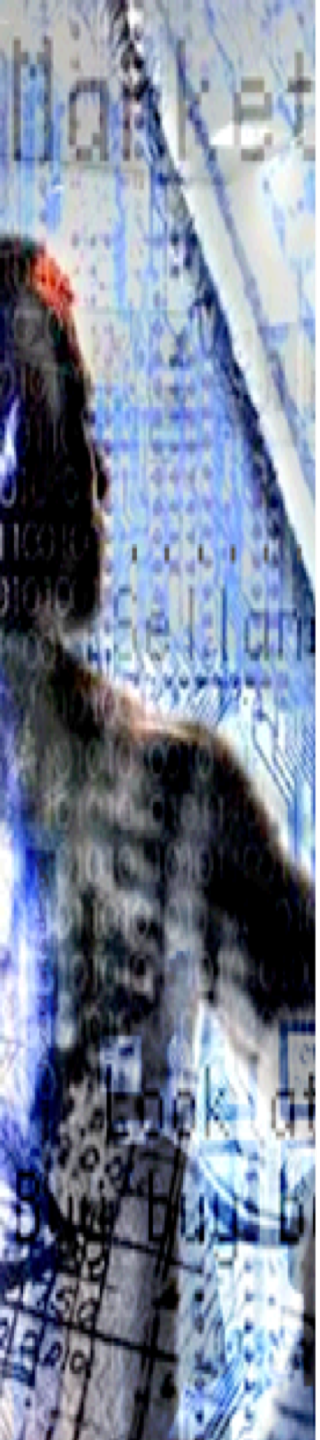


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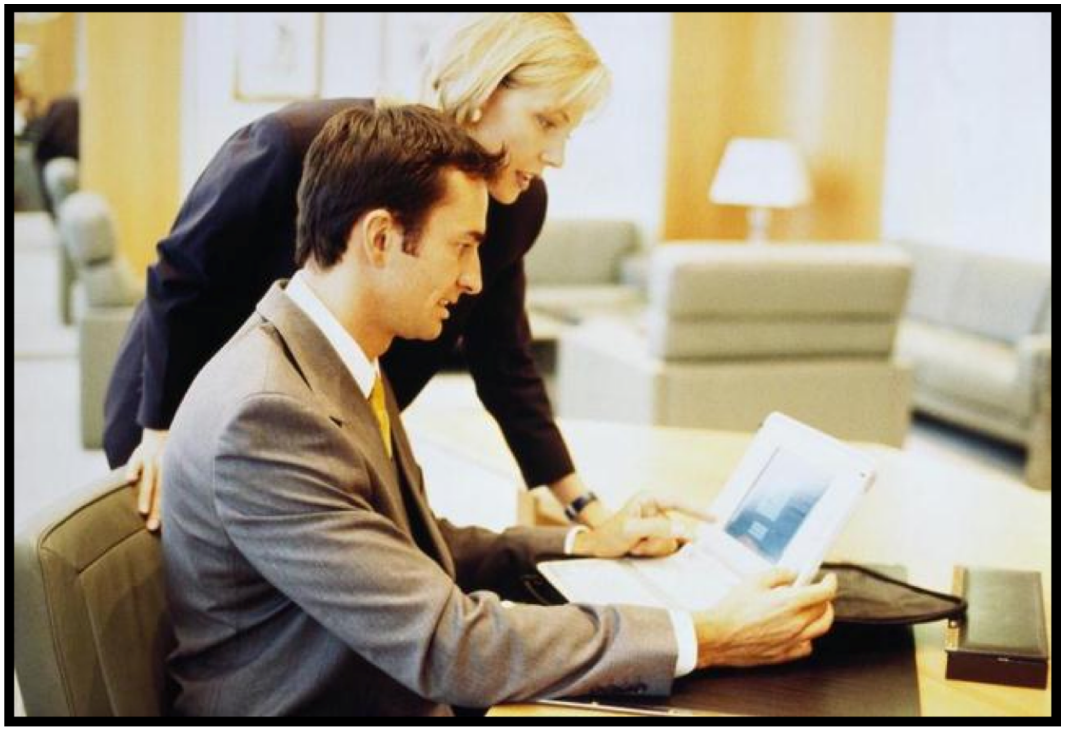
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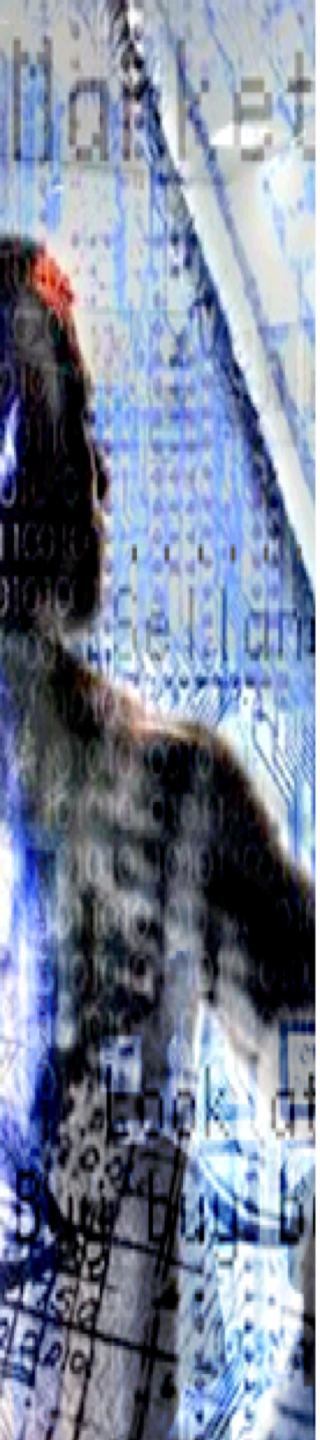


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Writing Applications and CVs





