

GRFX-4503

RESUMÉ + COVER LETTER WORKSHOPS

DAY 1

Cover letter uses letterhead.

Resumé can use a relative form.

Cover letter uses letterhead.

Resumé can use a relative form.

RESUMÉ

DAY 1:

- RESUMÉ SCHEDULE REVIEW
- PROJECT SHEET REVIEW • REFERENCES SHEET
- CONTENT
- FORM REQUIRED FOR DAY 2
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR

DAY 2:

- REVIEW FORMS
- DISCUSS TEMPLATE • PARAGRAPH STYLES
- DISCUSS DESIGN
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR
- WHAT IS DUE NEXT

COVER LETTER

DAY 1:

- COVER LETTER SCHEDULE REVIEW
- PROJECT SHEET REVIEW
- CONTENT
- FORM REQUIRED FOR DAY 2
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR

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Diagram illustrating the relationship between a 'section 3' menu and a 'cover letter' menu. The 'section 3' menu lists items like OBJECTIVES, PROJECTS, and REFERENCES. The 'cover letter' menu lists items like LIPS, HOW TO, TEMPLATE, and RUBRIC. Arrows indicate that the 'cover letter' menu is a subset of the 'section 3' menu.

rubric

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 resume relevant to job objectives
- Comparisons of how to adjust resume to fit job objectives
- Comparison of how to adjust resume to bypass filters
- Resume uses correct language 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 is read in the same family as the resume and cover letter
- Grammar and spelling are correct
 - Choose whether or not to use an outlined format, but be consistent
 - Misspelling on any round will heavily reduce your final project grade
 - Misspelling on final round = F
- Efficient alignment in reading
- Materials support brand positioning statement
- Resume and References both built in InDesign
- Resume file built using 2 columns of text (no more, no less, unless approved)
- Resume 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 rubric cards to bring to the course and placed in the shared shared folder. You can use them to check your work and to help you understand the rubric. The rubric is a guide to help you understand the rubric. The rubric is a guide to help you understand the rubric. The rubric is a guide to help you understand the rubric.

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RULES:

- Resume:**
 - The Resume 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 resume section.
- Cover Letter and References:**
 - Cover Letter and References must also be built InDesign.

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.

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).

RULES:

- Resume:**
 - The Resume **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.
 - *2 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.

Beginning at round 2,

MORE TIPS

- Proofread.

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SECTION 3 MENU

schedule overview

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 - Use **Paragraph Styles**.
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- Cover Letter and References:**
 - The Cover Letter and References must also be built InDesign.

The following are made up as the Cover Letter and Resume projects grow simultaneously. References are an easy addition once these are finished.

Beginning at round 2, name files as follows:

- Resume file name: **YOUR LAST NAME_Resume (PDF or PDF)**
- Cover Letter file name: **YOUR LAST NAME_Letter (PDF or PDF)**
- References file name: **YOUR LAST NAME_References (PDF 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 if for easier Canvas upload.

RESUMÉ + COVER LETTER + REFERENCES

WEEK 1 WEEK OF FEB 17 >> ROUND 1 DUE

TUES FEB 18:

- Resume - [Cover Letter] Workshops
- Design Preliminary Resume Forms in class
- Design Cover Letter Outline in class

THURS FEB 20:

- Preliminary Resume Form PDF DUE on Canvas
- Cover Letter PDF DUE on Canvas
- Resume and Cover Letter PDFs/DUE on one post on Canvas

WEEK 2 WEEK OF FEB 24 >> ROUND 2 DUE

TUES FEB 25:

- Resume (first round with design) PDF DUE on Canvas

THURS FEB 27:

- Cover Letter* PDF DUE on Canvas
- Resume and Cover Letter PDFs/DUE on one post on Canvas

WEEK 3 WEEK OF MAR 3

Sometimes this week, students receive added services back from professor.

WEEK 4 WEEK OF MAR 10 >> ROUND 3 DUE

FRI MAR 11:

- Resume TCF DUE on Canvas

THURS MAR 13:

- Cover Letter TCF DUE on Canvas
- References TCF DUE on Canvas

WEEK 5 WEEK OF MAR 17

Resume, Cover Letter and References added services returned to professor.

WEEK 6 WEEK OF MAR 24

Spring Break

WEEK 7 WEEK OF MAR 31 >> FINAL DUE

FRI APR 1:

- Resume Final packaged file, ZIP/DUE on Canvas
- References Final packaged file, ZIP/DUE on Canvas
- Cover Letter Final packaged file, ZIP/DUE on Canvas
- Resume and Cover Letter References Final packaged file, ZIP/DUE on one post on Canvas

RESUMÉ

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RESUMÉ + COVER LETTER + REFERENCES

WE WILL START THE RESUMÉ FORM TODAY IN WORKSHOP DAY 1. IT IS DUE THURSDAY.

DUE > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 17 >> ROUND 1 DUE

TUES FEB 18:

- Resumé and Cover Letter Workshops.
- 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)	COVER LETTER Round 1 (Form)

RESUMÉ + COVER LETTER + REFERENCES

WE WILL REVIEW THE FORMS AND YOU WILL BEGIN DESIGNING ON THURSDAY IN WORKSHOP DAY 2.

FIRST ROUND OF DESIGN IS DUE NEXT TUESDAY.

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 (first round with design) PDF DUE on Canvas.

