

# SCHEDULE UPDATES

grfx-4503 professional practice for design spring 2025

UPDATED section 2

OBJECTIVES

PROJECTS

- LOGO
- VISUAL IDENTITY
- BUDGET
- PORTFOLIO SITES
- REFERENCES

SELF-EVALUATION

GOOGLE CALENDAR

grfx-4503 professional practice for design spring 2025

UPDATED section 3

OBJECTIVES

PROJECTS

- VISUAL GUIDELINES
- RESUME + COVER LETTER + REFERENCES
- SCHEDULE OVERVIEW
- RESUME
- REFERENCES
- COVER LETTER
- COVER LETTER #2...FYI
- BRAND BOARD

SELF-EVALUATION

GOOGLE CALENDAR

GOOGLE CALENDAR UPDATED

SLIDES & RESOURCES

- SLIDES INTRO GRFX4503 SPRING 25 - BRAND DAY 1\_Any.pdf
- ALL OTHER SLIDES ON CLASS WEBSITE
- Free Mock-Up Links
- PROJECT DUE DATES Google Calendar

GRFX-4503 SPRING 2025

UPDATED section

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MENU **mock-ups**

- Place any version(s) of your logo on mock-ups to bring them to life. Free mock-ups will be available in a shared folder. Professor will share via your A-State email. **Download them first before you do anything with the file!**
- Choose any 3 and render them in Photoshop or by Dimension.
- Then flatten the layers, change to 100%, and File > Save As a JPG.
- Add 3 more pages to **YOUR LAST NAME, Logo, PSD** and place the JPEG or PNG images in these pages. Adjust any placement via **Object > Fitting**.
- When finished, File > Package and only include Links and a PDF (Print). **Do not include fonts.** They should not be necessary because all type should have been outlined in the layout!

**DUE > WHAT + WHEN + WHERE**

Discussion: PNGs or JPGs DUE in Canvas Discussion by 7:30am on Tues Mar 4.

Assignment: Correctly named multi-page PDF file DUE uploaded to Canvas (Assignment) by 7:30am on Tues Mar 4.

**LOGO-FINAL ART + MOCKUPS > DISCUSSION JPGs/PNGs**

Upload to either canvas or photoshop. Upload to the site and print final identity layout. Upload to the folder.

Follow directions in Project Sheet. Each student post one with their images.

Remember the images need to include the brand as per the following:

- 1 image for each PNG or JPG.
- 1 image for each JPEG or PNG.
- 1 image for each PDF file.

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GRFX-4503 SPRING 2025

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MENU **final work**

Final artwork must be completed in Illustrator or iDesign.

If built in Illustrator:

- YOUR LAST NAME, Visual, Identity** AI with multiple artboards
- Each Artboard Size is to spec of pages. In other words, one artboard is 8.5 x 11 in and one is the size of your business card. (Extra credit to spec too)
- Add more artboards and place the JPEG or PNG images to fit it on the page(s).
- When turned into Canvas, File > Save As **YOUR LAST NAME, Visual, Identity** PDF.

If built in iDesign:

**YOUR LAST NAME, Visual, Identity** INDD with multiple pages

- Each Page Size is to spec of pages. In other words, one page is 8.5 x 11 in and one is the size of your business card. (Extra credit to spec too)
- Add more pages and place the JPEG or PNG images in these pages. Adjust any placement via **Object > Fitting**.
- When turned into Canvas, File > Export as **YOUR LAST NAME, Visual, Identity** PDF.

**DUE > WHAT + WHEN + WHERE**

Discussion: PNGs or JPGs DUE in Canvas Discussion by 7:30am on Thurs Mar 13.

Assignment: Correctly named multi-page PDF file DUE uploaded to Canvas (Assignment) by 7:30am on Thurs Mar 13.

**VISUAL IDENTITY FINAL ART + MOCKUPS > DISCUSSION JPGs/PNGs**

Upload to either canvas or photoshop. Upload to the site and print final identity layout. Upload to the folder.

Follow directions in Project Sheet. Each student post one with their images.

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GRFX-4503 SPRING 2025

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MENU **final work**

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

**VISUAL GUIDELINES WORKSHOP: Tues Mar 11**

**DUE > WHAT + WHEN + WHERE**

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

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

- Assignment: Updated the correctly named multi-page interactive PDF file to Canvas Assignment.
- Discussion: Updated the same PDF to Canvas Discussion threads.

