

A guide for Graphic Design students in

PROFESSIONAL PROMOTION

JOB HUNTING

PROFESSIONAL PROMOTION

- ◎ It is important to have a clear goal in terms of the type of employment you are wanting.
- ◎ It is also important to have goals beyond your immediate future.
- ◎ Ask yourself these questions:
 - ◎ What will I be doing this time next year?
 - ◎ What do I want to be doing in 5 years' time?

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- 
1. Any job what so ever that you can get
 2. Some integral job satisfaction
 3. Requires your expertise and talent / qualifications
 4. Offers / Requires extra training
 5. Offers internal promotion prospects
 6. Opens doors to bigger and better jobs

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- ◎ The smart job seeker in this industry knows the pyramid and compares it to their own ambitions.
- ◎ How high you climb is up to you – but doing it blindly means you could fall off or become stuck at some point.
- ◎ Always have a plan of action.

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- ⦿ Both Jobs and Freelance opportunities should be viewed with the pyramid in mind
- ⦿ “I had no idea how tough it was going to be on leaving college - or how important this simple lesson is...hadn't considered this before it was pointed out - glad I did, helped me to focus no end!!”

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- ◎ “I am now working for the Bright agency, at the start I was doing a mix of things from office management, to accounts, to design. Some of which I really didn't enjoy, but I kept thinking about your pyramid! Now as from next week I start as the full-time designer!”

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Job Hunting – Where & How to look.

- ⊙ Job Centres / Careers Centres.
- ⊙ National and Local Newspapers.
- ⊙ Journals, magazines & Agencies.
- ⊙ Employer's Premises.
- ⊙ The Web, social media, Linked In.

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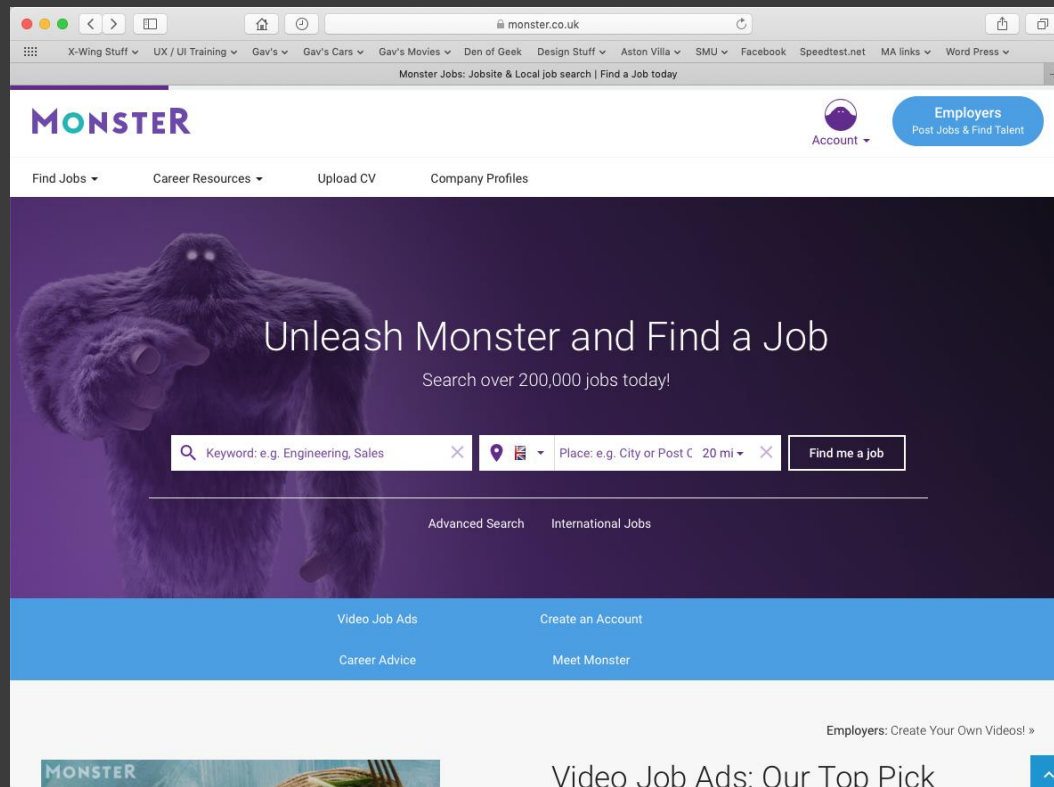
Job Hunting – Internet Applications.

