

CV's and Letter Writing

CV's

CV design considerations

There are no set design standards.

A source of relevant information of interest to the employer.

Remains flexible / adaptable - can be easily modified.

Is targeted towards employer's needs.

Presented / designed for easy reading.

CV contents

Personal details - why do you stand out?

Skills and career summary.

Key achievements.

Qualifications gained / pending.

Contact details (Including website).

References available on request.

CVs - types and variations

CV – typically no more than two pages.

Online CV - Prepared in bare text formats for easy transfer - kept simple and concise.

Dedicated online CVs - registered on recruiter's database after being prepared via their CV builder webpage or standard forms supplied.

CV Do's and Don'ts

Do

Keep it clear and simple.

Keep it short, maximum of 2 pages.

Be positive and elaborate on achievements and results.

Adapt your CV to different jobs and opportunities.

Know your CV thoroughly, its often the basis for interview.

Pay attention to layout, spelling and grammar.

Use short sentences, not long paragraphs.

CV Do's and Don'ts

Don't

List salary requirements.

Disclose why you left your previous job.

Have any spelling or grammatical errors.

Send cheap paper or poor photocopies.

Copy someone else's CV.

Invent information that you can't justify at an interview.

Highlight problems i.e. divorce, redundancy, health.

Creative CV's

Don't let the medium interfere with the message.

Start by producing a standard CV. Only when the wording is excellent consider something that is a bit different: get the content right before focusing on the design.

A well designed CV would be expected from students who have studied a design-related degree.

You need to balance eye-catching/different with a sharp and professional promotion of your style.

Creative CV's

Presentation is particularly important but that does not necessarily mean an unusual CV.

Let your real work do the talking, not the CV layout.

Don't include content such as illustrations/graphics if they don't add any useful information about you as this is the sole purpose of a CV!

Business of Illustration – CV's and Letter Writing

WHAT MAKES A DESIGNER?

hayleywellsillustration@gmail.com
www.cargocollective.com/hayleywells
@HWIllustrator

EDUCATION fig.1

BA (Hons) Illustration
First Class Honours
University of Lincoln (2013)

Foundation diploma in Art & Design
Distinction
Cambridge Regional College (2010)

A Level Graphic Design, Fine Art, Mathematics
A,A,C
Longsands College (2009)

10 GCSEs, including Maths, English
and Science
A*-A
Longsands College
(2006-2007)



fig.6
The ability to work under the pressure of strict deadlines. Organisation, punctuality and prioritising all contribute to this.



fig.8 **RELEVANT EXPERIENCE (FREELANCE)**

- Anorak Magazine, Volume 29 (2013)
Illustrated game published in magazine
- East Midlands Vegan Festival (2013)
Logo and flier design, illustrated recipes
- Transition Lincoln (2013)
Logo design
- Lincoln Green Pages (2012-13)
Layout design for monthly paper in both print and digital formats, plus a monthly editorial spot illustration
- University of Lincoln Vegetarian Society (2012-13)
Logo design plus design and illustrations for printed material

fig.9 **CREATIVITY**

- Training as an illustrator results in a slightly different, but equally creative, way of thinking to those trained in graphic design
- Ability to generate and develop multiple ideas for a single brief
- Good drafting skills in both traditional and digital media
- Creative experience on briefs including logo design, book jackets, magazine illustration and children's books
- Eagerness and passion to create

Eiric Shriner

Designer/Developer/Illustrator

eiricshriner@eiric.com

317-363-9945

426 Kentucky Ave
Plainfield, IN • 46168

Objective

Seeking design position, in a team-oriented and creative environment, that can utilize my artist & creative talents, as well as my ability to run contemporary software in a proficient manner.