THURS FEB 27:

- Cover Letter* PDF DUE on Canvas.
- Resumé and Cover Letter PNG/JPGs DUE on one post on Canvas.

Resumé + Cover Letter: ROUND 2	
COVER LETTER Round 2 (PDF)	RESUMÉ Round 2 (PDF)
Resumé + Cover Letter RD 2 (JPG/JNG)	

RESUMÉ

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MENU

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 employers, 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 rework your resumé brand and show your skills.

SPELLING

Even if a hiring manager doesn't know what leading and kerning are, she'll definitely know how to spell. If a designer can't even run a spell check, why should she/he be trusted with anything that is really *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 reflect your brand and its visual guidelines and the need should be controlled on 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 EPS for guidance.

CONTENTS

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

MENU

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REMEMBER THIS

WORK ON THIS TODAY

pep talk

The following is a reminder of the Big Picture behind the specifics of the degree you obtained. In other words, you do 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 afforded you and why the skills you gained will support your success, no matter what career path you choose.

...These 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." *source: your own learning, but review of last one.*

- The **five 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 handbook skill described as **"Design Thinking"**. The terminology itself should be obvious given all that you do already. It is a **skill** [https://www.youtube.com/watch?v=8888888888](#) the weekend and add the Practitioner Badge to your resume.
- 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 at such.

These are the levels from lowest to highest:

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

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2023 SENIOR WORK

2022 SENIOR WORK

Faith Tatum

BRAND BOOK

DOWNLOAD PORTFOLIO

RESUMÉ WEBSITE

FAITH TATUM

EDUCATION

BA in Design

PROFESSIONAL EXPERIENCE

Senior Designer

RECENT COURSES

Senior Advertising

CERTIFICATIONS

Senior Design Thinking

AWARDS

Senior Design Thinking

ORGANIZATIONS

Senior Design Thinking

SKILLS

Senior Design Thinking

2023 SENIOR WORK

2022 SENIOR WORK

Chloe Tyner

BRAND BOOK

DOWNLOAD PORTFOLIO

RESUMÉ WEBSITE

CHLOE TYNER

EDUCATION

BA in Design

PROFESSIONAL EXPERIENCE

Senior Designer

RECENT COURSES

Senior Advertising

CERTIFICATIONS

Senior Design Thinking

AWARDS

Senior Design Thinking

ORGANIZATIONS

Senior Design Thinking

SKILLS

Senior Design Thinking

tips

FORMAT & DESIGN

- One full page. No more, no less.
- Use all text containers.
- Avoid information graphics, even though there are plenty of examples out there. They were made for last semester and not for you. So don't.
- Follow Visual Guidelines and the "look" of your brand. Do this on EVERYTHING.
- Use >>

VISUAL HIERARCHY | AND A GRID

- And perfect typography.
- It follows your visual guidelines.

Remember your downloadable PDF resume 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 else that. Find another solution.

DESIGN WITH LEGAL IN MIND

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 being you for a position from which you would receive a 90% at the least - will just ignore resumes 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 obvious eventually when you have a few more years of experience.

VERBAGE

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

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

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required information

RULES:

- The format should be built in Indesign.
- The file must be built on 2 columns.
- The file must be built on only 2" text boxes that contain text. Do not create separate text boxes for each resume section.
- Use Paragraph Styles.
- All text boxes with information needed to be "used" by computer must be flat. This means there should be no nested text, or tags that are not needed of calling it a text box.
- Cover Letter and References must also be built in Indesign.

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

CATEGORY LABEL if it is green, it is a required category and label.

CATEGORY LABEL if it is purple, it is not required.

OBJECTIVE OR PROFESSIONAL PROFILE

To include the objective or a surprisingly controversial subject I will still have you write an objectives statement in the class workshop. We'll decide if you should include when you finalize your resume.

- You may list your objectives as bullet points or as a brief sentence.
- An objectives statement should usually change out on resumes 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 resumes don't mind one way or the other.

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REQUIRED INFORMATION TIPS

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Recruiters I've asked recently say objective statements don't matter (again) because key words used in the resume 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.

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REQUIRED INFORMATION

TIPS

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

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REQUIRED INFORMATION

TIPS

- 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.”

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- 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.

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REQUIRED INFORMATION

TIPS

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 that!
- 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!

RESUME

When you begin designing your resumé, this information will not necessarily be created directly. Please remember that this form is just a starting point!

NAME
 Replace all of this blue text with your name as it will be on your resumé. (This is not your business name. For example, “Jane ‘John’ Smith” is not correct even though the real name is “John.” I did this when I used the old business name “Stratagraph” for awhile.)

OBJECTIVE OR PROFESSIONAL PROFILE:
 Remove the text and replace with your answers. This may use sentences or bullet points.

EDUCATION
ARKANSAS STATE UNIVERSITY
DEGREE: Remove the one that does not pertain to you.
 - Bachelor of Fine Arts in Graphic Design
 - Bachelor of Fine Arts in Graphic Design, Digital Design Emphasis

MAJOR
 List any minors! you will complete. If you have none, write None.

HONORS
 List any honors you earned if you graduate. If you have none, write None.

RELEVANT CLASSES
 List all classes that obviously explain what you learned.

CERTIFICATES
 List any certificates you will complete or have completed. Include the name of the institution that awarded it. Also include the month/year it was or will be completed. If you have none, write None.