- ◎ A continually expanding area.
- ◎ Companies will mostly advertise online.
- ◎ Use online specialist journals / magazines.
- ◎ Specialist recruitment websites.
- ◎ Online CV builders and search engines.

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Job Hunting – monster.co.uk.



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Job Hunting – fish4.co.uk

The screenshot shows the fish4.co.uk website in a browser window. The browser's address bar displays 'fish4.co.uk'. The website's navigation bar includes links for 'X-Wing Stuff', 'UX / UI Training', 'Gav's', 'Gav's Cars', 'Gav's Movies', 'Den of Geek', 'Design Stuff', 'Aston Villa', 'SMU', 'Facebook', 'Speedtest.net', 'MA links', and 'Word Press'. Below the navigation bar is a search bar with the text 'Search Jobs | Job Site for UK Jobs & Vacancies | Fish4'. The main header features the 'FISH4JOBS' logo, navigation links for 'Jobs', 'Recruiter A-Z', 'Job Alerts', and 'Career advice', and buttons for 'Login', 'Sign up', and 'Advertise a job'. The central section has a large orange background with the text 'Find your next local job'. Below this is a search form with two input fields: 'Keywords' (with the placeholder 'Enter your keywords') and 'Location' (with the placeholder 'Town, City or Postcode'). To the right of the 'Location' field is a dropdown menu set to 'Within 5 miles' and a search button with a magnifying glass icon. Below the search form, there is a section for 'Popular Searches' with links for 'Part-time jobs', 'Admin jobs', 'Retail jobs', 'Driver jobs', and 'Warehouse jobs'. The bottom section is titled 'YOUR RECOMMENDED JOBS' and includes a 'View all jobs' link. It displays a grid of job recommendations, each with a company logo, job title, and location. The recommendations are: 'Arved person' (Location: ow), 'Drivers' (Location: Nationwide), 'Receptionist / Administrator' (Location: Cheltenham), 'Biology Technician' (Location: Manchester), 'Attendance Manager' (Location: Ingatestone), 'Facilities Officer' (Location: Waltham Cross), and 'HGV Class' (Location: Stoke-on).

FISH4JOBS Jobs Recruiter A-Z Job Alerts Career advice Login Sign up Advertise a job

Find your next local job

Keywords **Location**

Enter your keywords Town, City or Postcode Within 5 miles

Popular Searches: Part-time jobs | Admin jobs | Retail jobs | Driver jobs | Warehouse jobs

YOUR RECOMMENDED JOBS

View all jobs ►

Company Logo	Job Title	Location
AST	Arved person	ow
LAE	Drivers	Nationwide
Cheltenham	Receptionist / Administrator	Cheltenham
mgs	Biology Technician	Manchester
European Union	Attendance Manager	Ingatestone
g	Facilities Officer	Waltham Cross
DL	HGV Class	Stoke-on

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Job Hunting – jobs.ac.uk

The screenshot shows the jobs.ac.uk website interface. At the top, there's a navigation bar with links like 'X-Wing Stuff', 'UX / UI Training', 'Gav's', 'Gav's Cars', 'Gav's Movies', 'Den of Geek', 'Design Stuff', 'Aston Villa', 'SMU', 'Facebook', 'Speedtest.net', 'MA links', and 'Word Press'. Below this is a search bar and a list of categories: 'Jobs', 'Job Search', 'Job Vacancies on jobs.ac.uk'.

