.

2025 WEEKLY CONTENT CALENDAR REQUIREMENTS

- **INSTAGRAM:**

- » **Mon-Fri:** Post* content 2-3 times per day;
Check/Reply account daily > 2-3 times per day
Engage on other accounts daily > 2-3 times per day
- » **Sat-Sun:** Post* 1 time per day
Check/Reply account daily > 1 time per day
Engage on other accounts daily > 1 time per day

*"Post" means an Instagram Post (Single/Carousel) or Reel

- **LINKED IN:**

- » **Mon-Fri:** Post 2-3 times total per week;
Check/Reply account daily > 1 time per day
Engage on other accounts daily > 1 time per day
- » **Sat-Sun:** Not required, but highly encouraged;
Encouraged to Check/Reply account Sunday night or Monday morning

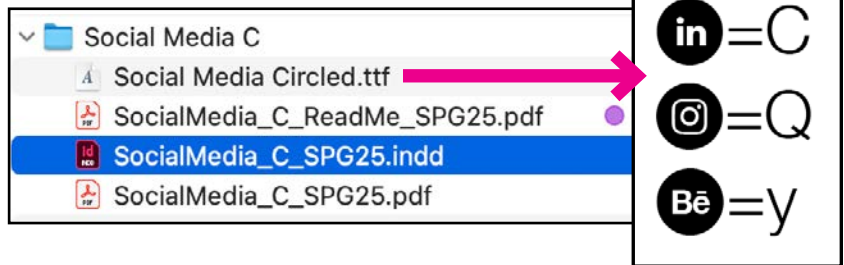
- **BEHANCE:**

- » **Weekly:** Consider posting new work often, but only if it is portfolio-quality
Check/Reply account and platform at least 1 time per week
Engage (Like) other accounts > 1 time per week















































**This is minimum for this class. Obviously, you should consider increasing activity to build your presence after this class is finished. You can also do Instagram Stories or build significant educational posts as a series in LinkedIn, etc. after this class.*

There are plenty of free monthly calendars, like [this one from Adobe Express](#); however, please **use the same weekly format as shown on the following page**. Provided is an example weekly Content Calendar. DO NOT copy it exactly, but use it as a starting point.


Suggested: When creating your content calendar, upload the provided font **Social Media Circled**, which is full of dingbats that are social media icons. You may also use another method.



Reminder: This is a sample. You may copy its form, but not the contents.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>11am</p> <p> Instagram Photo/Reel of #SundayFunday real life image</p> <p>8pm</p> <p> Check Instagram -Check Groups -Reply on my posts -Like/Comment on 2 other people's work</p> <p>Load up scheduled posts using free tool on Instagram.</p>	<p>8am</p> <p> Instagram Reel of #MorningCoffee and funny caption. Post about the day's plans.</p> <p>10am</p> <p> Check LinkedIn -Reply on my posts  Check Instagram -Like/Comment on 2 other people's work  Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p> <p>1pm</p> <p> Instagram How-To Reel</p> <p> ^ Share Instagram post on LinkedIn feed</p> <p>5pm</p> <p>  Re-Share another designer's work from Behance/Instagram @mention them</p> <p>8pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p>	<p>10am</p> <p> Check LinkedIn  Check Instagram Reply to posts</p> <p>1pm</p> <p> Instagram Carousel of my #WorkInProgress</p> <p>5pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p> <p>6pm</p> <p> Instagram Post of typography in public space > #JustMyType</p> <p>8pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p>	<p>8am</p> <p> Instagram Reel of #MorningCoffee and funny caption. Post about the day's plans.</p> <p>10am</p> <p> Check LinkedIn  Check Instagram</p> <p>Reply on my posts Like/Comment on 2 other people's work</p> <p>1pm</p> <p> Instagram Reel of #MyDesignStory > Video of me sharing something about my design practice</p> <p>5pm</p> <p> Check Instagram -Check Groups -Reply on my posts</p> <p>6pm</p> <p> Share event from some local/regional group (design or advocacy) @mention</p> <p>8pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p>	<p>10am</p> <p> Check LinkedIn -Reply on my posts -Like/Comment on 2 other people's work  Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p> <p>1pm</p> <p> #ThrowbackThursday: Reel of a great design/designer from history (@mention if still alive or fan page exists) and why I love them</p> <p>5pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p> <p>6pm</p> <p> Instagram Carousel of my #WorkInProgress</p> <p>8pm</p> <p> Check Instagram -Check Groups -Reply on my posts</p> <p>Load up scheduled posts using free tool on Instagram.</p>	<p>8am</p> <p> Instagram Reel of #MorningCoffee and funny caption. Post about the day's plans.</p> <p> Comment on breaking news regarding design/advertising.</p> <p>10am</p> <p> Check LinkedIn -Reply on my posts -Like/Comment on 2 other people's work  Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p> <p>1pm</p> <p>  Instagram Photo/Reel of My Work > "Find me on Behance" caption (URL won't work).</p> <p>5pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p> <p>6pm</p> <p> Instagram of Day's Best Pic</p> <p>8pm</p> <p> Check Instagram -Reply on my posts -Like/Comment on 2 other people's work</p>	<p>11am</p> <p> Instagram Carousel/Reel of my work on Etsy #WelcomeOmDesign</p> <p>1pm</p> <p> Instagram Post of typography in public space > #JustMyType</p> <p>8pm</p> <p> Check Instagram -Check Groups -Reply on my posts -Like/Comment on 2 other people's work</p> <p> Check Behance -Like/Comment on 2 other people's work</p> <p> = C  = Q  = y</p>