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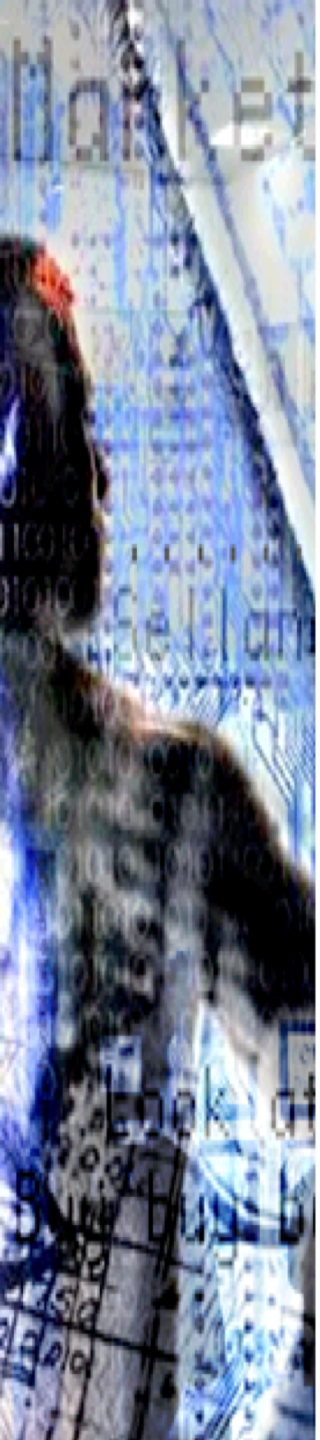
Letter Writing - Four parts

Introduction and statement of source

Reason for interest

Statement of relevance

Conclusion



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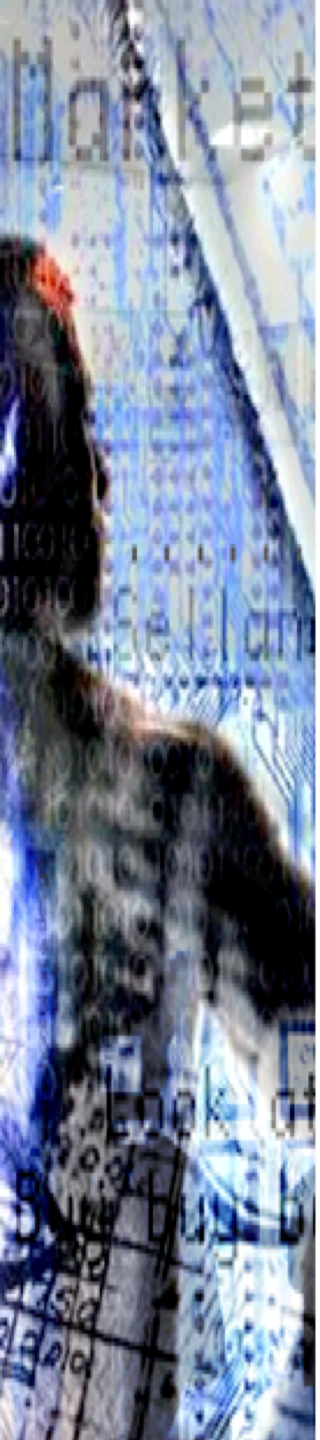
Letter writing in response to advertisements

Make contact with the employer or agency if possible

Discuss the job, show interest

Remind employer of the conversation in your letter

Be sure to quote correct reference no. or where the advertisement was seen



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Working with Agencies (Inc.Recruitment)

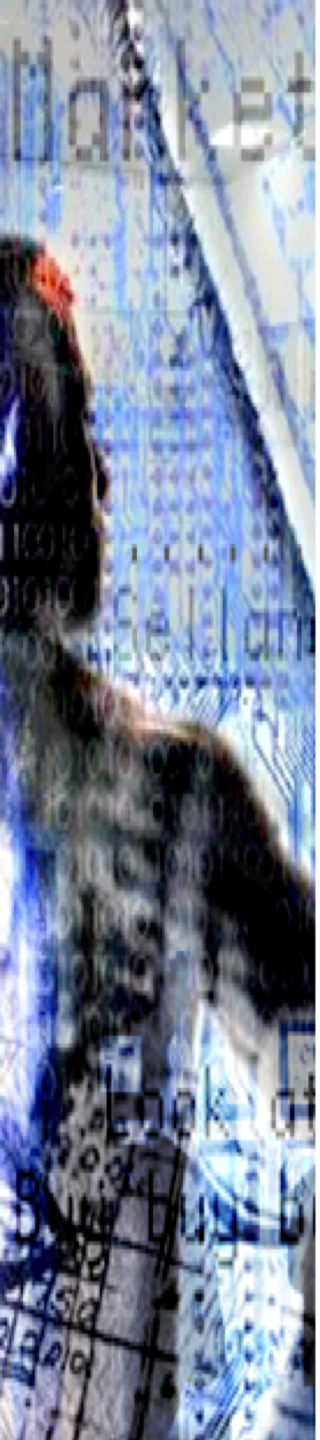
Agencies usually act as consultants to both the employer and the artist / designer

Discuss the job, joint interest is to get you into work.

Remind recruiter of conversation if rejected

Keep in touch and update whenever possible

Remain flexible in all correspondence



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CV design considerations

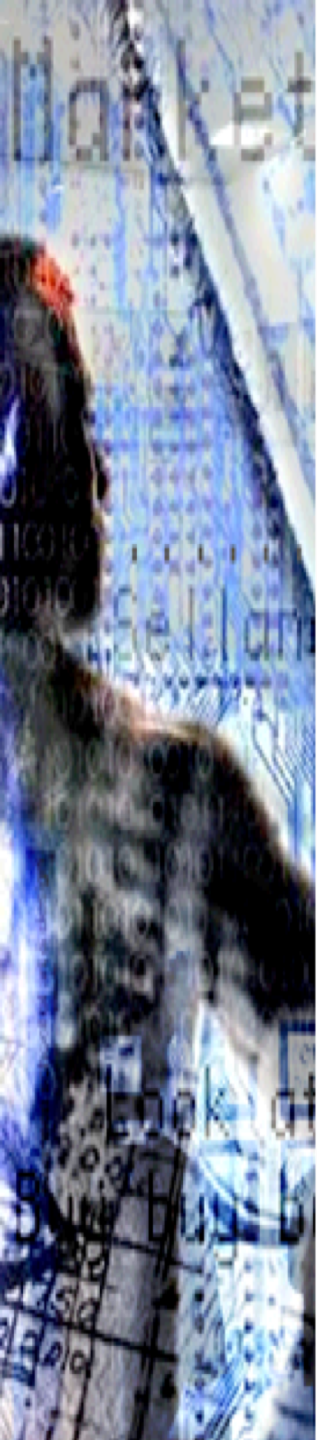
There are no set standards

A source or relevant information of interest to employer

Remains flexible / adaptable - can be easily modified

Is targeted towards employer's needs

Presented / designed for easy reading



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CV contents - a refresher

Personal details - why do you stand out?