The main content area features a large banner with the text 'Use your PhD to help children reach their potential with Researchers in Schools' and a photo of a group of people. Below the banner, there's a section titled 'GREAT JOBS FOR BRIGHT PEOPLE' with a search bar and filters for 'Location' and 'Within 0 miles'. A 'Search' button is prominently displayed.

On the left side, there's a sidebar with various job categories and featured jobs, including 'China', 'Research in Germany', 'Spotlight', 'OUTSTANDING OPPORTUNITIES', 'Strathclyde Glasgow', 'Global Talent Programme', and 'Opportunities at Zhejiang University'.

On the right side, there's a 'Featured Industry' section with 'Working in Life Sciences' and 'college.jobs.ac.uk'. Below this is a 'Featured Jobs' section with 'WARWICK EMPLOYMENT GROUP', 'Digital Marketing Officer (SEO)', 'QUEEN'S UNIVERSITY BELFAST', 'Professors and Lecturers in Computer Science', 'London South Bank University', 'Positions in the School of the Built Environment and Architecture', 'HR Director', and 'WARWICK EMPLOYMENT GROUP Recruitment'.

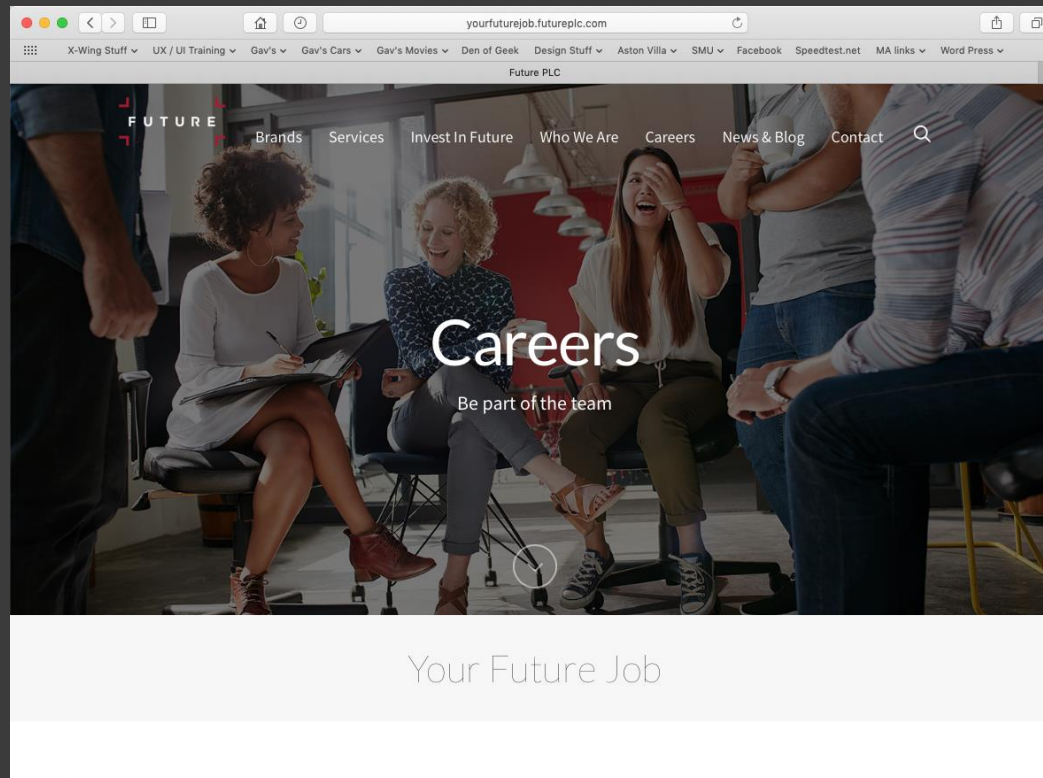
The bottom section displays a table of 'Academic Discipline / Field of Expertise' with the following data:

Academic Discipline / Field of Expertise	Count
Search All	
Agriculture, Food & Veterinary	102
Architecture, Building & Planning	75
Biological Sciences	679
Business & Management Studies	406
Computer Sciences	689
Creative Arts & Design	187
Historical & Philosophical Studies	128
Information Management & Librarianship	70
Languages, Literature & Culture	156
Law	97
Mathematics & Statistics	495
Media & Communications	96
Physical & Environmental Sciences	639

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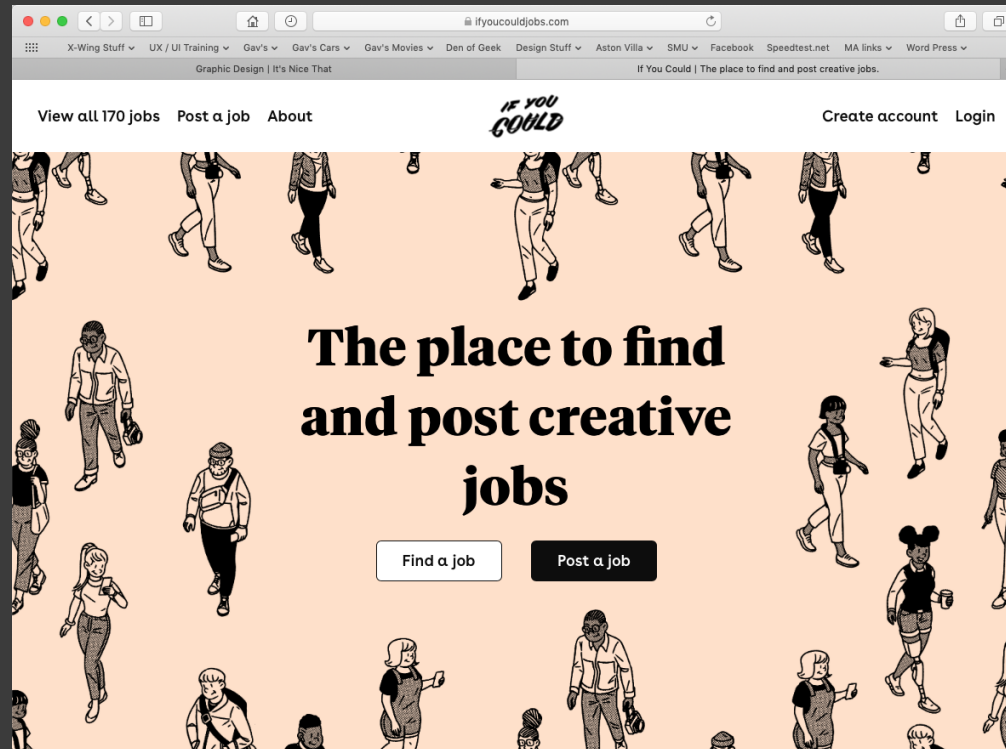
Job Hunting – yourfuturejob.futureplc.com