Software/Language Proficiency

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat
- Dreamweaver
- Microsoft Word
- Microsoft Excel
- Microsoft Outlook
- TopStyle
- HTML
- CSS
- PHP

Education

Bell State University
Bachelor of Fine Arts in Graphic Design
1987 - 1992

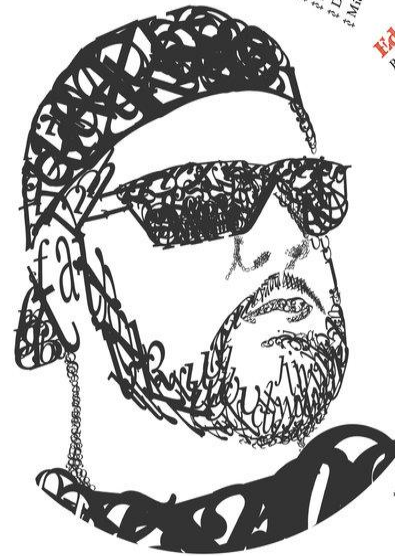
Career Experience

- *GlobalReach.com, Inc.
Senior Web Designer/Project Manager • Zephyr Cove, NV
- *CSA Promotions, Inc.
Lead Designer • Indianapolis, IN
- *Precision Rubber Plate Co., Inc.
Graphic Designer • Indianapolis, IN
- *Indiana University School of Medicine
Department of Medical Illustrations
Graphic Designer • Indianapolis, IN
- *Kwik Copy Printing, Inc.
Graphic Designer • Indianapolis, IN

Other Experience

- *Bob Evans Farms, Inc.
Food Quality Manager • Indianapolis, IN
- *Barnes & Noble Bookellers, Inc.
Lead Bookseller • Indianapolis, IN
- *Amazon.com, Inc.
Fulfillment Center Support Tech • Fernley, NV

† References are available upon request



Coming Soon to a Desk Near **You...**

The **Tracey Wright** Creative

Illustrator

CV

Education:

Graduated from **Plymouth**
University in 2012...
Ba (Hons) Illustration

Foundation Course in
Illustration at Swindon College

4 A Level's and 10 GCSE's
at Wootton Bassett School

**Extremely Creative, Great
Team Worker, Skilled,
Imaginative, Reliable,
Motivated and Hard-working!**

Skills:

Indesign, Photoshop, Drawing,
Painting & creating NEW BIG ideas!

Personal Details:

Name: Tracey Wright

DOB: 26/12/1989

Contact me:

traceylwright89@aol.com

traceywrightillustration.co.uk

traceylouisewright.blogspot.co.uk

07984023450

59 Garraways

Wootton

Bassett

SN4 8NQ



Business of Illustration – CV's and Letter Writing

Robbie Bautista

✉ www.robxdesign.com • www.thecreativeork.com
@ robbie.bautista@yahoo.com
☎ +63 908 863 1234
🏠 Number 4 Privet Drive, Little Whinging, Surrey

EDUCATION

I graduated on October 2008 from **De La Salle-College of Saint Benilde** with a degree in **Multimedia Arts**.

WORK EXPERIENCE

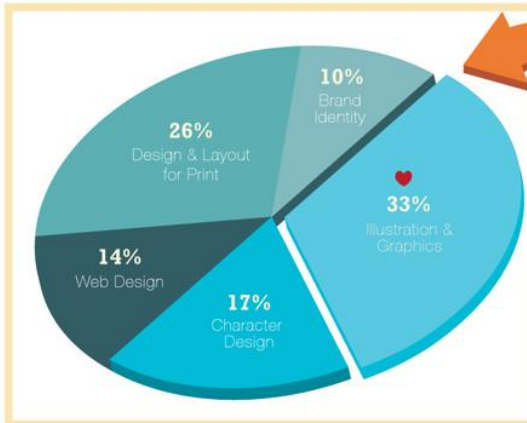
I started working even before I graduated from college.

Since then I've worked for **5 companies** and actively participated in **1 student organization**

Designblue Manila, Bella Luce Publications, Red8 Inc.,
Torrecampo Communications, 622 Design

{ while doing **freelance**
work on the side. }

Benildean Press Corps



WHAT I DO

CLIENTELE

I have worked for the following **companies and organizations**.

Manila Ocean Park, De La Salle Philippines, Markalex Philippines, Dooboo Apps., Tugon Rescue, Digital Photographer Philippines, Jean Avellanosa-Dee, Santi Oboena, Directories Philippines Corporation, Imee Marcos, Sonic Shape Records, Goff Punk, Junior Magazine, Southeast JVC Logistics, I Learn Hindi, Urban Landscapes, Red8 Inc., Bella Luce Publications, C2-Collezione, World Vision, HouseZone UK, and more.

