

Resume

Maryland Institute
College of Art

Spring 2008
Professor: Brockett Horne
bhorne@mica.edu
773 354 5095

Mondays 4–7pm
BR 306/309 + B 480

objectives

Create a one-page document that outlines your professional capacities and contact information and can be used in your job search.

requirements

The resume must function on paper and on screen (as a pdf). It must include:

- name
- professional email (no sweetbuns69@gmail.com) and phone numbers
- education
- experience
- awards, exhibitions, publications, honors, if any

It might also include: an objective, skills, interests, coursework, references

cheatsheet for resume virgins

- name
- address or city where you are living
- phone number and professional email address
(do not use email addresses with cartoon, sexual, religious, political, celebrity references, etc)

education Maryland Institute College of Art BFA candidate in graphic design, 2008
community college degree, study abroad, summer sessions, military service, magnet high school

experience active verbs (don't use: "did" but "created"), describe what you did, not your title, list dates at the end, use past tense for things that you did, present for what you are doing.
Freelance jobs, work study jobs: computer lab monitor, etc., creative jobs (mural painter, retail display, etc.), retail / restaurant / labor / childcare / admin support jobs

awards professional organization awards, deans list, honors received in high school, sports teams, art contest, GPA if higher than 3.75; AIGA awards; scholarships

exhibitions and publications MICA exhibitions, work published in books, catalog or on website, participation in lulu.com projects, forMICA, etc.

skills (list program names, but not version numbers), woodshop skills, drawing, photography, data entry, CPR, foreign languages

interests (only list what presents you as professional, respectable, hire-able)

professional organizations or certifications

a resume is a professional document.

it has one objective:
to get a phonecall back.

SCHEDULE

Jan 28: during class, draft content in small groups, critique sample resumes

Feb 4, 3pm: three different design concepts emailed to Brockett as different pdf documents labeled: brocketthorne1.pdf; brocketthorne2.pdf; brocketthorne3.pdf

Feb 11, 3pm: final design concept emailed to Brockett as a pdf documents labeled: brocketthorne_resume.pdf

TEN TIPS

1. Be yourself.

The integrity of your resume is essential. If you are clever, be clever. If you are detail-oriented, be so. Don't try to hide that you are a recent graduate behind smoke and mirrors. Authenticity is one of the qualities most admired by interviewers.

2. Spell check.

Petrula Vontrikis, one of the west coast's leading designers, writes, "the truth is that we are fairly confident about your creative skills, but are concerned about your competence and general work style." Spelling errors reek of unprofessionalism and lack of competency.

3. Establish a hierarchy.

Don't try a high-wire act on your resume. Make it organized and easy for the reader to peruse. Design risks are too dangerous. (even David Carson's business card is readable.)

4. Use active verbs.

Use an engaging vocabulary to talk about your work experience. Use "created an identity system" or "fabricated a lamp" rather than "made business cards" or "did time card filing"

5. Snailmail and email it.

Everyone likes to receive well-designed snail mail so choose fabulous paper and terrific typography. Since you are just starting out, the focus on the resume should be on its design and presentation. Emails or faxes tend to focus only on the content of your resume, not its presentation. And if you send it both ways, you get two impressions.

6. Test drive it.

Since your resume will be shared between designers, photocopy it, email to yourself, mail it to yourself, fax it to yourself. You may find that the ink smears where the paper folds, the post office scrunches it, or it is illegible in the fax. Test all of these possibilities before you send it on.

7. If your objective is not well written, take it off.

If you are having trouble writing a well-crafted statement of interest, just scrap it altogether. A poorly constructed one is worse than none at all.

8. Invest in the AIGA.

Especially if you do not have much work experience or a high GPA to boast, join the AIGA and list this as a professional affiliation or interest. A student membership is \$65 and could boost your resume as much as a fancy dinner out.

9. List work experience that is also in your portfolio.

Employers are suspicious of freelance jobs or otherwise that are not included in your portfolio.

10. Remember what a resume is for.

The purpose of a resume is to get a callback. Nothing more. It need not be a one-page portfolio, document all of your life experiences or tell an employer everything that there is to know about you: that's what an interview is for. Resumes are bait for interviews.

Cover Letter

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objectives

Create a one-page cover letter that articulates your professionalism and unique point of view. Identify potential job opportunities.

requirements

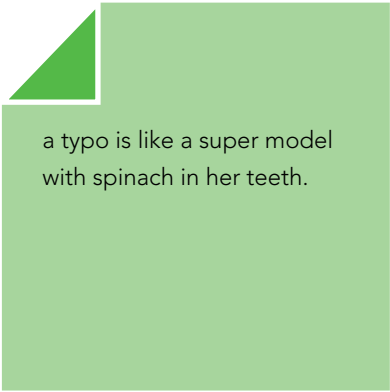
Write two different cover letters from existing jobs that you find compelling. Research the organizations so that the cover letter is specific and not a form letter. The cover letter must:

- visually relate to your resume
- have absolutely no typos
- expand upon your attributes
 - consider writing about foreign travel, elective coursework, honors, unique experiences, etc.
- communicate knowledge and appreciation of the organization

schedule

Feb 11: during class, draft sample content in small groups
critique sample cover letters
discuss stationery papers

Feb 19: before class, email brockett sample cover letter, resume, and "hollow" pdf portfolio file (see next handout)



a typo is like a super model
with spinach in her teeth.