ANY OTHER EDUCATION COMPLETED WORTH MENTIONING?
 List any other education received elsewhere that you think might be worth mentioning. This includes ESL programs. This also includes Study Abroad, though that may be listed in Professional Experience later. If you have none, write None.

OTHER DEGREES?
 List any other degrees you have completed. Include the name of the institution that awarded it. Also include the month/year it was completed. If you have none, write None.

SCHOLARSHIPS
 List any scholarships you have won over the year. Include the name of the scholarship and the month/year it was won. Unlikely the name of the awarding source is included in the scholarship name, but list here if it is not just your university. If you have none, write None.

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REQUIRED INFORMATION

TIPS

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.

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REQUIRED INFORMATION

TIPS

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 a cashier.
 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!

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REQUIRED INFORMATION

TIPS

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

Self-Made A-State Pop-Up Shop | Designer
 August 2022 - December 2022 | 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.

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REQUIRED INFORMATION

TIPS

Multiple Clients | Freelance Illustrator
 Month: 2018 - Present | Lincolnville, 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.
 - Briany McCabe | England, United Kingdom
 Original character illustrations.
 - Courtney Taylor | Mississippi
 Original character illustrations.
 - James Foreman | Ohio
 Original character illustrations.
 - Victoria Youngewidge | 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.

Jan - December 2023
Volunteer
Craighead County Jonestown 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 logos for T-shirt.
- Researched Japanese symbols, motifs, and cultural elements.
- Brainstormed concepts that resonated with the organization's goals and values.

July 2022
Graphic Designer
Nimi University | Okayama, Japan

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

PROFESSIONAL EXPERIENCE:
 For the first round of text for the project, list everything and we will edit later. You should list relevant experience, regardless if it was a “job” or not. This is more important than work experience at a retail store. Don't feel silly adding things. Scared they won't apply. Use your information later! Remember work you did in class for clients counts, even if your piece didn't win! Remember work you did for a family member or friend counts. Remember volunteer work counts. List everything you can think of!

For each listing, copy and paste the below sections and replace the blue text each time. It has been provided, but keep adding more! For TIPS, use something like Freelance Designer, Graphic Design Intern, Design Consultant, Art Director, Designer, Volunteer if you did not have an actual job title. See project sheet and workshop slides for more options.

- Dates (Month and Year is fine, “present” if still working): Month Year - Month Year
- Name of Company/Client/Group: Answer here
- Location (City, State - country if not USA): City, State
- Your Title: Your Title With Initial Caps
- What did you do? Briefly explain here. Use short sentences or bullet points.
- Dates (Month and Year is fine, “present” if still working): Month Year - Month Year
- Name of Company/Client/Group: Answer here
- Location (City, State - country if not USA): City, State
- Your Title: Your Title With Initial Caps
- What did you do? Briefly explain here. Use short sentences or bullet points.
- Dates (Month and Year is fine, “present” if still working): Month Year - Month Year
- Name of Company/Client/Group: Answer here
- Location (City, State - country if not USA): City, State
- Your Title: Your Title With Initial Caps
- What did you do? Briefly explain here. Use short sentences or bullet points.

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.

REQUIRED INFORMATION TIPS

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 its under **Organizations** and that's listed earlier on your resumé. Then call it **AAF-NEA** thereafter. (FYI: AAF-NEA is in District 10.)

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.

REQUIRED INFORMATION TIPS

AWARDS:
 If you have them, If you have won an Addy, then you must call it a **Student Addy** (assuming it was). For each listing, copy and paste the below sections and replace the blue text each time. 3 have been provided, but keep adding more! Remove any that are not used.

- Date Awarded:** Month Year
- Name of Group Awarding:** Answer here
- Name of Award:** Answer here
- Who judged this award?** Answer here if you can with name(s) and credentials. This is not the group, but the judges. If you do not know even after your research, write "information not found."
- Explain what won the award:** List the title of the piece of design/work and explain it. If the award was for something else, explain here.

• **Date Awarded:** Month Year
 • **Name of Group Awarding:** Answer here
 • **Name of Award:** Answer here
 • **Who judged this award?** Answer here if you can with name(s) and credentials. This is not the group, but the judges. If you do not know even after your research, write "information not found."
 • **Explain what won the award:** List the title of the piece of design/work and explain it. If the award was for something else, explain here.

• **Date Awarded:** Month Year
 • **Name of Group Awarding:** Answer here
 • **Name of Award:** Answer here
 • **Who judged this award?** Answer here if you can with name(s) and credentials. This is not the group, but the judges. If you do not know even after your research, write "information not found."
 • **Explain what won the award:** List the title of the piece of design/work and explain it. If the award was for something else, explain here.

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.

REQUIRED INFORMATION TIPS

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.

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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.

REQUIRED INFORMATION TIPS

SKILLS:
 Do you speak a foreign language? Have you attended management seminars or national AIGA workshops? Don't feel silly adding things, scared they won't apply. We can edit information later! For each listing, copy and paste the below sections and replace the blue text each time. 2 have been provided, but keep adding more! Remove any that are not used.

SOFTWARE SKILLS:
 Depending on your information, these may be listed with Skills on your resumé later. Common software skills are listed below. Remove any that do not apply and add any that are not listed. Also list software that you do know, keep only one. Search Intermediate | Beginner. Rough this will not be listed on your resumé. HAVE AN EGG!