DIRECTIONS

1. Download the **SocialMedia_C_SPG25.zip** from Canvas and “unZIP” it.  **Social Media FORM C > PDF**
Apr 8 0 pts
2. Read the **SocialMedia_C_ReadMe_SPG25.PDF**.
3. Highly suggested: Download and install Social Media Circled.ttf font.
It is a True Type fonts, so it should work on both Mac and PC platforms.
4. Open the InDesign document. Replace the font with whatever you would like.
There are no linked images. Also, view the PDF of the same name and see any live hyperlinks for supplementary information.
5. File : Save As **YourLastName_SocialMedia_C.INDD**.
6. Fill out the form. Use (and adjust if necessary) the assigned Character Styles.
7. For any of your URL links, select and **Type : Hyperlinks & Cross-References : New Hyperlink**.
8. Check your spelling and grammar (see rubric).
9. When finished, package your InDesign document for yourself.
10. Also File : Export to an **Interactive PDF**. (Open and check that it works correctly!)

DUE > WHAT • WHEN • WHERE

These will be started in class on **Thursday, April 3rd**.

DUE BY 8:00am on **Tuesday, April 8th**.

Upload the completed form to Canvas.



They will be reviewed/approved in class, so students may begin their 10 days of posting.

final work

Post on socials **for 10 days straight between April 9-18**. These should mostly follow the Content Calendar created for the Social Media Plan C form to make sense in your Brand Book.

Remember to document your progress with screenshots to include in your Brand Book. Make sure your Brand Book shows you know how to use Instagram and all of its power!!

DUE > WHAT • WHEN • WHERE

You will be graded on your posts for 10 days straight, specifically April 9th - 18th.

Required Progress Discussions in Class:

- » **Thurs, Apr 10**
- » **Tues, Apr 15**
- » **Thurs, Apr 17**

You must follow your approved content calendar as closely as possible, specifically in regards to the minimum requirements of activity.

The work will be checked and graded using the same links provided on the first day of the workshop because your work is posted on the pages already uploaded. Simple! :)

Don't forget to take tons of screenshots to document your process!

For the **SOCIAL MEDIA** project, you will be graded on the following:

- Presence and active participation in all 3 social media workshops (Mar 20, Apr 1, Apr 3).
- Directions were followed accurately with absolutely no errors.
 - >> This includes all required steps of the process.
 - >> ALL deadlines met.
- **Social Media Form A** completed correctly.
- **Social Media Form B** completed correctly.
- **Social Media Form C** completed correctly.
- Verbal and/or visual communication skills displayed in order to persuade in an intelligent and compelling manner in bio and posts.
- Social Media Content Calendar has AT LEAST the minimum number of posts.
- Social Media Posts follow calendar at a minimum.
- Post/Engage per Content Calendar for a minimum of 10 days in a row.
- Minimum amount of Instagram Reels are created.
- Minimum amount of Instagram Posts (Single or Carousel) are created.
- Correct use of **#hashtags** to connect with followers, including at least 5 trending.
- Correct use of **@mentions** to connect with followers, including at least 2 influencers.
- Correct use of a **URL (shortened)** to connect with at least your own website where available.
- At least one **cross-reference between platforms**. (More suggested!)
- Engagement with anyone commenting or interacting with your posts.
- Engagement with other creators on their pages.
- No misspellings or grammatical errors.
- Materials support brand positioning statement.
- Screenshots provided on Canvas (and in Brand Book).
- Ambition - How much did you challenge yourself? Did you plan your time well?

