

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

APPLICATIONS & CV

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Applications & CV.

- Why are these important?
- In many instances it is going to be your first impression to an employer.
- They are the paper version of who you are.
- They need to be structured and easy to navigate, if not they will get filed under 'B' for bin.

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Letters of Application – Four Parts.

- Introduction and statement of source.
- Reason for interest.
- Statement of relevance.
- Conclusion.

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Letters in response to an advertisement.

- Make contact with the employer if possible (phone or visit).
- Discuss the job, show interest by asking Q's not answered by the advertisement.
- Remind the employer of your conversation in your letter of application.
- Remember to quote advert ref number or where you saw the advertisement.

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Working with Agencies & Recruitment.

- Agencies usually act as consultants to both the employer and the designer.
- Discuss the job, it is in their interest to get you into work.
- Remind recruiter of conversation if rejected.
- Keep in touch and updated often.
- Remain flexible in all correspondence.

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CV design considerations.

- There are no set standards.
- They are a source of relevant information for an employer, a snap-shot of your skills & education.
- They need to be flexible / adaptable so that they can be easily updated and modified.
- Target them to the employers needs & make them easy to read.

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CV contents – a refresher.

- Personal details – why do you stand out?
- Skills & career summary.
- Key achievements.
- Qualifications gained / pending.
- Contact details (remember website).
- References available on request.

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A Side Note on References.

- We (Donna, Gavin, Phil, Harry) can be used as a Referee for your job applications.
- We can only comment on your academic ability and how you function as a designer.
- We can not write references for accommodation applications or anything directly to do with money.
- We are obliged to be as honest as we can.

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CVs – Types & variations.

- Full CV – typically two A4 pages in length.
- Concise CV – A stand alone snapshot, normally one side of A4.
- Online CV – Prepared in bare text formats for easy transfer – kept simple & concise.
- Dedicated online CV – stored in an online data base, built using CV builder software.

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CVs – Conclusion.

- Tailor the CV to the job application whenever possible.
- Try to think from the employers point of view.
- Get the relevant information over quickly & effectively.
- Keep it punchy & positive throughout.
- If it isn't working – review it!

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Ex Students comments.

- They said that my letter stood out, so thanks to you for that (Heather Pontin - ILAM)
- CVs and letters HAVE to be tailor-made (Ben Hutchins - Teletext New Media)
- My letter that I did for this module got me a real job interview (Ben Spurling - Dorset Health)

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Ex Students comments.

- On my second day my boss put a cv on my desk from a new graduate... basically it was everything we were told not to do - we all agreed it was crap!
- ...long, irrelevant, full of typos...and with no identity they didn't stand a chance ... what more can I say but it is MEGA important to nail that cv (Anne Scourfield - Blacksheep / Hello Advertising)

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Ex Students comments.

- A CV that has been designed and neatly put together jumps out and gets their attention.
- I also left them an A5 card with examples of my work and with my details on the back which they liked. So leaving something behind like you said is a good idea. (Lee Hazell – Brewin Dolphin)

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Ex Students.

- **Design** your CV.
- Have it downloadable from your website.

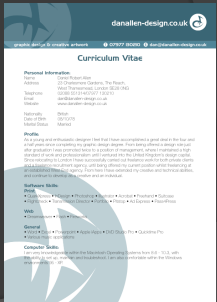


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Ex Students.

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Task.

- Your last task was to find a job that you could apply for as a graduate designer.
- Write a letter of application for that job.
- Gather all the information you need to put into your CV.
- Design a CV to accompany the application.

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Opportunity is missed by most people because it is dressed in overalls and looks like work.

Thomas Edison

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