- Adobe Photoshop | Expert | Intermediate | Beginner
- Adobe Illustrator | Expert | Intermediate | Beginner
- Adobe InDesign | Expert | Intermediate | Beginner
- Adobe Fresco | Expert | Intermediate | Beginner
- Procreate | Expert | Intermediate | Beginner
- Adobe XD | Expert | Intermediate | Beginner
- Sketch | Expert | Intermediate | Beginner
- Adobe Dimension | Expert | Intermediate | Beginner
- Blender | Expert | Intermediate | Beginner
- Adobe Premiere Pro (and/or Rush) | Expert | Intermediate | Beginner
- Adobe Audition | Expert | Intermediate | Beginner
- Adobe Animate | Expert | Intermediate | Beginner
- Adobe Character Animator | Expert | Intermediate | Beginner
- Waka Pro | Expert | Intermediate | Beginner
- Adobe After Effects | Expert | Intermediate | Beginner

COODING:

- Java | Expert | Intermediate | Beginner
- PHP | Expert | Intermediate | Beginner
- Python | Expert | Intermediate | Beginner
- Swift | Expert | Intermediate | Beginner
- JavaScript | Expert | Intermediate | Beginner
- Ruby | Expert | Intermediate | Beginner

• PHP | Expert | Intermediate | Beginner

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.

REQUIRED INFORMATION TIPS

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.

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.

REQUIRED INFORMATION TIPS

SERVICE:
 If you have completed any kind of volunteer service – especially philanthropic community-building – include in initial lists. Don't feel silly adding things, scared they won't apply. We can edit information later! For each listing, copy and paste the below sections and replace the blue text each time. 2 have been provided, but keep adding more! Remove any that are not used.

- Dates** (Month and Year is fine, "present" if still in progress): Month Year - Month Year
- Name of Company/Client/Group:** Answer here
- (If applicable) For Whom was the Benefit?** Answer here
- Location** (City, State, country if not USA): City, State
- What did you do?** Briefly explain here. Use short sentences or bullet points.

• **Dates** (Month and Year is fine, "present" if still in progress): Month Year - Month Year
 • **Name of Company/Client/Group:** Answer here
 • **(If applicable) For Whom was the Benefit?** Answer here
 • **Location** (City, State, country if not USA): City, State
 • **Your Title/Responsibilities:** Your Title With Initial Caps
 • **What did you do?** Briefly explain here. Use short sentences or bullet points.

• **Dates** (Month and Year is fine, "present" if still in progress): Month Year - Month Year
 • **Name of Company/Client/Group:** Answer here
 • **(If applicable) For Whom was the Benefit?** Answer here
 • **Location** (City, State, country if not USA): City, State
 • **Your Title/Responsibilities:** Your Title With Initial Caps
 • **What did you do?** Briefly explain here. Use short sentences or bullet points.

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.

REQUIRED INFORMATION TIPS

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.

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.

REQUIRED INFORMATION TIPS

ORGANIZATIONS:
 Are you a member of anything, especially things like AIGA or AAF that is recognized? Or an international student group? Or a sorority or fraternity? Or a group within your religious organization? Define any acronym you use, even if you think I know them. It is ok if you are repeating something you listed in Service.

For each listing, copy and paste the below sections and replace the blue text each time. 3 have been provided, but keep adding more! Remove any that are not used.

- Dates** (Month and Year is fine, "present" if all part of group): Month Year - Month Year
- Name of Group:** Answer here
- What is the purpose of the organization?** Answer here. You may also link a Mission Statement if you would like, but this is not necessary.
- Geographic Scope:** Is this a local chapter of a national organization? Is this an online organization that is related groups via its interest? Etc.
- Your Title/Responsibilities:** Your Title With Initial Caps

• **Dates** (Month and Year is fine, "present" if all part of group): Month Year - Month Year
 • **Name of Group:** Answer here
 • **What is the purpose of the organization?** Answer here. You may also link a Mission Statement if you would like, but this is not necessary.
 • **Geographic Scope:** Is this a local chapter of a national organization? Is this an online organization that is related groups via its interest? Etc.
 • **Your Title/Responsibilities:** Your Title With Initial Caps

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.

REQUIRED INFORMATION TIPS

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.

For the following, use these labels as explained below in this general order:
CATEGORY LABEL: if it is green, it is a required category and label.
CATEGORY LABEL: if it is purple, it is not required.

REQUIRED INFORMATION TIPS

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.

RESUMÉ

DAY 1:

- RESUMÉ SCHEDULE REVIEW
- PROJECT SHEET REVIEW - REFERENCES SHEET
- CONTENT
- FORM REQUIRED FOR DAY 2
- INDESIGN SPELLCHECK - HOW TO CHECK GRAMMAR

DAY 2:

- REVIEW FORMS
- DISCUSS TEMPLATE - PARAGRAPH STYLES
- DISCUSS DESIGN
- INDESIGN SPELLCHECK - HOW TO CHECK GRAMMAR
- WHAT IS DUE NEXT

references

Using your letterhead (and/or the slightly altered design of this for your resumé) and design system defined by your Visual Guidelines, **Set 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!**

This is not your original References project for Files related to InDesign. Just save the file as something else.

- **First and last name** (and initials, the Dr., if available)
- **Job Title**
- **Employer**
- **Business Address**
- **Email**
- **Telephone Number** - direct line or cell phone, include **area code** or country code (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

REFERENCES & CONTACTS

Jennifer Price
 Partner Sales Executive
 Microsoft
 10140 West
 Greenwood Ave.
 Greenwood, CO 80039
 jprice@microsoft.com

Jennifer was my account executive at Microsoft where we managed a \$2M line of business. In 2016 we pitched and won a significant test that led to a 7% EBITDA increase in quarterly revenue for our largest accountable partner.