EXTRA CREDIT: Use a free Scheduler correctly for majority of posts.

portfolio sites **-final**

[WEBSITE](#)

[BEHANCE](#)

[RUBRIC](#)

website

Most of this is the project sheet from Section 1 restated.

The web must be respected for what it is, which is not a tangible, linear read like print. A designer must understand that web is an entirely different medium, but that it still lives with consistency under the visual branding. In today's world, the site must also be responsive.

A website live by the end of the semester (see schedule). This site is part of both GRFX-4503 and GRFX-4803.

REQUIRED

- The site must be [responsive](#). Responsive websites use fluid layouts that adjust to the size of the screen, so the content is consistent whether you view it on a desktop, tablet, or mobile device.
- Your site must be visually branded.
- The site must have (at least) the following sections. These sections may be reworded:

Home: This section can combine with another, like About or Work.

About: A little about you and/or your brand.

Resume: Resumé on page AND available as a downloadable PDF.

Work: Design* portfolio * plus optional additional sub-sets of portfolios if you are also an illustrator/photographer, etc....or just do this after this class is over for less work now.

- » All pieces approved in GRFX-4803, preferably not shown in a linear manner.
- » Captions on each piece.

Contact: All contact information with active (and correct) hyperlinks to all.

- » Email (link to mail)
- » Phone (link to phonecall)
- » Instagram (link to main page - not feed)
- » LinkedIn (link to main page - not feed)
- » Behance (link to full page of all projects)

[Behance](#) is a social media platform owned by Adobe, which claims “to showcase and discover creative work.” It is also free. **This site is part of both GRFX-4503 and GRFX-4803.**

REQUIRED

- Behance domain name created relates to brand or personal name.
- **Set up your profile** so that it relates to your brand and/or is about you as a person. Use either a picture of yourself or your logo.
 - » Also, see **Profile’s required links** from **Social Media project**.
- **Upload your work!** This will be what is on your personal site.
 - » Note: Behance does not allow any PDFs (only JPG, GIF, and PNG are allowed), so find other ways to show multi-page print work.
 - » Mock-ups are encouraged for all of your artwork.

DUE > WHAT • WHEN • WHERE

Post the URL of both your website’s home page and the main page of your Behance where all projects are visible. Do this in Canvas Discussion.

 PORTFOLIO SITE URLs (again)

DUE in class on **Thursday, March 20th**.

From this point on, there is nothing to turn into Canvas as long as URL does not change.

Progress Checks/Q&A on **Tuesday, April 8th** and **Tuesday, April 15th**.

Both sites finished DUE 7:30am on **Thursday, April 17th**.

For the **PORTFOLIO SITES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Presence and active participation in all critiques, lectures, and workshops.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critiques.

WEBSITE:

- No ads are visible on site (other than those you've created for your own portfolio).
- Domain name created relates to brand or personal name.
- Downloadable PDF of resumé is interactive.
- Downloadable PDF of resumé is not more than 5MBs.
- Downloadable PDF of resumé does not have a color background.
- Link to Behance.
- Social media links to (at least) Instagram and LinkedIn.
- Portfolio work on site uses mock-ups and/or clear photos when possible.
- Minimum 10-12 "pieces" approved in GRFX-4803.
- Portfolio work has captions.
- Communication skills displayed in order to express brand tone.
- Site is responsive.
- Site loads quickly and easily.
- Misspelling = F
- No grammatical errors.
- Materials support brand positioning statement.
- Website easy to navigate.
 - Menu bar is visible at all times
 - Menu contains at least some version of:
Home About (w/ Resumé PDF) Work Contact
 - Logo is located at the top of the page. >>>
 - Colors and typefaces proper for web medium,
but respond to Visual Guidelines if possible.
- Website live and easy to load.