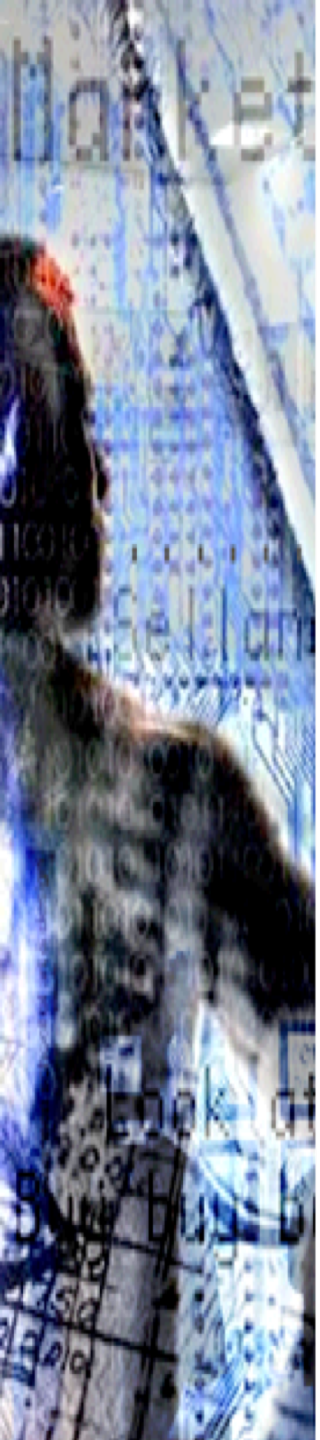
Skills and career summary

Key achievements

Qualifications gained / pending

Contact details (Including website)

References available on request



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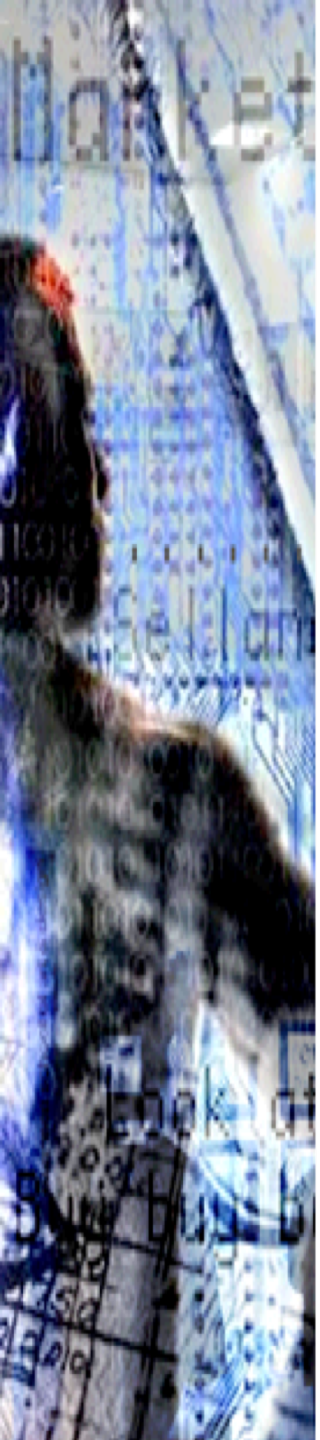
CVs - types and variations

Full CV - typically two pages

Concise CV - A stand alone snapshot, usually one page

Online CV - Prepared in bare text formats for easy transfer - kept simple and concise

Dedicated online CVs - registered on recruiter's database after being prepared via their CV builder webpage or standard forms supplied.



CVs - conclusion

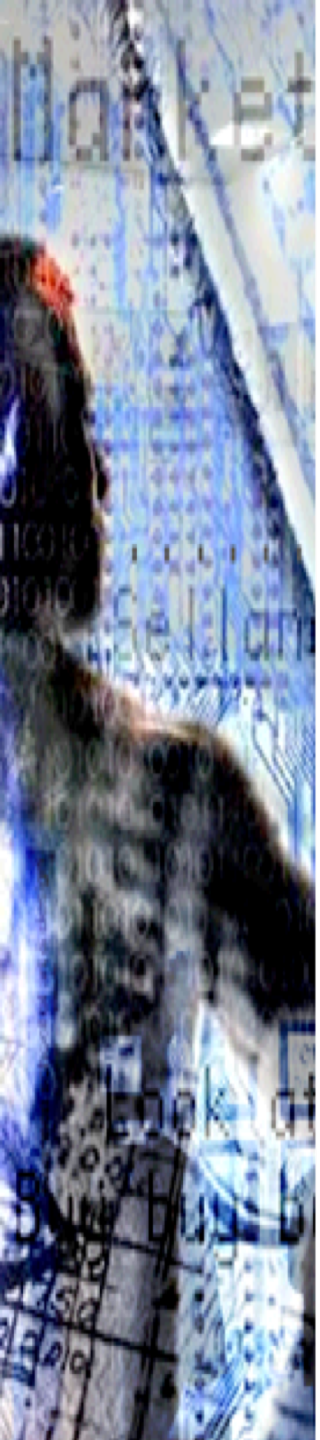
Tailor the CV to the job application whenever possible

Think of it from the employer's point of view

Get the relevant information over quickly and effectively

Punchy and positive throughout

If it isn't working - review it!



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CV Do's and Don'ts

Do

Keep it clear and simple.

Keep it short, maximum of 2 pages.