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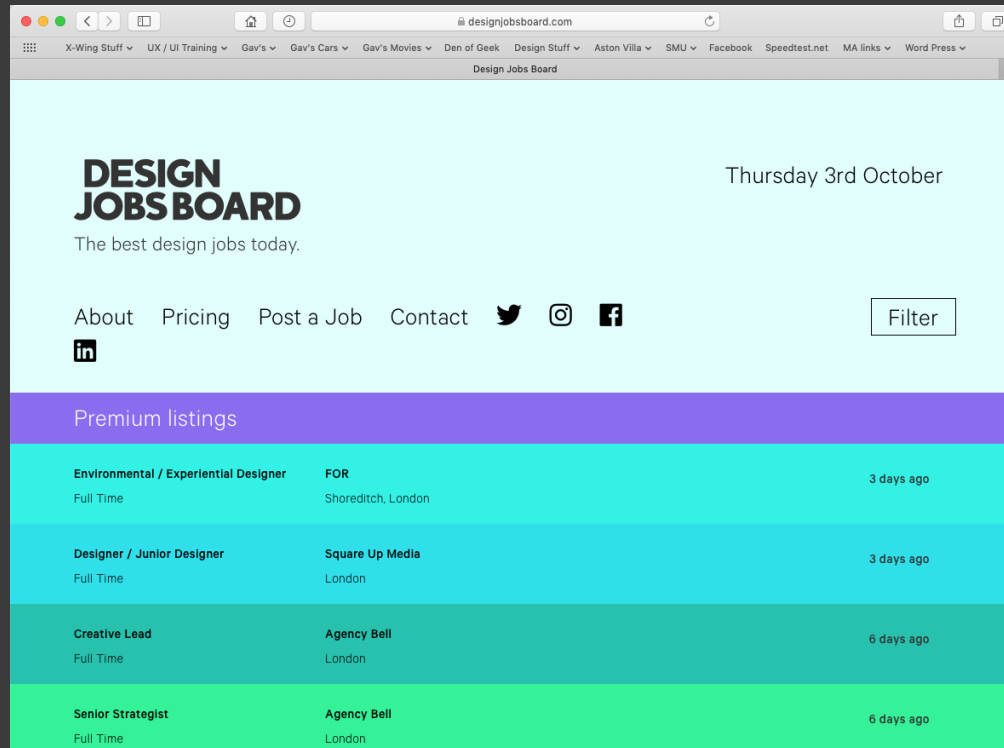
Job Hunting – ifyoucouldjobs.com



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Job Hunting – designjobsboard.com



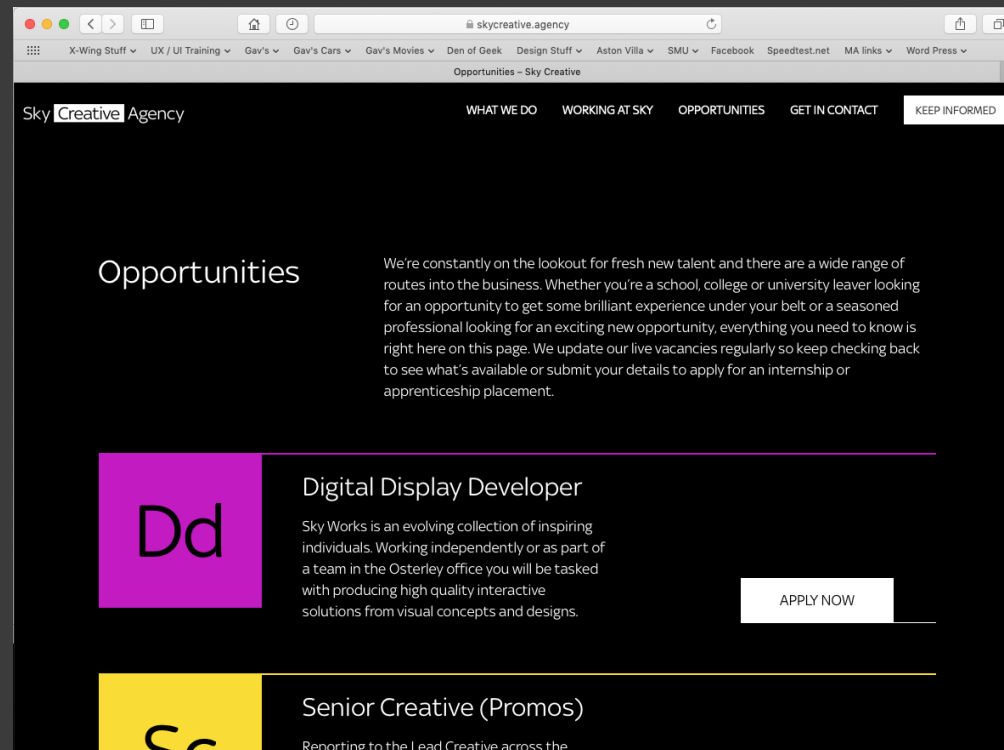
The screenshot shows the designjobsboard.com website. The header includes the site logo, the date "Thursday 3rd October", and navigation links: About, Pricing, Post a Job, Contact, and social media icons for Twitter, Instagram, Facebook, and LinkedIn. A "Filter" button is also present. Below the header is a section titled "Premium listings" which contains a table of job opportunities.