BEHANCE PAGE:

- Domain name created relates to brand or personal name.
- Profile and information true to brand.
- Profile links to personal website.
- Profile social media links for (at least) Instagram and LinkedIn
- About information completed. No misspelling. Correct grammar.
- Minimum 10-12 "pieces" approved in GRFX-4803.
- Portfolio work has captions.
- Portfolio work on site uses mock-ups and/or clear photos when possible.
(Only JPG, GIF, and PNG are allowed on Behance.)

SECTION 4 MENU

interactive files

DIRECTIONS

LETTERHEAD

RESUMÉ

COVER LETTER*

THANK YOU EMAIL

DIGITAL BUSINESS CARD

FINAL WORK

RUBRIC

directions

None of the files created here will replace your original versions. The links should be an obvious format change and will therefore not look good if then printed. They are the interactive files to be used when advantageous in an online setting.

FOR THIS CLASS: Always do a **File : Save As** and then name the interactive file with something different like **_Links**. In the future, go back and save all of your previous files as **_PRINT** and keep these files with cleaner names.

HOW TO MAKE INTERACTIVE PDFS:

You have been doing this throughout the semester, but a reminder:

1. Select whatever you would like to hyperlink, whether that be text, an image, or a box.
2. Then go **Type** (even if it's an image) : **Hyperlinks & Cross-References : New Hyperlink**. You can hyperlink to a URL, a Page within a document, an email, a file, etc.
However, the links won't work until you create the interactive PDF.
3. To create the PDF, you must **File : Export** to an **Interactive PDF**.
(InDesign still will not package a file with an interactive PDF. It must be done separately.)

Your **Visual Guidelines** are not required in this Interactive PDFs project because your **Brand Book** – which builds on your Visual Guidelines – will be interactive.

letterhead

You must use InDesign to create an interactive PDF for these purposes. Illustrator can make interactive documents, but not nearly as easily as InDesign. Remember - Illustrator is really for creating elements that would go on a page. InDesign is much better for page layout.




File : Save As **YourLastName_Letterhead_LINKS.INDD**.

When finished, export to an interactive PDF entitled **YourLastName_Letterhead_LINKS.PDF**.

From Section 2's
Visual Identity >>

LETTERHEAD SPECS
8.5 in. w x 11 in. h

>> Information required:

- Logo
- Website (be consistent with business card)
- Socials: Instagram: @username; LinkedIn: @username; Behance: @username

>> Information optional:

- Personal name (if not in logo)
- Job title
- Phone number
- Email address
- Street address is optional, but not encouraged.
- Other social platforms (be consistent with business card)

The following elements should be hyperlinked:

- Website home page
- Your Instagram main page (not your feed!)
- Your LinkedIn profile (main) page
- Your Behance main page, which should show all of your published portfolio pieces

Link if you include on your letterhead:

- Phone number (link correctly to dial)
- Email (link correctly to mail)

Whether or not your resumé used your letterhead exactly, it's the same idea. In fact, it's easier because you all were required to create your resumé in InDesign.

The following elements should be hyperlinked:

- Website home page
- Your Instagram main page (not your feed!)
- Your LinkedIn profile (main) page
- Your Behance main page, which should show all of your published portfolio pieces
- Email (link correctly to mail)

Link if you include on your letterhead:


- Phone number (link correctly to dial)

File : Save As **YourLastName_Resume_LINKS.INDD**.

When finished, export to an interactive PDF entitled **YourLastName_Resume_LINKS.PDF**.

cover letter*

It is ***optional*** to also complete an interactive version of your cover letter where you ensure all of the contact information in your final paragraph is hyperlinked instead of – or in addition to – using interactive letterhead.



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](#).

As shown in the template screenshot above, the following elements should be hyperlinked:

- Website home page
- Your Instagram main page (not your feed!)
- Phone number (link correctly to dial)
- Email (link correctly to mail)

File : Save As **YourLastName_Letter_LINKS.INDD**.