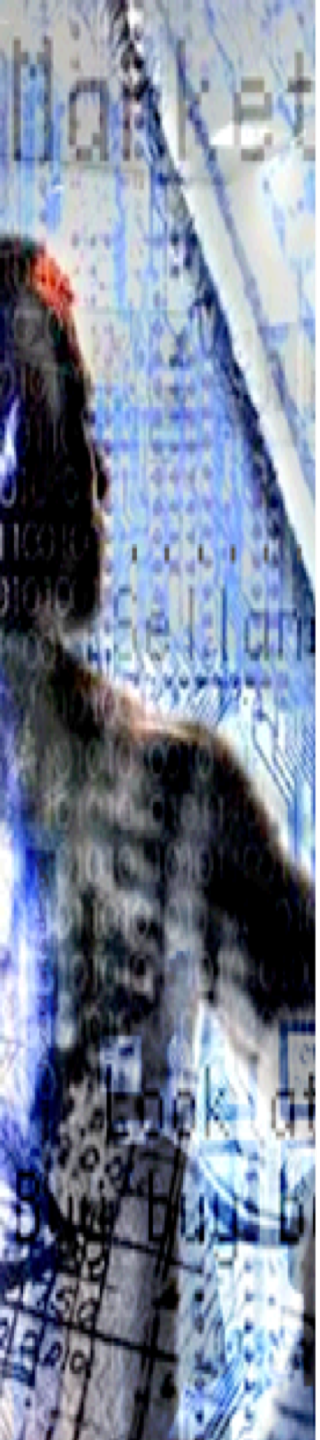
Be positive and elaborate on achievements and results.

Adapt your CV to different jobs and opportunities.

Know your CV thoroughly, its often the basis for interview.

Pay attention to layout, spelling and grammar.

Use short sentences, not long paragraphs.



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CV Do's and Don'ts

Don't

List salary requirements.

Disclose why you left your previous job.

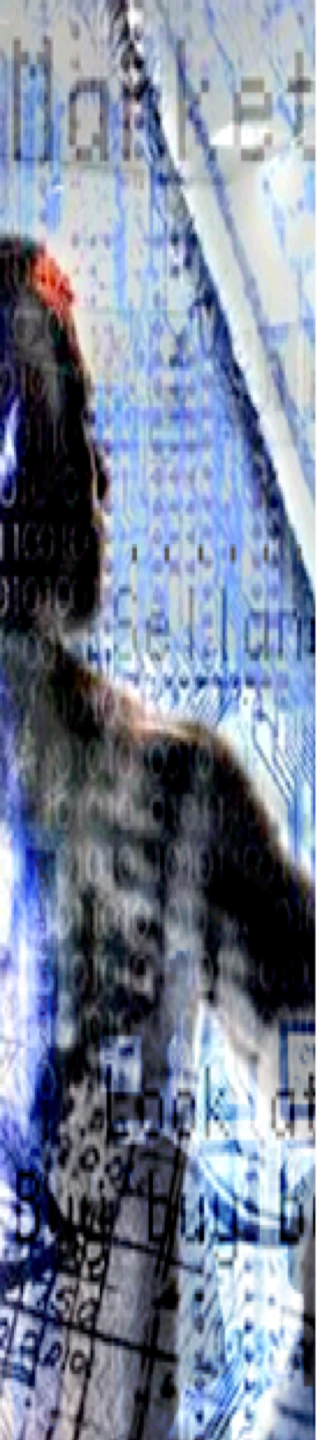
Have any spelling or grammatical errors.

Send cheap paper or poor photocopies.

Copy someone else's CV.

Invent information that you can't justify at an interview.

Highlight problems i.e. divorce, redundancy, health.



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Creative CV's

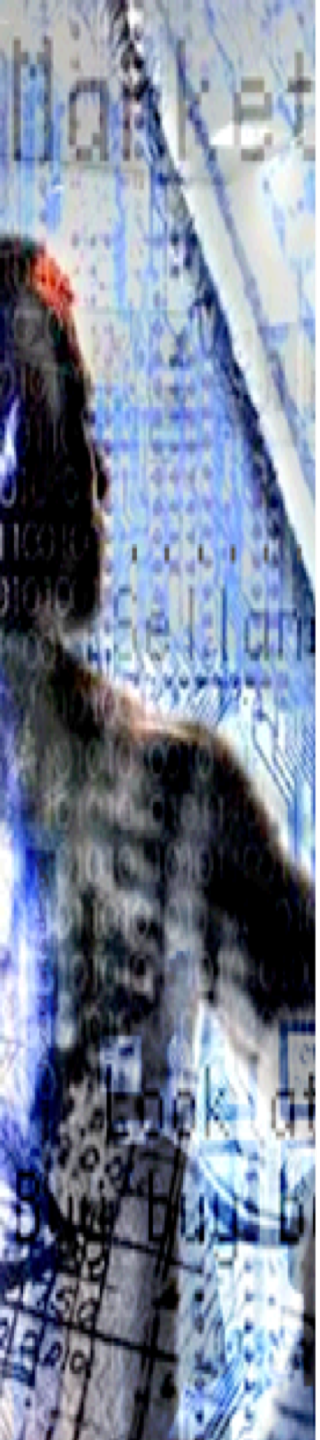
Don't let the medium interfere with the message.

Start by producing a standard CV.

Get the content right before focusing on the design.

A well designed CV would be expected from students who have studied a design-related degree.

You need to balance eye-catching/different with a sharp and professional promotion of your style.



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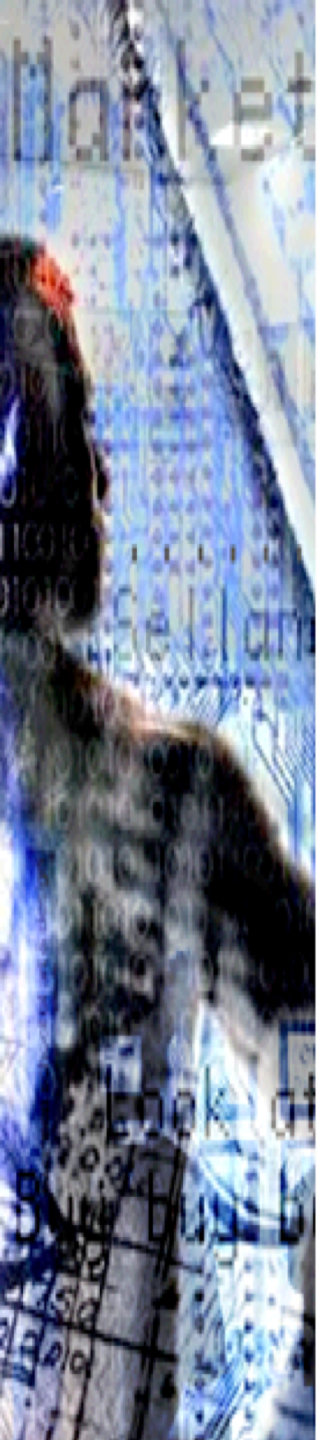
Creative CV's

Presentation is particularly important but that does not necessarily mean an unusual CV.