BLOG:

Facebook | Twitter | Tumblr

the
creative
dork

EXHIBITIONS

- Blowing Boxes (December 2009)
- Tsubibot (November 2008)
- Sojourn (April 2008)
- Sushikkake (February 2008)

SEMINARS

- Graphika Manila 2010
- 2nd Young Multimedia & Graphic Designers Summit 2008
- Lasallian Schools Press Conference 08
- The Challenge for Illustrators
- Graphika Manila 2006

SKILLZ

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe DreamWeaver
Adobe Flash
X-HTML
CSS
Creativitee
Spellign

STATUS

Feeling awesome



A 20-year-old passionate illustrator and designer who's driven to be better than everyone else, equipped with his given hair and self-deprecating humor to battle the villains of the Third World.

Business of Illustration – CV's and Letter Writing



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&AD 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,
Balfic 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



Curriculum Vitae

Personal Information:

Name	Daniel Robert Allen
Address	23 Charlesmere Gardens, The Reach, West Thamesmead, London SE28 0NG
Telephone	02088 551314/07977 130210
Email	dan@danallen-design.co.uk
Website	www.danallen-design.co.uk

Nationality	British
Date of Birth	08/10/78
Marital Status	Married

Profile:

As a young and enthusiastic designer I feel that I have accomplished a great deal in the four and a half years since completing my graphic design degree. From being offered a design role just after graduation I was promoted twice to a position of management, where I maintained a high standard of work and professionalism until I ventured into the United Kingdom's design capital. Since relocating to London I have successfully carried out freelance work for both private clients and a freelance recruitment agency, until being offered my current position whilst freelancing at an established West End agency. From here I have extended my creative and technical abilities, and continue to develop as a creative and an individual.

Software Skills:

Print

• QuarkXpress • InDesign • Photoshop • Illustrator • Acrobat • Freehand • Suitcase
• Flightcheck • Transmission Director • Portfolio • Pitstop • Ad Express • Pass4Press

Web

• Dreamweaver • Flash • Fireworks

General

• Word • Excel • Powerpoint • Apple iApps • DVD Studio Pro • Quicktime Pro
• Various music applications

Computer Skills:

I am very knowledgeable within the Macintosh Operating Systems from 8.6 - 10.3, with the ability to set up, maintain and troubleshoot. I am also comfortable within the Windows environments 95 - XP.

5 Skills that employers want to see on your CV

1. Communication

2. Leadership/Management

3. Planning/Organisation

4. Problem Solving/Creativity

5. Teamwork

CVs – FAQ's

How long should a full CV be?

Generally speaking no more than two sides. One side CVs are perfectly acceptable but some graduates may have trouble fitting everything on to one side.

Do I need to include references?

Not unless the employer has specifically asked for them. Better to put 'References available upon request' at the bottom of your CV.

CVs – FAQ's

What colour paper should I use?

White A4 size paper is perfectly acceptable - you don't need to buy some very expensive paper as the content and layout of the CV are the most important aspects.

A pale pastel colour is also OK if you want to be a little different, but don't use garish colours!

CVs – FAQ's

Do I always need a covering letter?

Yes! This should be no more than 1 side of A4. Research has shown that applicants who included a covering letter with their CV were 10% more likely to get a reply.

Should I include my age?

Since age discrimination legislation was implemented, you don't need to include your date of birth.

CVs – FAQ's

I'm not sure where I will be living after the summer, so what do I put down as my address?

Anywhere that you can rely upon. Your parents'/relatives' address is usually a good idea. Somewhere the employer is able to contact you at. And quickly.

Should I include 'salary expectations' on my CV?

No.

CVs - conclusion

Tailor the CV to the job application whenever possible.

Think of it from the employer's point of view.

Get the relevant information over quickly and effectively.

Punchy and positive throughout.

If it isn't working - review it!

Letter Writing

Letter Writing - Four parts

Introduction and statement of source.

Reason for interest.

Statement of relevance.

Conclusion.

Letter writing in response to job advertisements

Make contact with the employer or agency before writing if possible.

Discuss the job, show interest.

Remind employer of the conversation in your letter.

Be sure to quote correct reference no. or where the advertisement was seen.

Do your industry research!

As discussed previously most illustration work is completed on a freelance basis.

