

A guide for Graphic Design students in

PROFESSIONAL PROMOTION

RECAP & WHAT NEXT?

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What have we covered so far?

- We have looked at lots of different topics that will help you prepare for the transition from university to the working world of the design industry.
- There has been a lot of information for you to take in and remember.
- Use the PDF's from these presentations to help jog your memory.

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We have covered...

- How to value your work.
- How to rough out an hourly wage.
- Tax and national insurance considerations.
- Time management and self organisation.
- Job hunting.

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We have covered...

- Applying for jobs.
- Letters of application and CV's.
- How to write design briefs and ask the right questions to get the information you need.
- What portfolios you need to prepare.

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We have covered...

- Interviews. What to do on the day.
- The importance of researching the company you are wanting to work for.
- Keeping sight of your employment goals.
- And much, much more...

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Your Tasks – TASK 1.

- What is your first ideal job?
- What do you want to be doing?
- What should/could it lead to?
- How will you go about getting it?
- Write it up for your survival guide.

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Your Tasks – TASK 2.

- Put in place a system to record/organise your time (This can be digital if you like, iPhone, Mac, PC).
- Start to keep a track of your costs and receipts for your external projects.
- Design an invoice sheet that you can use.

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Your Tasks – TASK 3.

- 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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Your Tasks – TASK 4.

- 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.
- Design a CV to accompany the application.

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Your Tasks – TASK 5.

- Develop and design a briefing form.
- You can use examples from the presentation.
- Try and think of some other questions.

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Your Tasks – TASK 6.

- You will need to start thinking about your professional portfolio and its appearance.
- Obviously you can't do much until you have completed some projects but keep this in mind.
- There will be reminders and workshops later this semester and next semester to help you prepare.

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Your Tasks.

- I would recommend that you do what tasks you can now.
- Get all the backup paperwork in place asap, don't leave it to the last minute.
- Get yourself organised. Sort out your working week and stick to it as best you can.
- Some tasks will require frequent updates so get a system in place.

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Student Feedback...

- I haven't announced it yet... But I've got a job! As a Digital designer!

In my interview they asked about my course and I told them about how in Swansea College of Art they prepare us for working in the industry. They where impressed and said it was rare for a course to do that and that some people had arrived for interview without portfolios!
(Lydia Essex)

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Student Feedback...

- They want to keep us on! Doing a go Wales placement with them for web training for 10 weeks then they would like to keep us full time.
(Leah Williams – Waters Creative)
- The only thing I can say to the 3rd years is once you leave Uni ...shit gets real. It's hard work but equally as rewarding to see your designs out there!
(Sophie Bowyer – Icon Creative Design)

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Student Feedback...

- One of the biggest things which helped was having a written list of questions to ask at the end of an interview. It came in really handy and they knew I was prepared and had done a lot of research on the company.
(Steph Carver – CDSM Interactive Solutions)
- Also, don't think that once you've graduated that's it learning-wise. We'll be learning a whole lot of new web stuff over the next few months, so our skills/knowledge will keep getting better!
(Sophie Yates – Waters Creative)

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So, What Next for Professional Promotion?

- There will be a number of workshops with Donna.
- Dates and times will be announced soon.
- Check your emails for the dates and times.
- Your attendance will be required.

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So, What Next for Professional Promotion?

- I will also be doing some workshops next semester.
- I will be doing a refresher for website design.
- I will also be doing a workshop on the craft side of mounting work, making packaging and folding etc.

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So, What Next for Professional Promotion?

- Other things that you will be needing to do for the Professional Promotion Module:
- Develop a personal brand ID (Donna).
- Design a personal promotional website (Phil & Gav).
- Design a theme for the Swansea exhibition.
- Assist in the Swansea exhibition.

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Submitting work for Professional Promotion?

- Submit your survival guide at the end of the year (12 noon 11/05/20).
- Deadlines will be issued for your corporate ID, personal website and exhibition themes. These dates are yet to be arranged.
- You will also be informed of when your final assessment will take place.

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Exhibition

- Faculty Exhibition and End of year show opening around the 15th May. Setup/Takedown dates TBC.
- London show dates TBC.
- Graduation will be the week of 13th 14th and 15th of July.
- The final date and time is yet to be arranged centrally.
- As soon as we know, you will know ☺

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**Monday 28th Oct
with Donna
2.30-4.30pm AC401**