These are difficult to compose and tend to detract from the key purpose of the CV.

Let your real work do the talking, not the CV layout.

Don't include content such as graphics if they don't add any useful information about you as this is the sole purpose of a CV!



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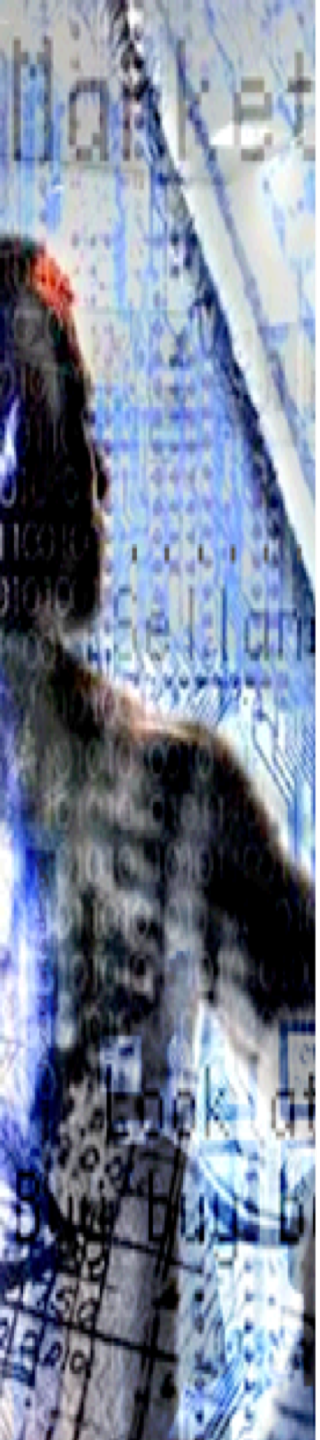
CVs – FAQ's

How long should a full CV be?

Generally speaking no more than two sides. One side CVs are perfectly acceptable but some graduates may have trouble fitting everything on to one side.

Do I need to include references?

Not unless the employer has specifically asked for them. Better to put 'References available upon request' at the bottom of your CV.



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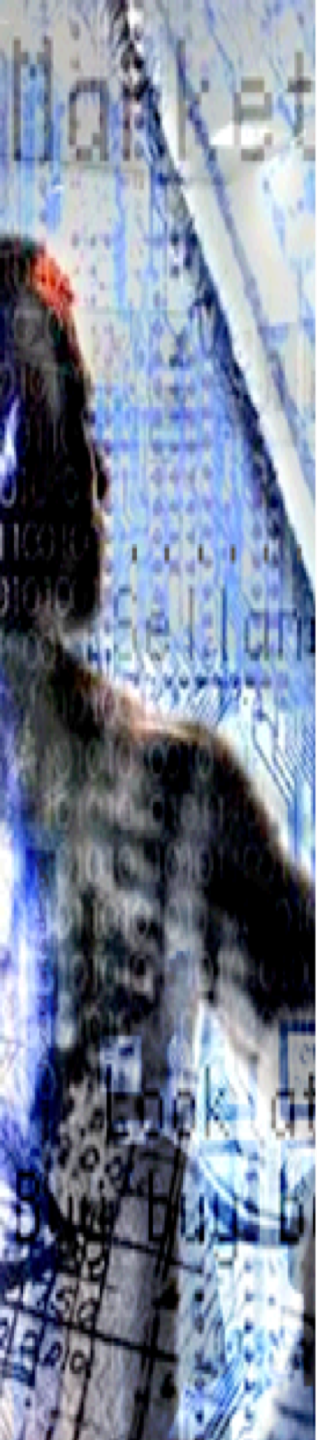
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CVs – FAQ's

What colour paper should I use?

White A4 size paper is perfectly acceptable - you don't need to buy some very expensive paper as the content and layout of the CV are the most important aspects.

A pale pastel colour is also if you want to be a little different, but don't use garish colours!



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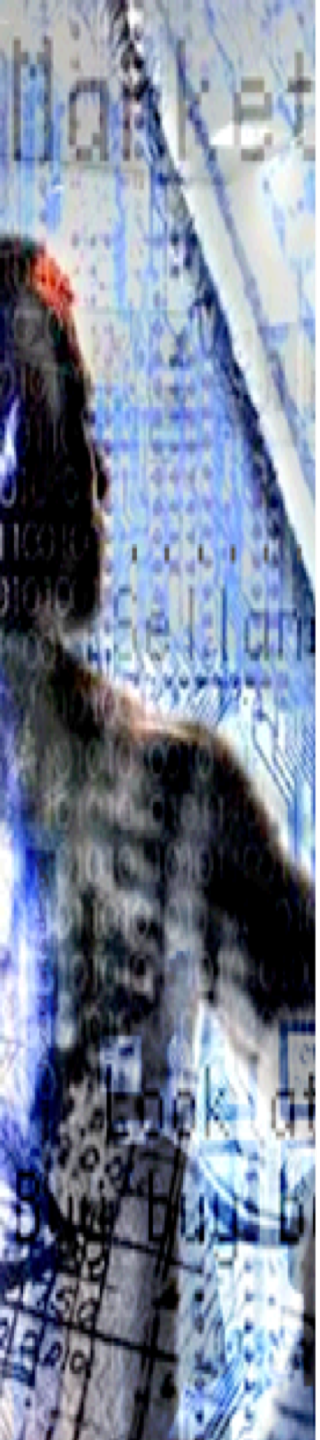
CVs – FAQ's

Do I always need a covering letter?

Yes! This should be no more than 1 side of A4. Research has shown that applicants who included a covering letter with their CV were 10% more likely to get a reply.

Should I include my age?

Since age discrimination legislation was implemented, you don't need to include your date of birth.