So how do you get the work?

We have previously explored working for an agent.

But what if you do not have an agent?

Do your industry research!

This is where industry research comes in.

Have you started researching the area of the creative industry you want to work in?

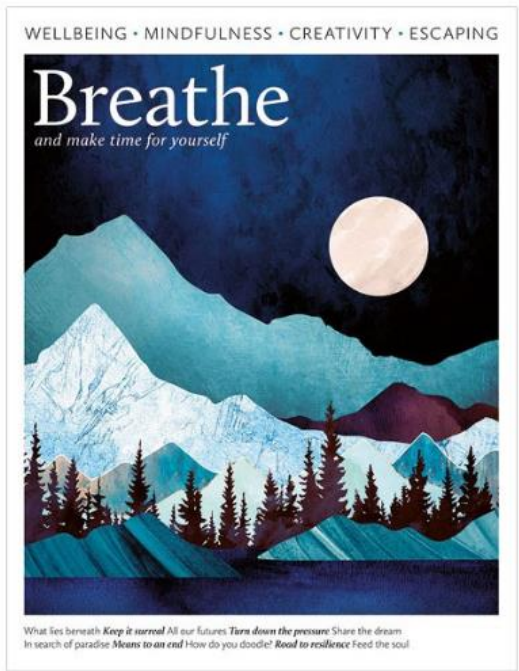
Do you know who commissions illustration?

How do you find out?

Do your industry research!

Company websites often have commission or submissions pages.

Submissions



Breathe magazine is always on the lookout for talented new contributors.

Our main criteria for anyone submitting article ideas or illustrations to us is that it fits with the style and message of the magazine, so please make sure you are familiar with the title before submitting.

Breathe is a magazine for people that want to find time for themselves. Breathe features articles across a wide spectrum, but with a core emphasis on Wellbeing, Mindfulness, Creativity and Escaping.

Do your industry research!

Another thing you can do is to follow the illustrators you like on social media and see who they're working for.

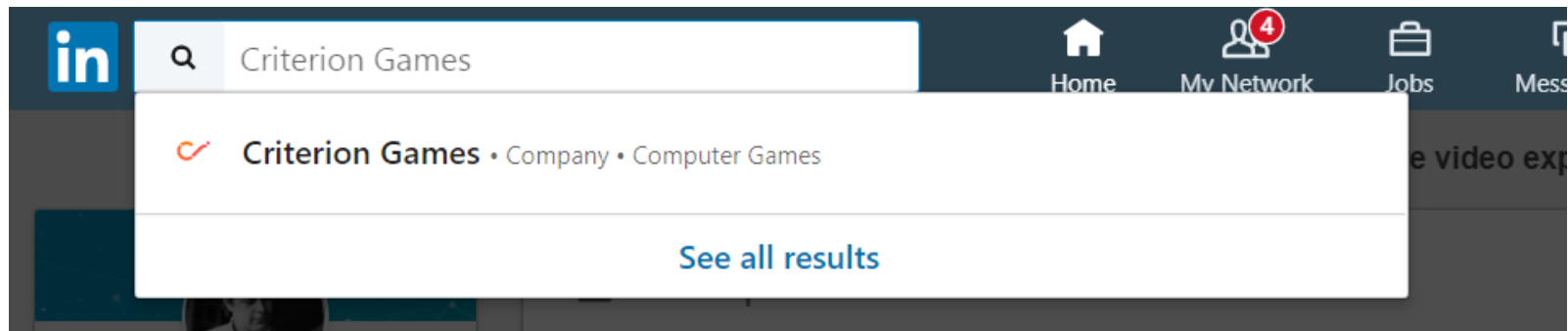
They're often generous enough to post the name of the art director you need to contact.

LinkedIn

LinkedIn is also a good resource for finding art directors and commissioning editors – if you don't already have a LinkedIn account, get one now.