RESOURCES
DIGITAL PORTFOLIOS BY XXX

WWW.SENIORSEMINAR.BLOGSPOT.COM

COVER LETTER

Your cover letter should be short and well-written. Consider it an opportunity to expand upon things in your resume, give personality to your credentials, and demonstrate strong writing skills.

FORMAT

Do not write more than three paragraphs.

Use the same design / grid structure of your resume

Make sure to sign it!

TEN TIPS

1. Don't address to Dear Sir or Madam. Find a name!

Ideal: address your letter to someone you know, or to someone who is expecting your letter

Next best thing: address your letter to a named creative associate

Not ideal: address your letter to a named recruiter, or to a named human resources associate

Worst-case scenario, but still worth a shot: address your letter to "Dear Recruiting Team" or "Hiring Manager"

Bomb: a name misspelling, misplaced gender (Mr. Brockett Horne)

2. Don't include everything already on your resume.

You may choose to highlight something listed on your resume, or expand upon an experience, but don't simply reiterate everything that is already listed. That makes the letter not worth reading.

3. Flatter em.

Mention in the letter why you are interested in the company. Use phrases such as, "I admired your presentation to our student group last fall," or "your firm comes highly recommended by alumni," etc.

4. Specialize the letter.

Be specific and earnest in your writing. Communicate that you know specifics about the organization. "I identify with the work process described on your website." "Like your projects reproduced in Print magazine, November 2007, I enjoy working with community partners." "I seek to work in the in-house division of a large corporation because I am motivated by collaboration and the ability to make a huge impact with my work."

5. Don't be too casual.

While your letter should be sincere, it is also an opportunity to present your professional skills as an effective communicator. Don't use slang or very casual greetings. Potential employers cringe at memos addressed to "hey brockett."

6. Don't duplicate the cover letter in email and pdf formats.

If you are emailing your resume, write out a brief, professional cover letter for your cover letter ("please find materials attached as a pdf document that articulate my interest in your open position.") rather than copy and paste the same thing in the email.

7. Design it to match your resume.

An easy way to make your cover letter and resume cohesive is to simply copy the address block onto the letter, as if it is letterhead. This way, your materials match and will stick together. Also, your name and address should be on both pieces.

8. Consider including a recommendation in your package.

If an instructor or professional reference has provided you with a recommendation, consider including in your package as an introduction to your character, especially if that someone is connected to the agency.

9. Mention that you will follow up—and do it.

Never ask a recruiter to contact you. If they are interested, they will find you, but you should nonetheless follow up within a week after writing.

Portfolio PDF

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objectives

Create an emailable pdf file of work samples.

requirements

Create a library that documents 12–15 projects that represent your creative capacities. It is expected that you might send **some** of the projects (but not all) to a potential employer.

Each project should have:


- visual documentation (a photograph, screen grab, digital file, etc.)
- a short description with
 - title
 - one-sentence description
 - list of software used
 - image / font credit
 - "note-to-self" about what needs to be changed (reprinted, re-comp-ed, rephotographed, etc.)

schedule

Feb 19: before class, email brockett sample cover letter, resume and "hollow" pdf portfolio file. during class in small groups, critique sample portfolios
*as noted, participate in photoshoot with guest photographer

Feb 25: before class, email to brockett portfolio pdf roughs.
in class: everyone at 4pm in B 480 (unless you hear otherwise)
presentation by Joe Marianek. before class, review: www.joemarianek.com

March 3: small-group meetings and photography tutorials TBA
before class, email final pdf portfolio with cover letter, resume. file must be smaller than 2MB.



from now on,
make documentation
of your work part of the
design process.

POSSIBLE PORTFOLIO PROJECTS

*notes: what needs to be changed, re-printed, photographed, re-coded, expanded, re-comped, spellcheck, etc. Do not include this information in your pdf file. It's only for your planning.

1. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

2. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

3. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

4. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

5. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

6. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

7. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

8. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

9. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

10. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

11. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

12. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

13. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

14. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

15. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

16. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

17. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

18. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

19. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

20. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

21. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

22. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

23. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

24. PROJECT TITLE:

one-sentence description: _____

software: _____

image / font credit: _____

notes: _____

Small-group Meetings

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March 3

Please bring a printout of your final portfolio pdf, and any projects that you wish to refine. The objective of the meeting is to identify how to document and share your work in the pdf, as well as the website.

