

Professional Communication

Workshop

What Types of Communication are there?

The four most common types are:

Interpersonal Communication

Non Verbal Communication

Written Communication

Oral Communication

What are examples interpersonal skills

Self Confidence

Positive Attitude

Communication

Team Player

Critical Thinking and Problem Solving

Time Management Skills

Coping with Pressure

Flexibility

Ability to Accept Constructive Feedback

Strong Work Ethic

What is Non Verbal Communication?

Eye contact

Voice

How Close we Stand

Gestures

Even when silent you are still communicating non Verbally?

Facial expression

Emails

Emails should be composed, each one is permanent it will never go completely away and each one reflects on you, They should include:

- What is your email address?
- A Subject Line
- A salutation and a device to establish the tone and reflect a relationship
- Unified content one topic only, with multiple paragraphs for messages addressing complex issues or multiple subtopic
- A complimentary closing

Inappropriate email addresses:

death_metal_kitty@hotmail.com

demented_bovine@gnumail.com

so_kiss_me@hotmail.com

platypus_mcdandruff@gnumail.com

busty-beth@gnumail.com

flockynockyhillipilification@gnumail.com

virgin_on_the_ridiculous@hotmail.com

yourmywifenowgraham@gnumail.com

original_madcow_jane@gnumail.com

circle-of-despair@gnumail.com

rage_against_the_trolley_fish@mail.com

sexylikewoaaaah@hotmail.com

Subject lines:

- specific, with a brief but clear summary of the email's topic
- comprehensible, with minimal jargon
- consistent in tone with the recipient, message, and purpose.

Salutations should:

- Begin with a greeting, address the recipient by name
- Avoid using colloquial language.

Content should:

- get directly to the point, stating the purpose and topic in the first paragraph (usually the first line)
- be brief but sufficiently developed to completely address the issue
- use specifics (Oct. 28 at 1:00 PM) rather than generalities (late next week, early afternoon);
- be written in paragraphs from two to five sentences.

To sign off email

- match the level of formality established in the salutation and body
- reflect the nature of the relationship with the recipient

WEBSITE TASK

In small Groups check out the following artist websites and discuss which you think is the best and why

Alfredo Jaar

Andreas Gursky

Anastasia Taylor-Lind

Felicity Hammond

Andrew Chittock

KennardPhillipps

Peter Watkins

Batia Suter

Imperial Courts –Dana Lixenberg

Taryn Simon

Lauren Greenfield

Susan Meiselas

Rut Bless Luxemburg

Why design your own website...

- To get your work seen
- First stop for editors, curators and potential clients
- It's the centre-piece of your online presence
- You can direct clients here

What Should my website be like

- **Quick to load**
- **Well designed**
- **Easy to navigate**
- **Well edited**
- **Divided into user-friendly categories**
- **Informative**
- **Regularly updated**
- **Work on mobile devices – Responsive - (Flash?)**

What do I need to put on my website?

- Think about domain names. It should be simple to find
- A well edited portfolio of your own work –Links to twitter, Instagram, blog etc.
- Contact details must be up to date
- Give your location if you are looking for assignment work
- Make the most of Search Engine Optimisation (SEO). Include relevant keywords

Now start designing your own...

Cargo collective

Readymag

Wix

Squarespace

Weebly

Wordpress.org

Carbonmade

As well as design you must consider your content!