

Marketing & Self Promotion Checklist

Diary Task 1 - Your first ideal job

What do you want it to be?

What do you want to be doing?

What should it lead to?

Write it up for your diary (think presentation)

Task 2 – Work Value

Following the guidelines given, prepare a weekly worksheet in which you will record the time spent on your projects. Remember to include a section on material costs. This record should be kept up to date until the end of the module when the findings and conclusions should be presented with the sheets in your diary design.

Also prepare a proposed work schedule along the lines given in the lecture. One for each major project.

Finally, design a blank invoice. Into this write up two invoices for the hours and expenses “earned” for both your personal and external projects each week. For the purpose of the exercise, charge these to your programme director!

Task 3 – Applications and CV

Now find a job advertisement and prepare a suitable response in the manner described in the lecture.

Write a concise (one page) and a full CV.

Task 4 - Portfolio

Following the lecture, prepare at least three A3 or A4 folio sleeves in the manner discussed. Montage techniques are recommended in order to give you some experience of this, and to prepare some of your work for presentation after graduation.

Task 5 - Interviews

Prepare for an interview and make sure your portfolio is up to scratch – 3 of you will be interviewed and you will all be expected to write up a few paragraphs on each interview to include in your diary. Write up the example interview questions (in the interview PowerPoint on Moodle), add your own branding.

Task 6 - Briefing

Create your own version of the ‘questions to ask at interview’ checklist, in your house style, for your diary. Consider using copies of it at a meeting etc.

Task 7 - Galleries and Exhibitions

Write a short resume suitable for sending to a gallery. Prepare it in your personal style, as per the other exercises. ***You should also include documentation of your work toward the group exhibition.***

Task 9 – Professional Contacts and Networks

Include the professional contact handouts (on Moodle) but add your own branding. List the professional contacts and networks you already have, or are in the process of building.

Task 10 – Professionalism and Self Employment

Include the questionnaire (Going Self Employed – on Moodle) and the concluding list from the 'Professional' PowerPoint (on Moodle) – presented in your own brand style.

Task 11 – Contract

Design your own contract (Illustrator's letter of agreement) – use the template on Moodle and brand in your own style.

You should also show evidence of a web presence – screenshot any portfolio pages, layouts, professional social media pages etc.

It is up to you how you present your diary, but include all the information above and any extra information you feel is relevant. ***You should include anything that relates to your own professional development, marketing and self promotion.***

Present each item in your house style – you should also include copies of your letterheads, business cards etc. and present the information taught in these sessions in your 'house brand' style.