

The Interview (or Briefing)



Self Promotion

Look Good - Be professional and presentable

Portfolios - Hard copies, digital copies, how many?

Websites - Swap links, post work on design sites/forums, engage with industry

Be aware - Advertising and design publications, what's going on?

Get out there - Identify your market, then approach it!

Preparing for Interview/Briefing

Have you called and asked about the environment and resources that will be on hand?

Have you researched the company and know all about them?

Is your folio layout and content appropriate?

Have you prepared some specific questions to ask?

Interview/Briefing

**Applying - Trade Journals, National Press, Web,
Cold Calling?**

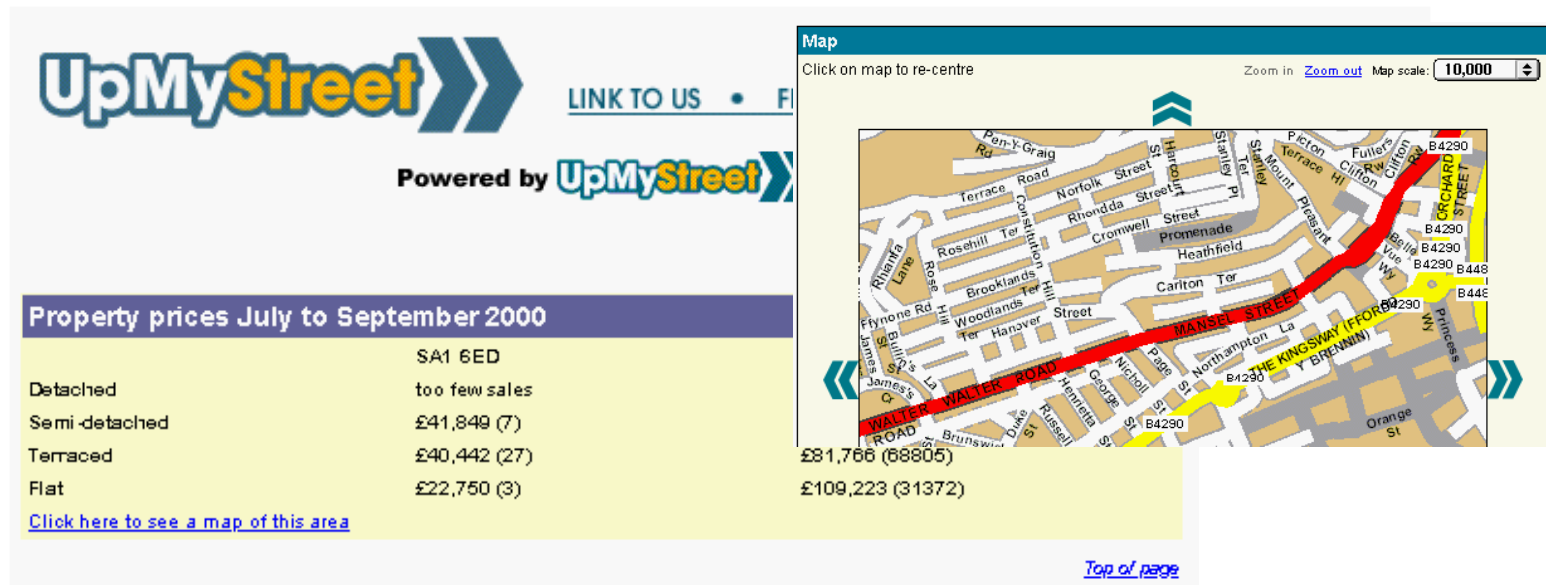
Turn up appropriately dressed and on time

Think before you answer, be prepared

Think of questions in advance

Preparing for Interview

Have you researched the area ?



Will you be happy there - and can you afford it etc?

Preparing for Interview

So you know what the area is like..what next?

Transport organised - maps etc. at the ready?

Appropriate clothes are ready to wear?