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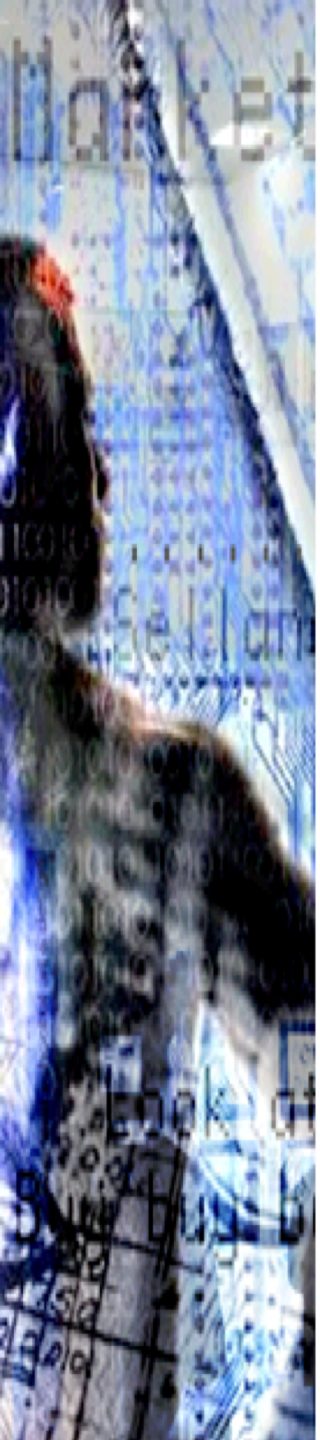
CVs – FAQ's

I'm not sure where I will be living after the summer, so what do I put down as my address?

Anywhere that you can rely upon.
Your parents'/relatives' address is usually a good idea. Somewhere the employer is able to contact you at. And quickly.

Should I include 'salary expectations' on my CV?

No, not unless you are specifically asked to.



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CVs - conclusion

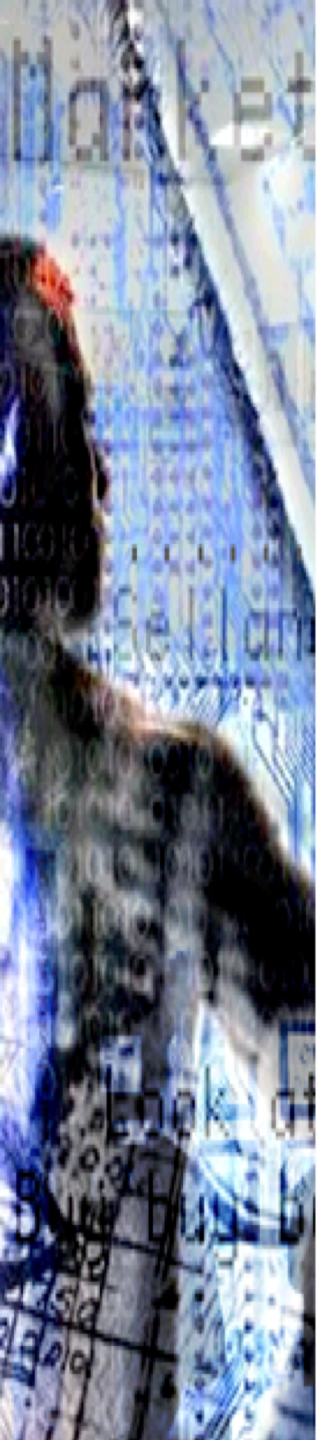
Tailor the CV to the job application whenever possible.

Think of it from the employer's point of view.

Get the relevant information over quickly and effectively.

Punchy and positive throughout.

If it isn't working - review it!



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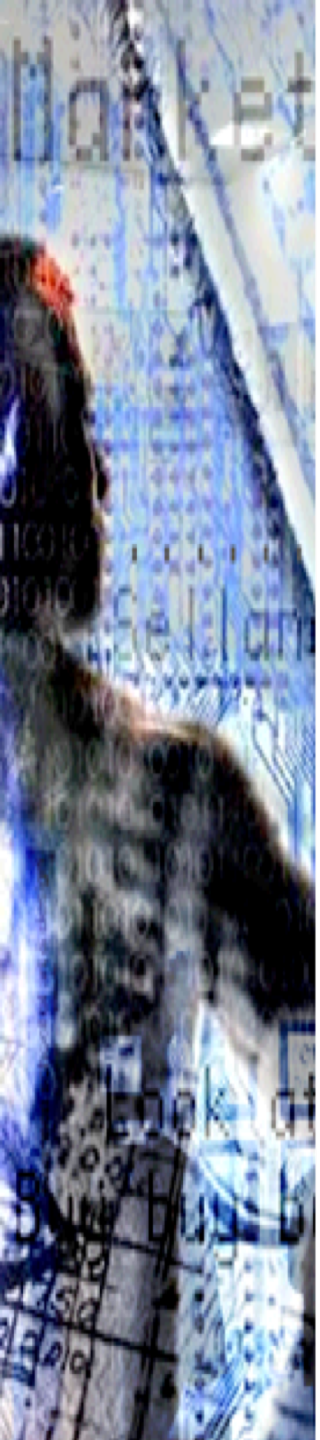
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CVs and letter writing



You will only get out of it what you put into it..

So get it right!



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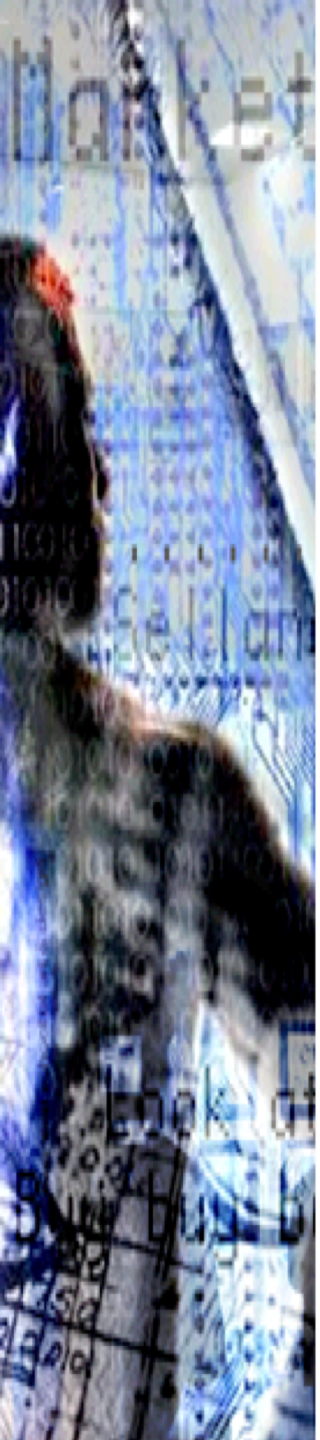
Your task