When finished, export to an interactive PDF entitled **YourLastName_Letter_LINKS.PDF**.

thank you email

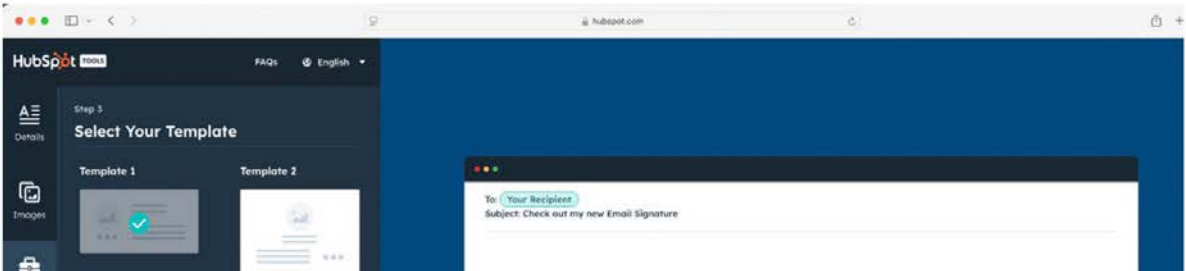
The Visual Guidelines project asked for an email sign-off that would be finalized later in the semester. We are at that point! So first, make sure your email sign-off has the correct hyperlinks to all required elements.

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 WhatsApp unless your brand will be active on these platforms.



FYI >> **You can write your cover letter in an email or just about any other professional message.** In fact, today **most cover letters are sent by email** or attached as a file in an online application tracking system unless an employer specifically requests a job application letter sent by postal mail. The reason why this class demanded a cover letter on letterhead was because it helped students figure out formatting to be reflected in the Visual Guidelines *and* introduced the amount of words that would take up about one page.

Showing a Thank You email in your Brand Book displays the awareness of how one should always send a Thank You note. By putting the cover letter and the thank you notes both in your Brand Book is like conveying the process of a job search.

TEMPLATE

As [this article](#) explains,

“Keep it simple. You don’t have to suck up, but you do have to be sincere.”

- **TO WHOM?**

For this template (and your Brand Book’s narrative), **use the person, company, and job title/ position to whom you wrote your cover letter.** This includes the email address at the top, but do not actually send this email now!

- **SUBJECT LINE:**

Always include a subject line or your email won’t be read. You can copy-paste the text from this PDF.

- **BODY TEXT:**

Copy-Paste text below* into your fake email. Then adjust words to match cover letter target.

**Obviously, this is just for the class and your brand book. In the future, do more than just copy-paste a default letter from a college class. There are plenty of guides out there, like [this other article](#).*

[SUBJECT LINE:] **THANK YOU – YourFirstName YourLastName, Job Title**

Ms. Smith,

Thank you again for meeting with me today regarding the **Graphic Designer** position with **ABC Company**. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company.

I am available for any follow-up questions you or the team at **ABC** might have. I look forward to hearing from you.

Thank you,

YourFirstName YourLastName

(or let the Email Sign-Off do it for you if it looks ok)

- What about widows? In an actual email, do not try to control widows. The page resizes and you’ll have an odd break in the copy if you do a return to remove a widow. HOWEVER, for the screen shot of this in your Brand Book, don’t have any widows.

WHAT TO TURN IN FOR YOUR GRADE

- 1 As explained above, first write the email of who you would send it to, but DO NOT SEND IT. Take a screenshot of your email, complete with the subject line, words, and active links.
 - Name the file **YourLastName_Email.PNG**. This will be turned in for the project *and* used in your Brand Book.
- 2 Then replace the address with narnell@astate.edu and **send it to Prof. Nikki**. This is also part of your grade.

FYI FOR THE FUTURE

- Send an email **within 24 hours of the interview**. Most likely, your interviewer is quite busy and will appreciate reading a quick email. You can also include an interactive business card attached so the interviewer can pass that on to someone else at their shop if desired.
- Aim to drop a more formal (tangible) note of thanks on your letterhead on its fine paper with your tangible business card again into the mail the same day as well (to arrive a couple days later).
- These both also open a line of inquiry to follow up in a couple of weeks (or more –and continuously) if you have received no response at all. **There is a fine line between being properly aggressive in a job search and being annoying**. The first is good, the second is bad. *Research more and/or ask Prof. Nikki even after you graduate if you need advice!*

digital business card

Even before COVID precautions made interactive business cards safer than tangible, this format was becoming ever more popular. For the sake of this class, students will use an app to do most of the work of transferring all of the brand's visuals to this format.