**PART 1-2: DUE by 7:30am on Thurs Apr 3**

- Assignment: Updated the correctly named multi-page interactive PDF file to Canvas Assignment.
- Discussion: Updated the same PDF to Canvas Discussion threads.

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

- Assignment: After doing a spell check and proofing, File > Package the correctly named iDesign file. Then replace the Print PDF with an exported discussion PDF. Finally, compress DPs the folder and upload the file to Canvas.
- Discussion: Upload the interactive PDF to Canvas Discussion threads.

GRFX-4503 SPRING 2025

UPDATED section 3

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**RESUMÉ + COVER LETTER WORKSHOPS**

GRFX-4503 SPRING 2025

UPDATED section

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MENU **final work**

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

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

Upload the Print/PDF to Canvas for professor to grade. Upload a JPG or PNG as files so fellow students can see the file.

**DUE > WHAT + WHEN + WHERE**

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

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

**BRAND BOARD-PSH**

**BRAND BOARD (JPG/PNG)**

GRFX-4503 SPRING 2025

self-evaluation

UPDATED section

OBJECTIVES

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BRAND BOARD

SELF-EVALUATION

GOOGLE CALENDAR

At the conclusion of this Section 3, look back at your performance and see what your **challenges** and **accomplishments** are. Also, consider how you will apply this knowledge to future projects. This Self-Evaluation form is completed on a Canvas Survey. This is located on the SECTION 3 module.

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

The Saturday due date is intended to provide extra time if necessary after the last project is finalized, however please do not forget to do so!

SECTION 3 SELF-EVALUATION

1.6

GRFX-4503

RESUMÉ + COVER LETTER WORKSHOPS

DAY 2

**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 **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 uses letterhead.

Resumé can use a relative form.

Cover letter uses letterhead.

Resumé can use a relative form.

GRFX-4503 SPRING 2025

UPDATED section 3

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BRAND BOARD

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**ORIGINAL**

**REVISED**

ALL OTHER DATES ARE THE SAME.

ALL OTHER DATES ARE THE SAME.

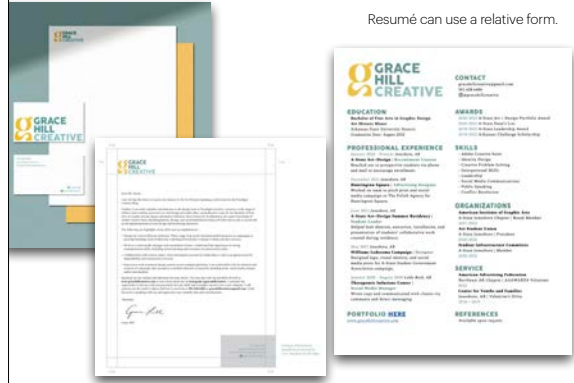
# RESUMÉ

## DAY 2:

- REVIEW FORMS
- DISCUSS CHATGPT HELP
- DISCUSS DESIGN
- REMINDERS
- WHAT IS DUE NEXT
- START WORKING >>

Cover letter uses letterhead.

Resumé can use a relative form.



# RESUMÉ

## DAY 2:

- REVIEW FORMS
- DISCUSS CHATGPT HELP
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# RESUMÉ

## DAY 2:

- REVIEW FORMS
- DISCUSS CHATGPT HELP
- DESIGN OVERVIEW
- REMINDERS
- WHAT IS DUE NEXT
- START WORKING >>

## MENU

# tips

### FORMAT & DESIGN

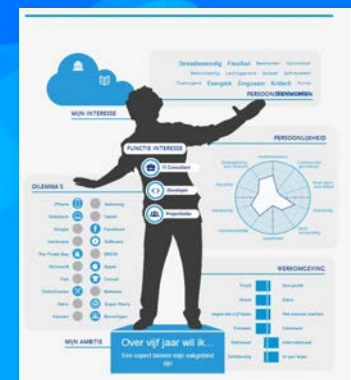
- **One full page. No more, no less.**
- Use at least 2 columns.
- Avoid information graphics, even though there are plenty of examples out there. They were trendy for two seconds and now they're not. So don't.
- Follow Visual Guidelines and the "voice" of your brand. Do this on EVERYTHING.
- Use >>