Find a job advertisement appropriate to your personal ideal prepared in lesson 1 (if possible)

Using the guidance given, put together a written application

Put together a full and a concise version of your CV

Include in your diary for assessment



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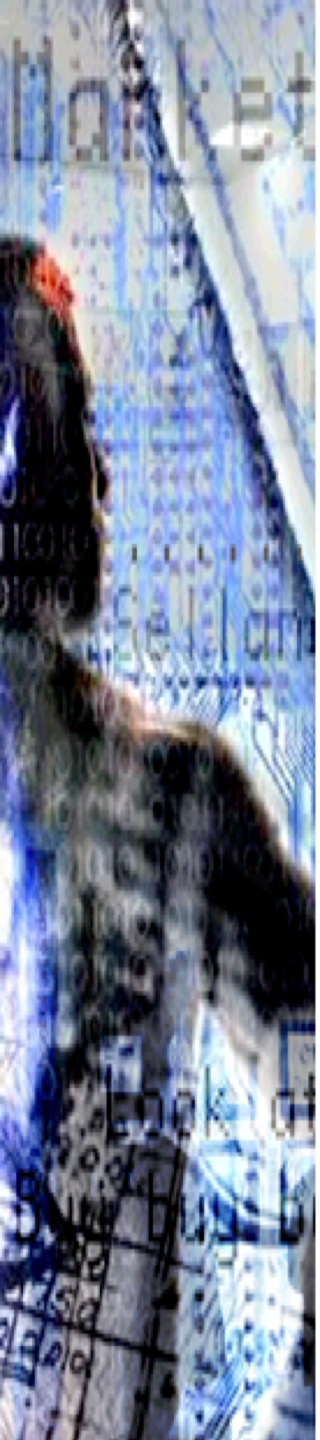
Ex-students comments

They said that my letter stood out, so thanks to you for that (Heather Pontin - ILAM)

these things (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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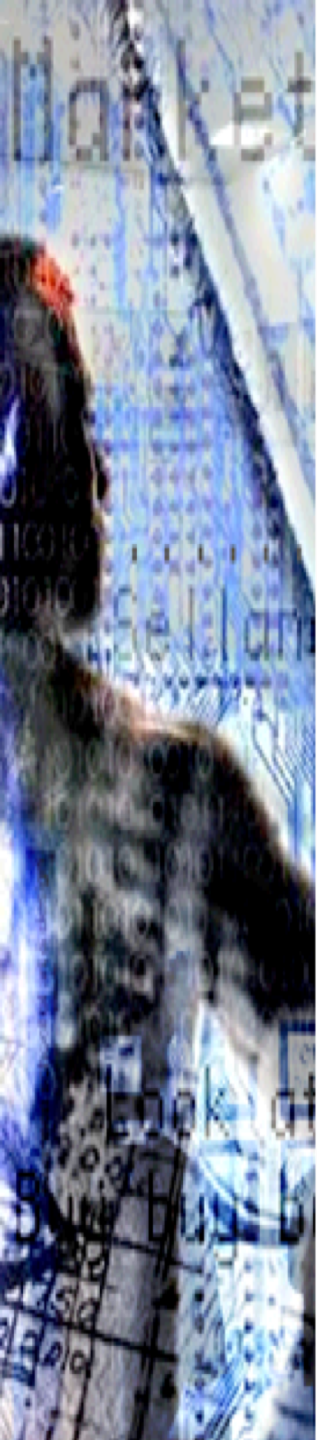
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Ex-students comments

On my second day my boss put a cv on my desk from a new graduate… basically it was everything you said not to do Andy - 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

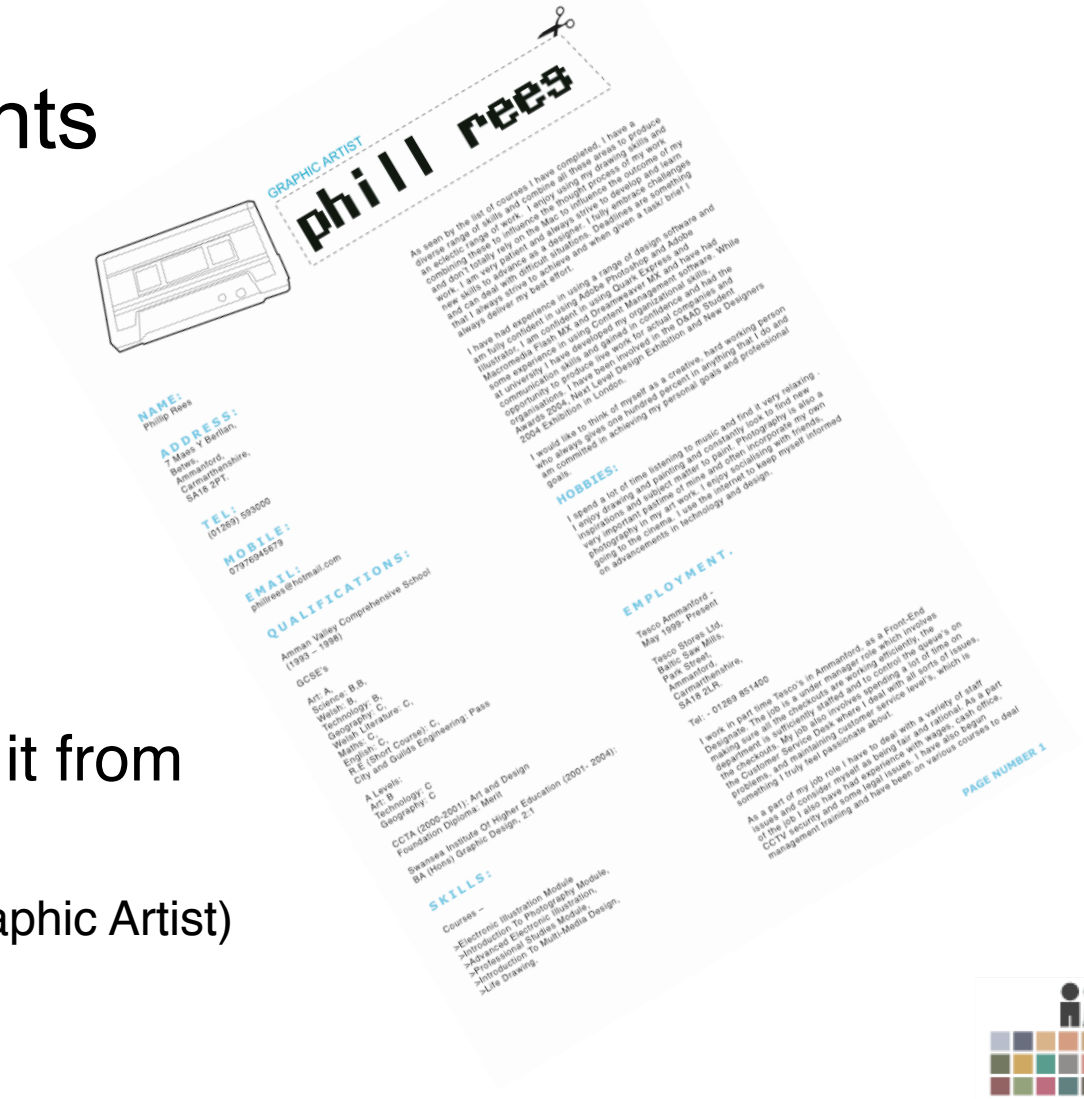
(Anne Scourfield - Blacksheep / Hello Advertising)