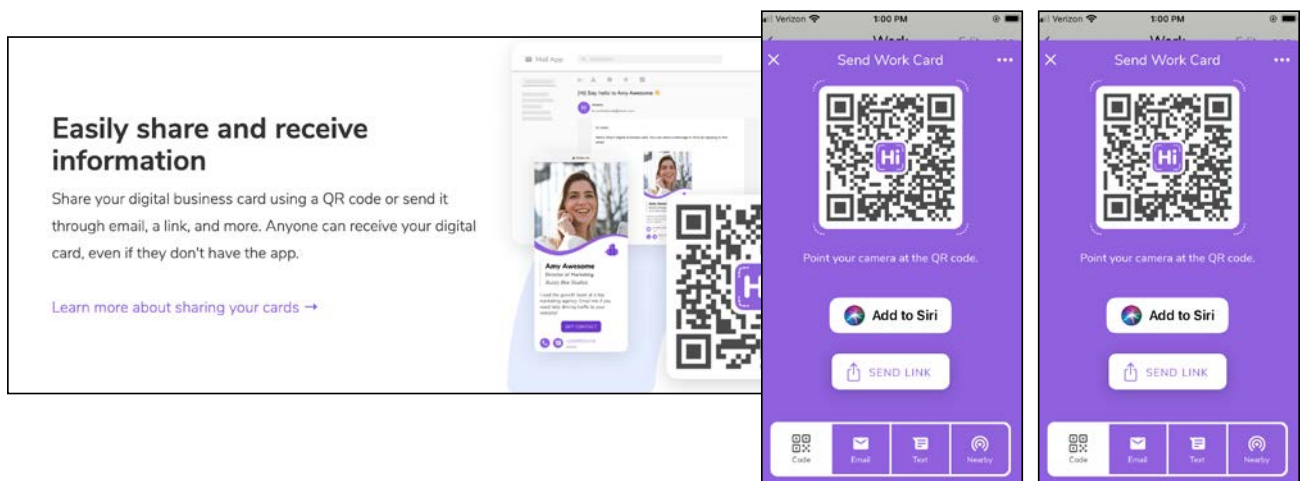
WHAT TO TURN IN FOR YOUR GRADE

- Take a screenshot of your card and anything else it links to.
 - Name this file(s) **YourLastName_InteractiveCard(_1 and _2 only if more than one).PNG**. This will be used in your Brand Book.
- However your app works, also **get the link** to it. You will be asked to paste this into Slack. If the link is big and ugly, you can do a Tiny URL (or owly or bitly).

The following (free) apps are suggested. If student would like to use another, just speak with Prof. Nikki as soon as possible. Also all of these apps are for use on a smartphone or tablet.



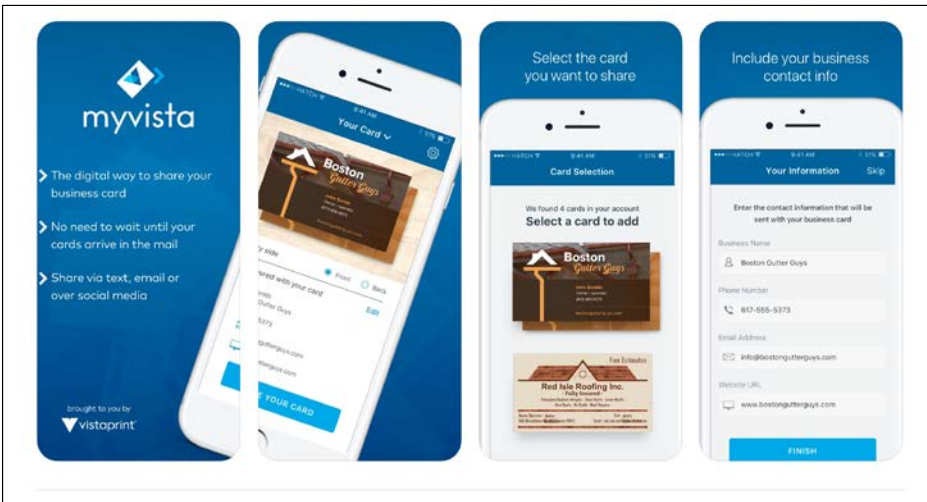
This app is the preferred one to use for this class. It is free and can be installed on iPhone or Androids, which implies it should work on multiple platforms of tablets too. It can also be added to Apple Wallet easily when finished. *If this app does not work and you cannot find another good (and free) solution, please speak with Prof. Nikki.*