LinkedIn

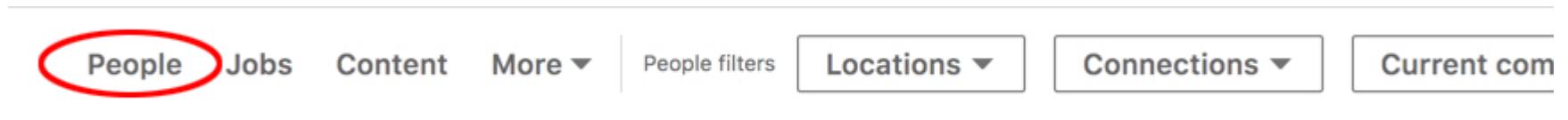
Once you have an account you can search for a company – Criterion Games for example:



LinkedIn

Click on the company name to go to their page.

You will see, either along the top, or left hand side, of the page (depending on PC or MAC) a menu with clickable links. You will see a link for any jobs they may have etc., but for now click on the 'People' link (see below)



LinkedIn

You will now see a list of employees that you can connect with (like adding a friend on Facebook). If you want to refine the search you can search a keyword (see below)

We're Criterion and we make games.

+ Follow

Visit website 

Home

About

Jobs

116 employees

Creative

LinkedIn

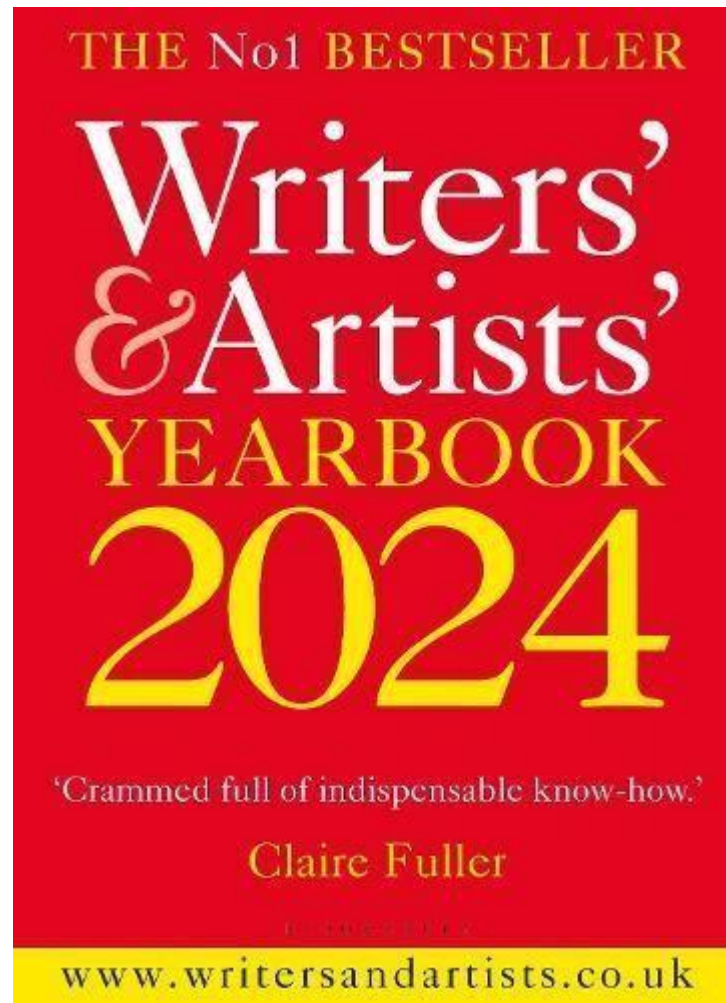
This is part of the list my search returned

 Kieran Crimmins · 2nd Art Director @ Criterion Games  1 shared connection Connect	 Adam Stone · 2nd Lead World Designer  1 shared connection Connect	 Karl Wickens · 2nd Art Production Director at Criterion Games  1 shared connection Connect	 Wiek Luijken · 3rd Art Director at Criterion Games Connect
 Patrick Honnor... · 3rd Producer at Criterion Games	 David Varela · 2nd Narrative Lead at Criterion Games	 Jade Gunner · 3rd Audio Designer at Criterion Games	 Hannah Bayliss · 2nd Associate Technical Artist at Criterion Games

Do your industry research!

It's really important to research your possible future clients in illustration.

The AOI (Association of Illustrators) sell 'The Editorial Directory' in their online shop, it is a fantastic up to date resource of companies that commission editorial illustration and will save you loads of time.



[Writers' & Artists' Yearbook 2024](http://www.writersandartists.co.uk)

Do your industry research!