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RESUMÉ

DAY 1:

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RESUMÉ

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- INDESIGN SPELLCHECK - HOW TO CHECK GRAMMAR

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- DISCUSS TEMPLATE - PARAGRAPH STYLES
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- WHAT IS DUE NEXT

CONTENT START BUILDING!

Resumé + Cover Letter

Resumé + Cover Letter: ROUND 1 (Forms Only)

RESUMÉ Round 1 (Form)
Feb 20 - 0:00

COVER LETTER Round 1 (Form)
Feb 20 - 0:00

Download this form and unzip its contents. We will discuss in the first day of Workshops.

[GRFX4503_Resumé_FORM Folder.zip](#)

When finished, upload the PDF here by the deadline.

START: Tuesday Feb 18
 DUE: Thursday Feb 20

GRFX4503_Resumé_FORM Folder

- Document fonts
- GRFX4503_Resumé_FORM.indd
- GRFX4503_Resumé_FORM.pdf

RESUMÉ

When you begin designing your resumé, this information will not necessarily be required directly. Please remember that this form is just a starting point!

NAME:
 Repeat all of this blue text with your name in all on your resumé. (This is not your business name. For example, I use "John Smith" on my resumé even though my real name is John. I did this when I used the job business name "Strataphor" for awhile too.)

OBJECTIVE OR PROFESSIONAL PROFILE:
 Describe the first and concise with your answers. This may use sentences or bullet points.

EDUCATION:
ARKANSAS STATE UNIVERSITY
DEGREE: Bachelor of Fine Arts in Graphic Design
 -Bachelor of Fine Arts in Graphic Design
 -Bachelor of Fine Arts in Graphic Design, Digital Design Emphasis

WORK:
 List any internships you will complete. If you have none, write None.

HONORS:
 List any honors with which you will graduate. If you have none, write None.

RELEVANT CLASSES:
 List all classes that directly explain what you learned.

CERTIFICATES:
 List any certificates you will complete or have completed. Include the name of the institution that awarded it, also include the month/year it was set up will be completed. If you have none, write None.

ANY OTHER EDUCATION COMPLETED WORTH MENTIONING?
 List any other education you've completed that you think might be worth mentioning. This includes ESL programs. This also includes Study Abroad, though that may be listed in Professional Experience later. If you have none, write None.

OTHER DEGREES?
 List any other degrees you have completed. Include the name of the institution that awarded it, also include the month/year it was completed. If you have none, write None.

SCHOLARSHIPS:
 List any scholarships you have won over the year. Include the name of the scholarship and the year it was won. Usually the name of the awarding source is included in the scholarship name, but list here if it is not (or if you're unsure). If you have none, write None.

PROFESSIONAL EXPERIENCE:
 For the first round of test for this project, list everything and we will edit later. You should list relevant experience, regardless if it was a "job" or not. This is more important than work experience at a retail store. Don't feel silly adding things, scared they won't apply. We can edit information later! Remember work you did in class for clients courts, even if your piece didn't win! Remember work you did for a family member or friend courts. Remember volunteer work courts. List everything you can think of!

For each listing, copy and paste the below sections and replace the blue text each time. I have been provided, but keep adding more! For Title, use something like Freelance Designer, Graphic Design Intern, Design Consultant, Art Director, Designer, Volunteer if you did not have an actual job title. See project sheet and workshop slides for more options.

- **Date:** (Month and Year in line, "present" if still working); Month Year - Month Year
- **Name of Company/Client/Group:** Answer here
- **Location:** (City, State, country if not USA); City, State
- **Your Title:** Your Title With Initial Caps
- **What did you do?** Briefly explain here. Use short sentences or bullet points.
- **Date:** (Month and Year in line, "present" if still working); Month Year - Month Year
- **Name of Company/Client/Group:** Answer here
- **Location:** (City, State, country if not USA); City, State
- **Your Title:** Your Title With Initial Caps
- **What did you do?** Briefly explain here. Use short sentences or bullet points.
- **Date:** (Month and Year in line, "present" if still working); Month Year - Month Year
- **Name of Company/Client/Group:** Answer here
- **Location:** (City, State, country if not USA); City, State
- **Your Title:** Your Title With Initial Caps
- **What did you do?** Briefly explain here. Use short sentences or bullet points.

SERVICE:
If you have completed any kind of volunteer service – especially philanthropic community-building – include in initial list. Don't feel silly adding things, scared they won't apply. We can edit information later! For each listing, copy and paste the below sections and replace the blue text each time. 3 have been provided, but keep adding more! Remove any that are not used.

- **Dates** (Month and Year is fine, "present" if still in progress): Month Year - Month Year
- **Name of Company/Client/Group:** Answer here
- **(If applicable) For Whom was the Benefit?** Answer here

• **Location** (City, State, country if not USA): City, State

- **Your Title/Responsibilities:** Your Title With Initial Caps
- **What did you do?** Briefly explain here. Use short sentences or bullet points.

- **Dates** (Month and Year is fine, "present" if still in progress): Month Year - Month Year
- **Name of Company/Client/Group:** Answer here
- **(If applicable) For Whom was the Benefit?** Answer here
- **Location** (City, State, country if not USA): City, State
- **Your Title/Responsibilities:** Your Title With Initial Caps
- **What did you do?** Briefly explain here. Use short sentences or bullet points.