### VISUAL | HIERARCHY | AND A GRID

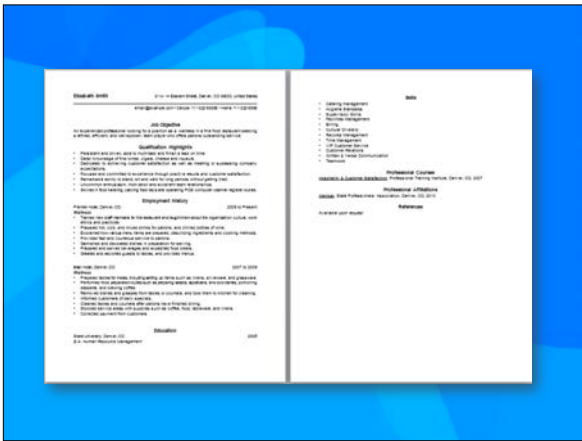
- And perfect typography.
- That follows your visual guidelines.
- Remember your downloadable PDF resumé will likely be printed by someone. Therefore, **do NOT put a color background on it.** You will use up somebody's ink and the margins won't be right anyway. Nobody likes that. Find another solution.

# DESIGN OVERVIEW

DO NOT DO THE FOLLOWING







**NOT OK.**

**DESIGN WITH LEGAL IN MIND**

- Do not put your picture on your resume in the United States. Remember that the U.S. has a lot of anti-discrimination laws. That means that possible employers cannot ask for many aspects of personal information. This also means that anyone who knows these laws - which should be anyone who is hiring you for a position from which you would receive a W-2 at the least! - will just ignore resumes that have a picture on them.
- Seriously, My HR (Human Resources) friends have explained that they will just ignore the digital version and/or trash the printout. They will not look at it.
- I know it doesn't make sense in the 21st century because you can put your picture all over your website and socials if you want, but not your resume.
- Having your picture on your business card for design is just cheesy and the visual fights with your logo in a small space, so that's not encouraged either.
- Age is a way to discriminate too, so give no hints to your age. This is why you should not put the years you obtained any degrees.
- The Professional Experience dates will hint to your age right now. It won't be so obvious eventually when you have a few more years of experience.

33

**NOT OK.**

**BUT THIS IS OK.**

**NOT OK.**

**BUT THIS IS OK.**

**SKILLS**  
TOOLS DO NOT THE CRAFTSMAN MAKE

**SOFTWARE PACKAGES**

Adobe Photoshop	Adobe After Effects
Adobe Illustrator	Cinema 4D
Dreamweaver	Final Cut Pro

**WEB DEVELOPMENT**

Responsive	HTML/CSS	Bootstrap	Javascript	Wordpress
------------	----------	-----------	------------	-----------

**AND WHAT DOES THIS EVEN MEAN???**

**SKILLS**  
TOOLS DO NOT THE CRAFTSMAN MAKE

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**SKILLS**  
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Rose Brown Newton Whatever you do DON'T put abstract skill visualizations. What exactly does 4 out of 5 dots mean? You're Adobe Illustrator skills are 4 out of 5 what? I immediately question the experience of a person when I see that on their resume.

Like · Reply · 9 mins

**DESIGN OVERVIEW**

**IMPORTANT SPACING DETAILS**

Ashlyn's type is about as large as you should go.

Also, this is about as much personality as it should have without further approval.



**ASHLYN GARRETT**  
 (505) 755-8103  
 ashlyn@proton.me  
 www.AshlynGarrett.com  
 LinkedIn  
 Ashlyn Garrett  
 Advertising Artist

**Objective**  
 I am currently seeking individuals to whom I can provide creative solutions for complex issues.

**Education**  
 Bachelor of Fine Arts Graphic Design  
 Arkansas State University  
 Springdale, AR 72762

**Certifications**  
 2018 Employee Design Thinking Practitioner Badge  
 2018 Adobe Certified Professional

**Skills**  
 Adobe Photoshop  
 Adobe Illustrator  
 Adobe InDesign  
 Adobe Premiere Pro  
 Microsoft Word  
 Microsoft Excel

**References**  
 Available upon request

Kyle's type is about as small as you should go.



**kyla**  
 a design company

**KAYLA LUMPKINS**  
 (505) 755-8103  
 kyla@proton.me  
 www.KylaLumpkins.com  
 LinkedIn  
 Kyla Lumpkins  
 Advertising Artist

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The following examples are used only because there is one obvious way to fix an otherwise VERY impressive resume!