Job Title	Company	Location	Posted
Environmental / Experiential Designer Full Time	FOR	Shoreditch, London	3 days ago
Designer / Junior Designer Full Time	Square Up Media	London	3 days ago
Creative Lead Full Time	Agency Bell	London	6 days ago
Senior Strategist Full Time	Agency Bell	London	6 days ago

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Job Hunting – creative.sky/work-with-us/



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Job Hunting.

- ⦿ Are all jobs advertised?
- ⦿ No they are not.
- ⦿ The majority of vacancies are not advertised!?!
- ⦿ Here is how to go about finding them.

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Job Hunting.

- ⦿ Do your research on the companies you want to work for.
- ⦿ Make contact with the right people in the company. (follow them on Twitter (X) / Instagram if you can)
- ⦿ Phone or Visit... Use the 'experience ruse'.
- ⦿ Use Graduate Recruitment schemes if available.
- ⦿ Get networking.

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Job Hunting – Ex Student Comments.

- ◎ “they had an advert for somebody to do a newsletter up in their notice-board.”
(Heather Pontin)
- ◎ “... got that (job) directly off their website.”
(Colin Higgins)
- ◎ “I got my job from an Internet recruitment site.”
(Ben Louis - Smith)

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Job Hunting – Ex Student Comments.

- ◎ “Both my jobs have been as a result of knowing people who spoke well of me.”
(Aron Cserveny)
- ◎ “There’s a lot of different kinds of work out there - think beyond the obvious things.”
(Helen Richards)
- ◎ “I didn’t realize that I would get so many knock-backs - my notes kept me sane.”
(Sarah Kift)

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Job Hunting – Ex Student Comments.

- ◎ “One of the lads told a foreman that I did design at Uni and before long I was doing odd (illustration) jobs for them... they are looking like a regular client now.”

(Damien O’Farrell)

- ◎ “I didn’t realise who they were at our show - thanks for pointing them out... saying the right things got me in right away.”

(Anne Scourfield)

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Job Hunting – Ex Student Comments.

- ⊙ “When you leave uni just get yourself out there... don’t give up!”
(Phil Rees)
- ⊙ “Even years after graduating the advice in Professional Promotion is still very important.”
(Phil Rees)
- ⊙ “Always have access to your work, you never know who you could meet and when.”
(James Gray King)

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Job Hunting – Ex Student Comments.

- © “I was hired by UWTSD to become an inhouse Assistant Graphic Designer. My colleagues and I are graduates from Swansea College of Art too!”
(Jeonard Cruz)
- © “You really never know where you might end up, you should apply even if you think you are under qualified because you might end up being exactly what they’re looking for!”
(Rebecca Hodgson)

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Job Hunting – Ex Student Comments.

- © “I landed another design job which paid really well but was essentially a job where I traced over baby scans and I wasn’t developing or learning and it was a choice between becoming a better designer or settling for good money in a repetitive job...”
- © “...I am now in my third design job in a year which probably sounds terrible but that was my journey to find a design job where I have been learning and growing as a designer with the promise of a promotion and pay rise in the very near future .”
(Joelle Evans)

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Job Hunting – Ex Student Comments.

- © “Personally, I feel there is a lot of pressure in the modern world to get a high paying job in a big city after university BUT do not be a sheep...you are on your own path and it's important you pave your own way.

Put yourself out there to the companies you aspire to work at, send your CV & portfolio because you never know what could happen.”

(Laura Wade)

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Job Hunting – Ex Student Comments.

- ◎ “Sending off my CV to companies who were not advertising vacancies has really helped because they always keep your details on file and contact you when something comes up. As a result of this I have an interview next week.”
(Laura Jones)
- ◎ “Start looking at about April/May. Even if you don’t apply for anything you’ll be aware of what companies are looking for.”
(Rebecca Hodgson)

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Job Hunting – Exhibitions.