- **Dates** (Month and Year is fine, "present" if still in progress): Month Year - Month Year
- **Name of Company/Client/Group:** Answer here
- **(If applicable) For Whom was the Benefit?** Answer here
- **Location** (City, State, country if not USA): City, State
- **Your Title/Responsibilities:** Your Title With Initial Caps
- **What did you do?** Briefly explain here. Use short sentences or bullet points.

ORGANIZATIONS:
Are you a member of anything, especially things like AGA or AAF that is recognized? Or an international student group? Or a society or fraternity? Or a group within your religious organization? Define any acronyms you use, even if you think I know them. It is ok if you are repeating something you listed in Service.

For each listing, copy and paste the below sections and replace the blue text each time. 3 have been provided, but keep adding more! Remove any that are not used.

- **Dates** (Month and Year is fine, "present" if all part of group): Month Year - Month Year
- **Name of Group:** Answer here
- **What is the purpose of the organization?** Answer here. You may also link a Mission Statement if you would like, but this is not necessary.
- **Geographic Scope:** Is this a local chapter of a national organization? Is this an online organization that is instead grouped via its internet? Etc.
- **Your Title/Responsibilities:** Your Title With Initial Caps

- **Dates** (Month and Year is fine, "present" if all part of group): Month Year - Month Year
- **Name of Group:** Answer here
- **What is the purpose of the organization?** Answer here. You may also link a Mission Statement if you would like, but this is not necessary.
- **Geographic Scope:** Is this a local chapter of a national organization? Is this an online organization that is instead grouped via its internet? Etc.
- **Your Title/Responsibilities:** Your Title With Initial Caps

- **Dates** (Month and Year is fine, "present" if all part of group): Month Year - Month Year
- **Name of Group:** Answer here
- **What is the purpose of the organization?** Answer here. You may also link a Mission Statement if you would like, but this is not necessary.
- **Geographic Scope:** Is this a local chapter of a national organization? Is this an online organization that is instead grouped via its internet? Etc.
- **Your Title/Responsibilities:** Your Title With Initial Caps

AWARDS:
If you have them, if you have won an Addy, then you must call it a Student Addy (assuming it was). For each listing, copy and paste the below sections and replace the blue text each time. 3 have been provided, but keep adding more! Remove any that are not used.

- **Date Awarded:** Month Year
- **Name of Group Awarding:** Answer here
- **Name of Award:** Answer here
- **Who judged this award?** Answer here if you can with names(s) and credentials. This is not the group, but the judges. If you do not know even after your research, write "information not found."
- **Explain what won the award:** List the title of the piece of design/network and explain it. If the award was for something else, explain here.

- **Date Awarded:** Month Year
- **Name of Group Awarding:** Answer here
- **Name of Award:** Answer here
- **Who judged this award?** Answer here if you can with names(s) and credentials. This is not the group, but the judges. If you do not know even after your research, write "information not found."
- **Explain what won the award:** List the title of the piece of design/network and explain it. If the award was for something else, explain here.

- **Date Awarded:** Month Year
- **Name of Group Awarding:** Answer here
- **Name of Award:** Answer here
- **Who judged this award?** Answer here if you can with names(s) and credentials. This is not the group, but the judges. If you do not know even after your research, write "information not found."
- **Explain what won the award:** List the title of the piece of design/network and explain it. If the award was for something else, explain here.

SKILLS:
Do you speak a foreign language? Have you attended management seminars or national AGA workshops? Don't feel silly adding things, scared they won't apply. We can edit information later! For each listing, copy and paste the below sections and replace the blue text each time. 3 have been provided, but keep adding more! Remove any that are not used.

SOFTWARE SKILLS:
Depending on your information, these may be listed with Skills on your resume later. Common software skills are listed below.
Remove any that do not apply and add any that are not listed.
After the software that you do know, keep only one. **Export, Intermediate, or Beginner.**
Rough this will not be listed on your resume. **HAVE AN EDGE!**

- Adobe Photoshop: Expert | Intermediate | Beginner
- Adobe Illustrator: Expert | Intermediate | Beginner
- Adobe InDesign: Expert | Intermediate | Beginner
- Adobe Premiere: Expert | Intermediate | Beginner
- Procreate: Expert | Intermediate | Beginner
- Adobe XD: Expert | Intermediate | Beginner
- Sketch: Expert | Intermediate | Beginner
- Adobe Dimension: Expert | Intermediate | Beginner
- Blender: Expert | Intermediate | Beginner
- Adobe Premiere Pro (and Rush): Expert | Intermediate | Beginner
- Adobe Audition: Expert | Intermediate | Beginner
- Adobe Animate: Expert | Intermediate | Beginner
- Adobe Character Animator: Expert | Intermediate | Beginner
- Adobe After Effects: Expert | Intermediate | Beginner

COOKING:

- Meat: Expert | Intermediate | Beginner
- Pasta: Expert | Intermediate | Beginner
- Poutine: Expert | Intermediate | Beginner
- Bread: Expert | Intermediate | Beginner
- Jewish/King: Expert | Intermediate | Beginner
- Ribs: Expert | Intermediate | Beginner

• PHP: Expert | Intermediate | Beginner

ANY OTHER INFORMATION? Answer here or remove.