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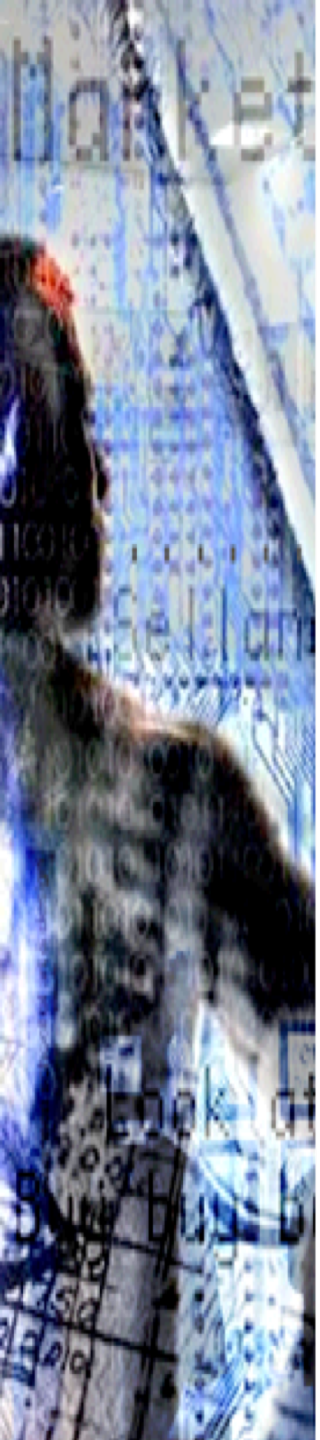
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Ex-students



…download it from my website

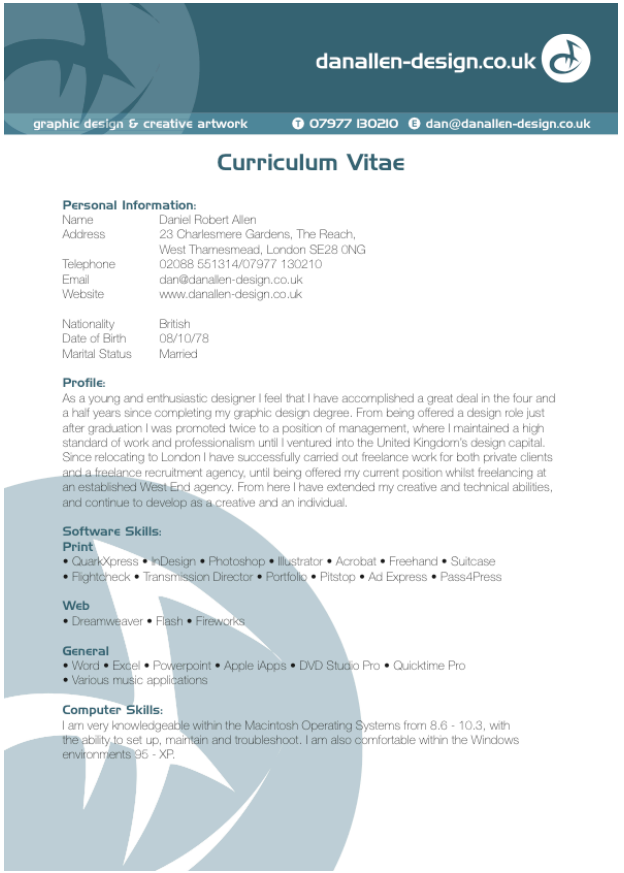
(Phill Rees - Graphic Artist)



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Ex-students



danallen-design.co.uk

graphic design & creative artwork 07977 130210 dan@danallen-design.co.uk

Curriculum Vitae

Personal Information:

Name	Daniel Robert Allen
Address	23 Charlesmere Gardens, The Reach, West Thamesmead, London SE28 0NG
Telephone	02088 551314/07977 130210
Email	dan@danallen-design.co.uk
Website	www.danallen-design.co.uk
Nationality	British
Date of Birth	08/10/78
Marital Status	Married

Profile:

As a young and enthusiastic designer I feel that I have accomplished a great deal in the four and a half years since completing my graphic design degree. From being offered a design role just after graduation I was promoted twice to a position of management, where I maintained a high standard of work and professionalism until I ventured into the United Kingdom's design capital. Since relocating to London I have successfully carried out freelance work for both private clients and a freelance recruitment agency, until being offered my current position whilst freelancing at an established West End agency. From here I have extended my creative and technical abilities, and continue to develop as a creative and an individual.

Software Skills:

Print

• QuarkXpress • InDesign • Photoshop • Illustrator • Acrobat • Freehand • Suitcase • Flightcheck • Transmission Director • Portfolio • Pitstop • Ad Express • Pass4Press

Web

• Dreamweaver • Flash • Fireworks

General

• Word • Excel • Powerpoint • Apple iApps • DVD Studio Pro • Quicktime Pro • Various music applications

Computer Skills:

I am very knowledgeable within the Macintosh Operating Systems from 8.6 - 10.3, with the ability to set up, maintain and troubleshoot. I am also comfortable within the Windows environments 95 - XP.

…download it from my website

(Dan Allen - Graphic Designer)



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