If you want to work for The Guardian for example, have a look at the sort of work they commission: can you see your work fitting in there?

You don't want to waste your time with clients who do not commission your kind of work. It will save you a lot of time and money to have a focused contact list.

Writing speculative letters/emails

Use headed paper with your logo/branding and contact details (Chris will be covering this next semester).

Use good quality paper and also consider how you can make the envelope stand out (decorated with an example(s) of your illustration?)

Jenny McNally
Art Director
John Brown Media,
8 Baldwin Street,
London
EC1V 9NU



Business of Illustration – CV's and Letter Writing

Dear [Name]

My name is [your name], and I am a final year BA(Hons) Illustration student studying at Swansea College of Art. (or; I am a freelance illustrator based in [your city].)

I am writing to express my admiration for your [name of magazine, publication etc] and to ask if you would consider my illustrations for submission. I illustrate [describe illustration work that will fit with who you are contacting] and believe my style would complement the articles and content you publish.

I appreciate you must be very busy and receive many submissions, but I would greatly appreciate it if you would take time to look at my illustration work at [website or portfolio site]. I would appreciate any feedback you could offer, as well as any opportunity you have to work together.

I look forward to hearing from you in the near future.

Kind Regards

[Your name]

Writing speculative letters/emails

It's tempting to send an email with a website link to a client but it can sometimes be better to send them something in the post which they can keep.

They might not have the right commission for you that month but if they have something tangible from you they're much less likely to forget you.

Writing speculative letters/emails

Follow up with a phone call or email a few days after they receive their post and (if geographically possible) ask if you can come in and show them your portfolio.

Face to face meetings are a fantastic way to build up a personal relationship with your clients.

Writing speculative letters/emails

If you can only contact by email don't attach examples of work unless specifically asked – instead include a link to your work.

Use a professional email address.

Create a branded signature if you can.

Writing speculative letters/emails

Do your research – show that you know about who you are approaching and the kind of work they commission etc.

Write a polished, professional, well crafted, and error free letter. Don't rely on spell check and get someone you trust to proof read.

Learn to handle rejection, it is a part of the business and should not be taken personally.

Business of Illustration Task 3

There are more magazines being produced today than ever before, covering an ever increasing range of subject matter. A visit to the average high-street newsagent will demonstrate the plethora of titles and categories available: Fashion, home and lifestyle, men's lifestyle, business and current affairs, health and wellbeing, computing and many more. W. H. Smith in Swansea is a good place to start your research.

Business of Illustration Task 3

Alongside mainstream publications, there are many in-house publications for a variety of commercial companies and businesses. Most major retailers publish their own magazines: Tesco, Asda, Waitrose, Sainsbury's, Boots, Holland and Barrett – a great source of possible income and platform for your work. You can also visit university libraries to research trade and professional publications. For example: Law, therapy, business, engineering etc.

Business of Illustration Task 3

This is an area where you could have your first commission, it is not as well paid as some other areas of illustration so clients are more willing to take a risk with a new unpublished illustrator – you will then have some published pieces to add to your portfolio, giving future clients more confidence in commissioning you.

Business of Illustration Task 3

Whether, for your Graduate Portfolio, you mainly focus on picture book illustration, graphic novels, concept art or illustration for advertising and design, it is a good idea to have at least 10 good editorial pieces in your portfolio too. This will give you a broader range of possible areas of commission for your work, and enable you to make a living from your art. Editorials are also a good source of inspiration when creating pieces for your portfolio - scour magazines for interesting articles and illustrate them!

WHAT YOU HAVE TO DO FOR YOUR BUSINESS OF ILLUSTRATION FOLIO:

Put together a creative CV

**In readiness for when you have a body of
editorial pieces to send/show to
prospective commissioners:**

WHAT YOU HAVE TO DO FOR YOUR BUSINESS OF ILLUSTRATION FOLIO:

- Find at least 6 magazines where you feel your work could be used.
- Discover contact details and name of the person responsible for commissioning illustration – look at websites and, if you cannot find a name, try LinkedIn or ring the company to ask.
- Write an email.
- Write a letter.
- How will you make your email/letter stand out?
- How will you address the envelope and make it stand out in a pile of mail and ensure it is opened?