File: Save As YOUR LAST NAME_Resume_FORM_SPG21.INDD.
Then File: Export to a PDF for Slack.

RUN A SPELL CHECK.

1. No text boxes selected.
2. Go to Page 1. Nothing selected, but Select Tool Arrow on tool bar (not Type Tool).
3. Edit: Spelling - Check Spelling >> (ignore resume warning - it's fine.)

Grammar should also be good because you are required to have at least the free version of Grammarly installed on your computer.

REMOVE ANY BLANK PAGES

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).

REMOVE ANY BLANK PAGES

COVER LETTER

DAY 1:

- COVER LETTER SCHEDULE REVIEW
- PROJECT SHEET REVIEW
- CONTENT
- FORM REQUIRED FOR DAY 2
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR

DAY 2:

- REVIEW FORMS
- DISCUSS TEMPLATE • PARAGRAPH STYLES
- DISCUSS DESIGN
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR
- WHAT IS DUE NEXT

COVER LETTER

DAY 1:

- COVER LETTER SCHEDULE REVIEW
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- CONTENT
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- DISCUSS TEMPLATE • PARAGRAPH STYLES
- DISCUSS DESIGN
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR
- WHAT IS DUE NEXT

RESUMÉ + COVER LETTER + REFERENCES

WE WILL START THE COVER LETTER FORM TODAY IN WORKSHOP DAY 1. IT IS DUE THURSDAY.

DUE > WHAT • WHEN • WHERE

WEEK 1 WEEK OF FEB 17 >> **ROUND 1 DUE**

TUES FEB 18:

- Resumé and Cover Letter Workshops.
- 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)
- COVER LETTER Round 1 (Form)

RESUMÉ ■ COVER LETTER ■ REFERENCES ■

WE WILL REVIEW THE FORMS AND YOU WILL BEGIN PLACING IT IN LETTERHEAD ON THURSDAY IN WORKSHOP DAY 2.

FIRST ROUND OF "DESIGN" IS DUE NEXT TUESDAY.

→ **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 (first round with design) PDF
- **DUE** on Canvas.

THURS FEB 27:

- Cover Letter* PDF
- **DUE** on Canvas.
- *All verbiage should be final level or require only minor edits.*
- Resumé and Cover Letter PNG/JPGs
- **DUE** in one post on Canvas.

Resumé + Cover Letter: ROUND 2
COVER LETTER Round 2 (PDF)
RESUMÉ Round 2 (PDF)
Resumé + Cover Letter RD 2 (PNG/JPG)

COVER LETTER

DAY 1:

- COVER LETTER SCHEDULE REVIEW
- PROJECT SHEET REVIEW
- CONTENT
- FORM REQUIRED FOR DAY 2
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR

DAY 2:

- REVIEW FORMS
- DISCUSS TEMPLATE • PARAGRAPH STYLES
- DISCUSS DESIGN
- INDESIGN SPELLCHECK • HOW TO CHECK GRAMMAR
- WHAT IS DUE NEXT

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- WHAT IS DUE NEXT

Cover letter uses letterhead.

Resumé can use a relative form.

Cover letter uses letterhead.

Resumé can use a relative form.

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.
 - *2 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**.

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).

cover letter

MENU

- Cover letter for the **AL** Show
- Cover letter for the **AL** Show
- Three to
- Include it
- Avoid ad

FORMAT

- No more than
- Have a tip
- you have
- Do not use
- A column
- Labeled
- referred to
- Drop me
- networking
- you are a

AUDIEN

VERBIAGE

- What you can do for them. **Not** what they can do for you.
- Re-read your work. **Reduce the time** you use "try" or begin a sentence with "if".
- Word choice differently.
- Don't repeat words. For example, don't write, "I am compelled by your agency's compelling work." Use another word instead of repeating the same word. **USE A THESAURUS.**
- Express efficient eloquence.
- Instead of using "I have been designing," you should say "I continue to design."
- **Verb tenses are important** and they are hard to catch due to continuous reuse in the common vernacular. See [Purdue Online Writing Lab - Verb Tenses for help](#).
- **PROOFREAD** before you print. **Double-check** the information. **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.

*Thank you! You have your job hunt journal! You must track them down and be slightly aggressive about this. Don't like you're going to ask them, but just "ask them" - maybe. If you feel like talking to me... I'm really near... "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.

cover letter

MENU

- Through you
- See the follo

PARAGR

- Tell the emp
- Who are y
- What a
- Why are y
- printing it
- Why are y
- printing it
- to it as an
- Show me
- them. Did
- for a well

PARAGR

- Show the emp
- printing it
- to it as an
- Show me
- them. Did
- for a well

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.)
 - Reference to your job hunt journal, this is for a **Part 1** for 2 pages 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 **contact** on your social.
 - Show them again, even if the letterhead has them. If this is an interactive platform (interactive PDF, email, etc.) hyperlink if possible.

cover letter

SECTION 2 MENU

- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu
- Section 2 Menu

SECTION 2 MENU

SEE NEXT PAGE

COVER LETTER

You will receive a template to use with this information.

NAME: Replace all of this text with your name or your preferred name.
 Address: Replace with your name or your preferred name.
 Title: Replace with your name.

ADDRESS: Use your own best journal research to fill in the following research.
 Name of business: Replace with your address.
 Address of business: Replace with your address.
 Specialty of business: Replace with your address.
 Name of creative director (or similar): Replace with your address.
 Title: Replace with your address.