- ◎ You will all have the opportunity to exhibit your work at the end of this year in an Exhibition.
- ◎ You will also need to make sure that you have a good online portfolio / website that you can point potential employers to.
- ◎ You will need to make the most of these opportunities as there will be visitors looking to employ you.

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Job Hunting – Task.

- ◎ Find a job that you could do as a graduate.
- ◎ Consider location...are you willing to up sticks and move to a new area?
- ◎ Consider your salary...what do you want as a starting wage? Can you survive on that amount of money?

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Choose a job you love
and you will never have
to work a day in your life.

Confucius

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Even the weariest river
winds somewhere
safe to sea.

*From The Garden of Proserpine
by Algernon Charles Swinburne*

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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 quickly get overlooked.

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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 questions 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 type of job you are looking for as it is in their interest to get you into work.
- ⊙ Remind recruiter of conversation if rejected.
- ⊙ Keep in touch and updated often.

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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 employer's needs & make them easy to read.

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CV design – Side note.

- ◎ You are Graphic Designers.
- ◎ Typography and layout is very much your thing.
- ◎ Designing a well organised CV should be bread and butter for you.
- ◎ #justSaying

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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 **but you must ask us first.**
- © We can only comment on your academic ability and how you function as a designer.
- © We cannot write references for accommodation applications or anything directly to do with money.
- © We are obliged to be as honest as we can, and we can also refuse to give a reference.

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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 – this is usually part of an online application process.

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CVs – Conclusion.

- ◎ Tailor the CV to the job application whenever possible.
- ◎ Try to think from the employer's 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)

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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)

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Ex Students.

🌀 **Design** your CV.

🌀 Have it downloadable from your website.



GRAPHIC ARTIST

phill rees

NAME:
Phillip Rees

ADDRESS:
7 Maes Y Berllan,
Betws,
Ammanford,
Carmarthenshire,
SA18 2PT.

TEL:
(01269) 593000

MOBILE:
07976945679

EMAIL:
phillrees@hotmail.com

QUALIFICATIONS:
Amman Valley Comprehensive School
(1993 – 1998)

GCSE's
Art: A,
Science: B,B,
Welsh: B,
Technology: B,
Geography: C,
Welsh Literature: C,
Maths: C,
English: C,
R.E (Short Course): C,
City and Guilds Engineering: Pass

A Levels:
Art: B
Technology: C
Geography: C

CCTA (2000-2001): Art and Design
Foundation Diploma: Merit

Swansea Institute Of Higher Education (2001- 2004):
BA (Hons) Graphic Design, 2:1

SKILLS:
Courses –
>Electronic Illustration Module,
>Introduction To Photography Module,
>Advanced Electronic Illustration,
>Professional Studies Module,
>Introduction To Multi-Media Design,
>Life Drawing.

As seen by the list of courses I have completed, I have a diverse range of skills and combine all these areas to produce an eclectic range of work. I enjoy using my drawing skills and combining these to influence the thought process of my work and don't totally rely on the Mac to influence the outcome of my work. I am very patient and always strive to develop and learn new skills to advance as a designer. I fully embrace challenges and can deal with difficult situations. Deadlines are something that I always strive to achieve and when given a task/ brief I always deliver my best effort.

I have had experience in using a range of design software and am fully confident in using Adobe Photoshop and Adobe Illustrator. I am confident in using Quark Express and Macromedia Flash MX and Dreamweaver MX and have had some experience in using Content Management software. While at university I have developed my organizational skills, communication skills and gained in confidence and had the opportunity to produce live work for actual companies and organisations. I have been involved in the D&D Student Awards 2004, Next Level Design Exhibition and New Designers 2004 Exhibition in London.

I would like to think of myself as a creative, hard working person who always gives one hundred percent in anything that I do and am committed in achieving my personal goals and professional goals.