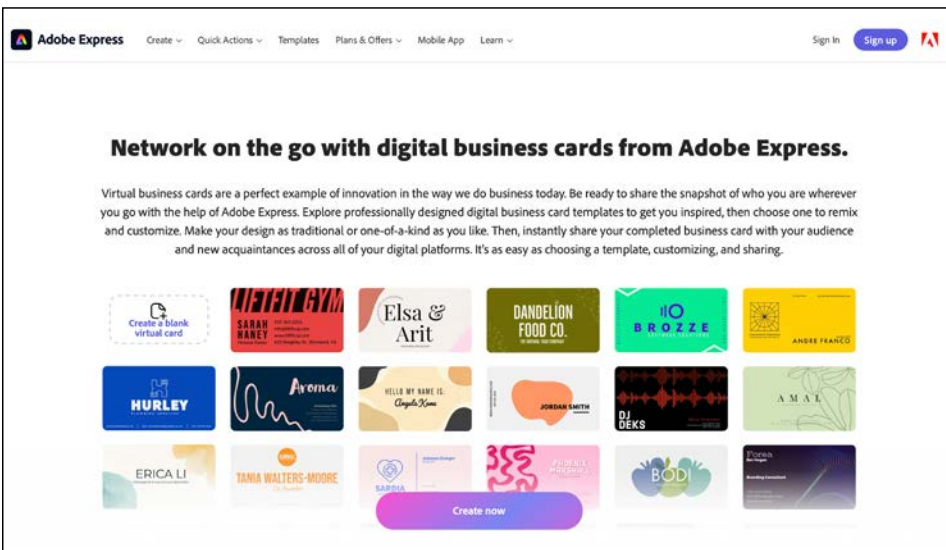
MY VISTA by VISTAPRINT

If you had your cards printed by VistaPrint, it appears the company has a quick and easy way to create the digital version. You could also easily do this by making an interactive PDF out of your work. *It's also to inform you for easy and free use when you create work for clients in the future that would be dazzled by your ability to also make a digital card.*



ADOBE EXPRESS

Adobe Express allows you to customize templates so that a digital card can be created that will look like your printed card, but with simple animations. It could then be published to a URL and that QR code could be shared. This is not as intuitive as the other sources, but students may find a way this works well for them.



final work

Work In Progress (and Q&A with Prof. Nikki) **on all files** will be **DUE** on **Thursday, April 17**.
The more you have done, the more questions can be answered.

EMAIL: Email to Prof. Nikki at narnell@astate.edu. See requirements under Thank You Email.

Final files are due as explained below.

DUE > WHAT • WHEN • WHERE

All of the following are **DUE** BY **7:30am** on **Tuesday, April 22nd**.

This is the same day your Brand Book file is due.

Place all of these in one folder. :

- **YourLastName_Letterhead_LINKS.PDF**
- **YourLastName_Resume_LINKS.PDF**
- *(if you did > YourLastName_Letter_LINKS.PDF)*
- **YourLastName_Email.PNG**
- **YourLastName_InteractiveCard**(_1 and _2 if more than one).**PNG**
(Screenshot(s) of card)and the **URL** if supplied.

Then name this folder **YourLastName_Interactive-Files Folder**. Zip this.

Upload this correctly-named ZIP file to Canvas.



For the **INTERACTIVE FILES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- No misspellings or grammatical errors.
- **Letterhead** interactive PDF turned into Canvas correctly.
 - **Letterhead** interactive PDF functions correctly.
- **Resumé** interactive PDF turned into Canvas correctly.
 - **Resumé** interactive PDF functions correctly.
- **Thank You email** completed correctly.
 - **Thank You email** sent to Prof. Nikki.
 - **Thank You email** screen shot completed and turned into Canvas correctly.
- **Digital Business Card** completed correctly.
 - **Digital Business Card** Screenshot (PNG) and URL turned into Canvas correctly.

EXTRA CREDIT:

- **Cover Letter** interactive PDF turned into Canvas correctly.
 - **Cover Letter** interactive PDF functions correctly.

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 4 module.



DUE BY 11:59pm on Sat Apr 26. It is required for your Section 4 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!