POSITION: Make up your dream job that would fit at this location. (Make sure that position could really exist at this place. Get the job from your needs to be "right" now.)

HIGHLIGHTS OF YOUR SKILLS AND EXPERIENCE: List at least 5 items. Explain them well. Consider the results from these, whether that be experience in managing a team for a single event like a State AGSA, SGA, or working as an intern when a large project was due, etc. We'd like you only 2-3 of these, so don't be shy!

1 - SKILLS/EXPERIENCE RESULTS HERE: Replace with answer. Try to use only 1-2 sentences.

2 - SKILLS/EXPERIENCE RESULTS HERE: Replace with answer. Try to use only 1-2 sentences.

3 - SKILLS/EXPERIENCE RESULTS HERE: Replace with answer. Try to use only 1-2 sentences.

4 - SKILLS/EXPERIENCE RESULTS HERE: Replace with answer. Try to use only 1-2 sentences.

5 - SKILLS/EXPERIENCE RESULTS HERE: Replace with answer. Try to use only 1-2 sentences.

REMOVE ANY BLANK PAGES

Cover letter uses letterhead.

Resümé can use a relative form.

FRESH BONES

PROFESSIONAL EXPERIENCE

EDUCATION

RELEVANT COURSES

LEADERSHIP & COMMITTEES

AWARDS

CONTRIBUTION

REFERENCES

cover letter #2 fyi

explanation

THIS IS ONLY FOR YOU TO READ INFORMATION

HOW TO SET UP AN INTERVIEW

ARE COURTESY AND APPRECIATION

HOW TO ASK FOR A JOB



Resümé + Cover Letter

Resümé + Cover Letter: ROUND 1 (Forms Only)

RESUMÉ Round 1 (Form) Feb 20 0 pts

COVER LETTER Round 1 (Form) Feb 20 0 pts

Download this form and unzip its contents. We will discuss in the first day of Workshops.

[GRFX4503_CoverLetter_FORM Folder.zip](#)

When finished, upload the PDF here by the deadline.

START: Tuesday Feb 18
 DUE: Thursday Feb 20

GRFX4503_CoverLetter_FORM Folder

Document fonts

GRFX4503_CoverLetter_FORM.indd

GRFX4503_CoverLetter_FORM.pdf

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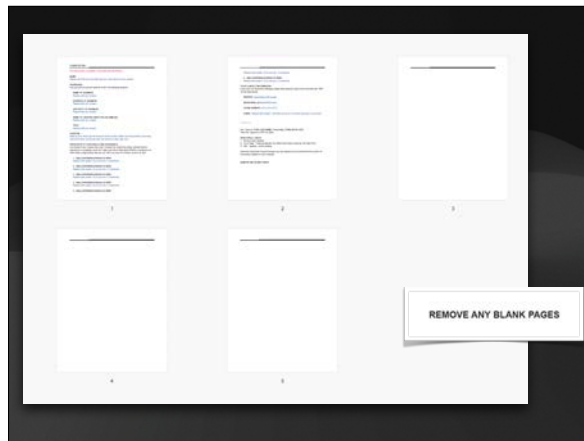
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REMOVE ANY BLANK PAGES



RESUMÉ + COVER LETTER + REFERENCES

WEEK 1: WEEK OF FEB 17 -> ROUND 1 DUE

WEEK 2: WEEK OF FEB 24 -> ROUND 2 DUE

WEEK 3: WEEK OF MAR 3

WEEK 4: WEEK OF MAR 10 -> ROUND 3 DUE

WEEK 5: WEEK OF MAR 17

WEEK 6: WEEK OF MAR 24

WEEK 7: WEEK OF MAR 31 -> FINAL DUE

DO NOW

OPRF 4303 SPRING 2023

section 2

OBJECTIVES

—

PROJECTS

- LOGO
- VISUAL IDENTITY
- BRAND
- PORTFOLIO SITES
- REFERENCES

—

SELF-EVALUATION

—

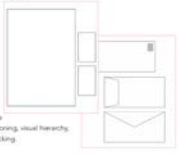
GOOGLE CALENDAR

MENU digital sketches

ROUND 2

Students should continue to revise the **10 Visual Identity sets** on the computer in either Illustrator or InDesign. Logo, Visual Guidelines, and Budget are refined at the same time, as they should inform each other. **For each set:**

- **REQUIRED:**
 - 1 letterhead + 1 business card (minimum 2x2 scale if not using)
- **OPTIONAL:** Envelope
- Do sets at full size to specs.
- Some elements may/should be separated amongst sets.
- Color is required unless your brand demands only grayscale.
- Fonts must be used.
- All typographic choices should be finalized - alignment, color, positioning, visual hierarchy, leading, and possibly kerning/tracking.



When finished, make all images of your work a PNG or JPG to upload separately OR create one multi-page PDF of all work. Upload on Canvas (see below).

DUE > WHAT • WHEN • WHERE

DUE in Canvas Discussion by **7:30am on Tues Feb 18**

Review and discuss in class. **1 set will be posted to Canvas**

LOGO SKETCHES: Round 2
LOGO-Sketches_ROUND 2 SHEET.pdf

Helpful resources on Visual Identity. Each individual set goes with their design.

Remember that images need be usable at any brand scale. Do the following:

- Images must be PNG or JPG.
- Upload the images for each brand name.

• 100% Tuesday Feb 14
• 50% Tuesday Feb 18

PDF