HOBBIES:
I spend a lot of time listening to music and find it very relaxing. I enjoy drawing and painting and constantly look to find new inspirations and subject matter to paint. Photography is also a very important pastime of mine and often incorporate my own photography in my art work. I enjoy socialising with friends, going to the cinema. I use the internet to keep myself informed on advancements in technology and design.

EMPLOYMENT.
Tesco Ammanford -
May 1999 - Present
Tesco Stores Ltd,
Baltic Saw Mills,
Park Street,
Ammanford,
Carmarthenshire,
SA18 2LR.
Tel: - 01269 851400

I work in part time Tesco's in Ammanford, as a Front-End Designate. The job is a under manager role which involves making sure all the checkouts are working efficiently, the department is sufficiently staffed and to control the queue's on the checkouts. My job also involves spending a lot of time on the Customer Service Desk where I deal with all sorts of issues, problems, and maintaining customer service level's, which is something I truly feel passionate about.

As a part of my job role I have to deal with a variety of staff issues and consider myself as being fair and rational. As a part of the job I also have had experience with wages, cash office, CCTV security and some legal issues. I have also begun management training and have been on various courses to deal

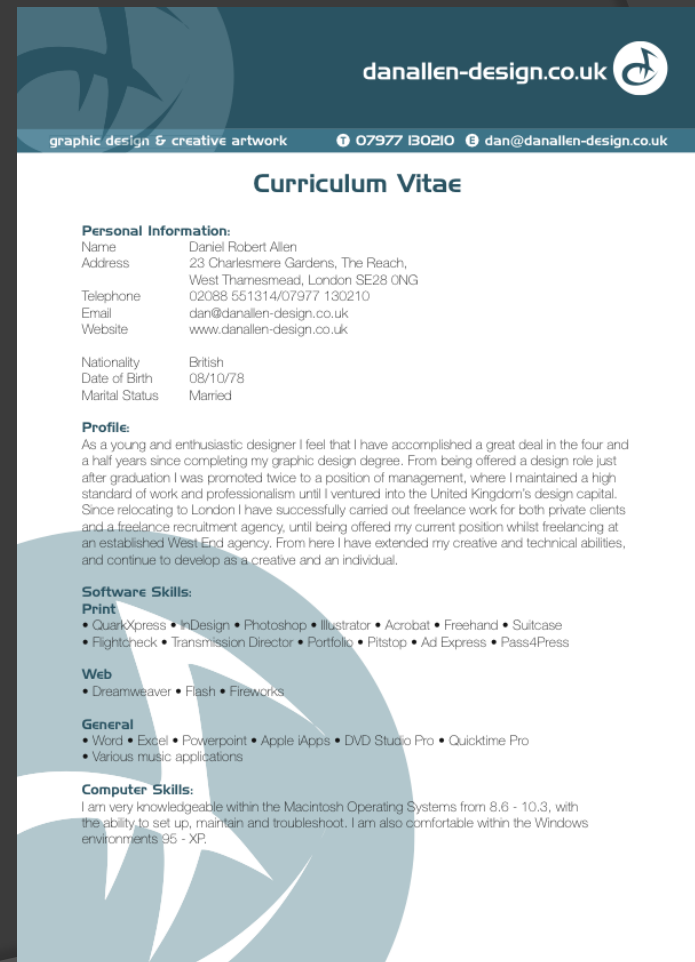
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Ex Students.

- ① **Design** your CV.
- ① Have it downloadable from your website.



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Ex Students comments.

- © “There's so many people competing for the same job. Make sure the design of your cv stands out. It's a way of them to get to know you.”
- © “The cover letter is so important, I can't stress it enough, they do read them, be passionate when you're writing them.”
(Nathan Griffiths)

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Ex Students comments.

- ⦿ “Design your CV so it reflects you and the way you design. Design/do something so that you are remembered by employers.”
(Jade Ponting)
- ⦿ “Seriously, research the companies that you are applying too. It shows that you are interested in them and what they do.”
(Anonymous)

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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.
(For practice).
- ◎ 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