Many students forget this important (and easy) design trick.

When I'm checking so many other things on a resume, I might miss this. SO YOU DO IT NOW (or write a note to remind yourself to do it!!)

Haley did a great job with almost everything!

But what can be fixed (and probably was by the final)?



**HALEY JOHN DESIGNS**  
 (505) 755-8103  
 haley@proton.me  
 www.HaleyJohnDesigns.com  
 LinkedIn  
 Haley John  
 Advertising Artist

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 Microsoft Word  
 Microsoft Excel

**References**  
 Available upon request

Geatall Group by PROXIMITY



**HALEY JOHN DESIGNS**  
 (505) 755-8103  
 haley@proton.me  
 www.HaleyJohnDesigns.com  
 LinkedIn  
 Haley John  
 Advertising Artist

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 Microsoft Word  
 Microsoft Excel

**References**  
 Available upon request




This is MORE THAN

This IS MORE THAN OR EQUAL TO

Many students did this and I don't always catch it.

With her impressive resume and portfolio, Yubin is ready for success...

But this could be better.



**YUBIN LIM**  
 (505) 755-8103  
 yubin@proton.me  
 www.YubinLim.com  
 LinkedIn  
 Yubin Lim  
 Advertising Artist

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**References**  
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Geatall Group by PROXIMITY



**YUBIN LIM**  
 (505) 755-8103  
 yubin@proton.me  
 www.YubinLim.com  
 LinkedIn  
 Yubin Lim  
 Advertising Artist

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 I am currently seeking individuals to whom I can provide creative solutions for complex issues.

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**RESUMÉ**

**DAY 2:**

- REVIEW FORMS
- DISCUSS CHATGPT HELP
- DESIGN OVERVIEW
- REMINDERS
- WHAT IS DUE NEXT
- START WORKING >>

**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).

## RESUMÉ

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**DUÉ > WHAT > WHEN > WHERE**

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

**TUES FEB 18:**

- Resumé + Cover Letter Workshop DAY 1
- Final Preliminary Resumé Form in class
- Final Cover Letter Outline in class

**THURS FEB 20:**

- Preliminary Resumé Form PDF DUE on Canvas
- Cover Letter Outline PDF DUE on Canvas

**WEEK 2 WEEK OF FEB 24 >> ROUND 2 DUE**

**TUES FEB 25:**

- Resumé + Cover Letter Workshop DAY 2

**THURS FEB 27:**

- Cover Letter and Cover Letter PDF DUE on Canvas
- Cover Letter and Cover Letter PDF DUE on Canvas
- Final Resumé Form PDF DUE on Canvas by 10:00am
- Cover Letter\* PDF DUE on Canvas by 10:00am
- Resumé + Cover Letter PDF DUE in one post on Canvas by 10:00am

**WEEK 3 WEEK OF MAR 3**

Sometimes that week, students receive edited versions back from professor

Workshop that week, students receive edited versions back from professor

\*Final Resumé Form PDF DUE on Canvas by 10:00am

\*Cover Letter\* PDF DUE on Canvas by 10:00am

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## PROOFREADING MARKS

Marks & Meanings	Examples
≡ capitalize	They fished in lake tohae.
/ lowercase	Five students missed the bus.
sp. spelling mistake	The day was cloudy and cold.
⊙ add a period	Tomorrow is a holiday.
↶ delete (remove)	Kim knew the <del>the</del> answer.
⤴ add a word	Swagere in the litter.
⤵ add a comma	He ate peas,com, and squash.
↔ reverse words or letters	An otter swam in the bed help.
∨ add an apostrophe	The child's bike was red.
WY add quotation marks	Why can't I go? she cried.
# make a space	He read twobooks.
⊙ close the space	Her favorite game is soft ball.
⊞ begin a new paragraph	We had fun. Next we went to
[ begin a new paragraph	We had fun. Next we went to

## RESUMÉ

**DAY 2:**

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- DESIGN OVERVIEW
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## COVER LETTER

**DAY 2:**

- REVIEW FORMS
- APPS TO HELP
- DISCUSS TEMPLATE + PARAGRAPH STYLES
- REMINDERS
- USE LETTERHEAD > TRY NOW
- WHAT IS DUE NEXT

## COVER LETTER

**DAY 2:**

- REVIEW FORMS
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## COVER LETTER

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