Plan what you will say - avoiding notes - test yourself

Keep that interview letter with you

Plan to be there - up to half an hour early

Check that the interviewer's name is correct

Interview – Keep in Mind

The interviewer needs someone like you

Leave pauses, time to think about answers – don't feel you have to fill every silence with chatter!

Don't know? Express a willingness to learn

Interview – Question Examples

Why are you interested in this job?

Why are you particularly suited to it?

How much would this cost?

Have you worked in a team and how did you contribute?

If there was this problem.. How would you tackle it?

Why would you use this computer programme?

Interview – Question Examples

Describe your career aspirations

What are your personal strengths?

..and weaknesses?

What will you bring to the company?

Tell me about a dispute that you had to resolve

Tell me about a major change in your life

Interview – Question Examples

How would you improve this work in your portfolio?

How long would this take?

How competent are you on the Mac/programmes?

What live projects have you done?

Where else have you applied?

Are you prepared to do a test on the Mac right now?

Interview – Question Examples

These questions are designed to unhinge you

So always, always keep cool

Simply give it your best shot

Watch out for change of pace, keep on your guard for the next similar question

All of these examples came from ex - students!

Interview – Keep in Mind

The interviewer needs someone like you.

Leave pauses, time to think about answers – don't feel you have to fill every silence with chatter!

Don't know? Express a willingness to learn.

Interview – Keep in Mind

You are constantly presenting yourself

So always, always keep cool

Try to retain composure and confidence

Pleasant smiles help, even if they are not returned

Interview – Keep in Mind

Watch out for defensive body language, it can creep up on you

Keep natural eye contact with the person asking the question

Don't forget the other interviewers if there is more than one

Interview – Presentation and Body Language

Wear what is appropriate for the post and the company.

It may vary from smart, formal wear in some instances to very formal dress in others.

Try and get an insight into what the company would expect from employees or through observation.

Interview – Presentation and Body Language

Once you are ushered into the interview room there will usually be a short exchange of pleasantries and ice breaking.

Don't be fooled by this time - it really is designed to put you at ease in most circumstances, but these initial moments are the most formative.

First impressions really do count!

Interview – Presentation and Body Language

Remember you are constantly presenting yourself so here are some simple rules:

Sit comfortably with both feet on the floor, lean slightly towards the interviewer.

Don't play with your hair or your hands and keep hands out of your pockets!

Try not to create defensive barriers between you and them, like a brief case on your knees, folded arms or crossed legs.

Interview – Your Questions

When your turn comes for questions be prepared....

What are the main responsibilities?

What problems are commonly encountered?

What kind of time frames are normal?

How does the team operate? (Who will you work with?)

What plans do they have for future development?

Your Questions - Examples

Interview – Your Questions

If selected for this position, what are some challenges or problem areas you'd hope or expect that I could jump in and immediately contribute to or collaborate on?

Interview – Your Questions

Can you describe what types of projects you foresee me working on in the first six months and with whom?

Interview – Your Questions

If selected for the position, what are two or three things I could do to lighten your load or more immediately help you achieve organisational goals?

Interview – Your Questions

What do you love most about working here, and what did you find most surprising about the culture when you first started?

Interview – Your Questions

Does it matter what questions you ask?

By asking great questions during the job interview, you will accomplish a couple of things

First, you will help interviewers gain some insight into how you think

Interview – Your Questions

Second, you want to make sure that you use the interview as a time to demonstrate your desire to better understand the organization;

To learn about its pain points and challenges and leave interviewers with confidence that you'll fit in and make immediate contributions to the team.

Interview – Leave until last

Any questions about terms and conditions / pay etc.

Ask these only if you have to, they can always be checked later if the job is offered

A pleasant thanks for their time

With a reminder of how interesting its been

Even if by now you hate them!!!

Interview – After the Interview

Make some notes on the journey home or asap

What in your mind went well, or didn't?

What surprises where there?

You will re-live your answers, jot some down

This will become a valuable source of reference

Interview – After the Interview

If you are unsuccessful make contact with the interviewer and ask for feedback

Where did you perform well?

What can you improve?

Look at it not as a failure, but a learning experience



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Remember, it's your head on the chopping block!