3pm

Aric Bowie
May Yang
Kate Linder
Alex Matzner

5pm


Evan Maddalena
Nara Giannella
CJ Love
Nan Yi
Bryan McDonough

4pm

Esther Jong
Sam Trapkin
Dani Bradford
Ryan Artell
Justin Lloyd

6pm

Ashley Culver
Camilla Allison
Alex Cummings
Katie Jakubowski



consider reviewing design
magazines for ideas about
how to present your work.
they are full of examples.

Job Search

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research ideas

1. Begin to review design magazines and note organizations that inspire you. Consider:
How, Print (the regional design annual features work by geographical region usually published Nov./ Dec.), *Communication Arts, Dwell, ReadyMade*
2. Utilize the AIGA directory to search by city: www.aiga.org/content.cfm/designer-directory
3. Engage the MICA alumni team to identify alumni working in any city.
4. Review the back of this sheet for a comprehensive listing of search engines. Set a time each week to look for job postings, and do so consistently. Begin to do this now, even if you are not prepared to apply, as you will learn much just by reading job postings.

job titles and general descriptions

Job titles and descriptions vary wildly in our field, but below are a few generalizations, including key words to search. Try googling “what does an art director do” for bizarre results. Before an interview, aspire to review a specific job description so that you can understand exactly how that organization defines the work.

Junior Designer

Usually employed straight from college and will generally be considered ‘junior’ for up to two years. Junior Designers will lay out pages, draw logos, redraw logos, do text corrections and generally all the stuff that the middleweight and senior designers don’t want to do.

Designer / Junior Art Director

Usually already have a professional portfolio, probably have mainly worked on parts of larger campaigns and a few smaller projects of their own, able to take design briefs and implement them, but will still be overseen by a Senior Designer or Art Director.

Senior Designer

Generally 3–5 years experience, ideally be adept at taking briefs and may have more client liaison experience. Each project is not seen in isolation, but part of a campaign.


Art Director

An Art Director in a graphic design agency fulfills a very different role to that of one in an advertising agency, which can deal predominantly with advising photographers, graphic designers, programmers, writers, rather than making things.

Creative Director

Often come from a marketing background, does not typically sit at a computer, more concerned with higher level issues of branding and marketing and would have a lot more direct contact with the client.

other search terms: graphic artist, pre-press specialist, information architect, digital artist, desktop publishing, visual communications, multimedia specialist



don't forget the mica
career network at
www.collegecentral.com/mica

AIGA Job Bank

Geared towards graphic design, this bank of jobs is comprehensive and can be searched by location or specialization. Members get full benefits.
www.aigadesignjobs.com

Altpick.com

Geared toward Illustration. Under SITE INDEX, click on JOBS. Mostly geared towards illustrators & photographers.
www.altpick.com

Americans for the Arts Job Bank

Use the searchable database of nonprofit and for-profit arts management.
www.artsusa.org/e_services/jbank/jbank.asp

Animation World Network

The undisputed megasource for information about animation online, including competitive jobs.
www.jobs.awn.com/c/search.cfm?site_id=500

Aquent

Aquent is a job placement agency for a wide variety of creative and IT positions.
www.aquent.com

Artist Resource

Extensive listing of art & design opportunities as well as placement agencies/recruiters.
<http://www.artistresource.org/joblinks.htm>

Art Deadlines List

A monthly newsletter with several hundred announcements of contests, casting calls, fellowships, festivals, funding, and other opportunities.
<http://www.xensei.com/users/adl/>

Art Directors Club

A comprehensive listing of advertising jobs. Click on job bank.
www.adcglobal.org

Art Job

A source of professional opportunities and key information in all areas of the arts.
www.artjob.org/

ArtCareer Network

ArtCareer Network offers a complete resource for the careers of visual arts

professionals. Offering employment, internship, and projects, career guidance, perspectives, links, the service is free to job seekers.
www.artcareer.net

ArtSEARCH

Lists jobs in performing arts centers, festivals, universities and schools, dance and opera, symphony, museums, arts councils, and other organizations.
www.tcg.org

Art Staffing

An innovative placement agency that offers staffing, consulting and training programs for museums, non-profit organizations, and art businesses nationwide.
www.artstaffing.com

Portfolios

Design related opportunities—Canadian focus.
www.portfolios.com/classifieds/index.html

CG Channel.com

Interactive, film/video and game development listings.
www.cgchannel.com/job/seeker/listjob.jsp

Communication Arts/Creative Hotlist

Search design jobs by keyword, location, category, industry, or experience.
www.creativehotlist.com/

Contracted Work

Listing of freelance/contract work geared to the graphic and web design industry.
www.contractedwork.com

Coroflot

Extensive listing of design related jobs with a focus on industrial design. Sign up for free email newsletters.
www.coroflot.com/public/jobs_advanced_search.asp

Craigslist

On the left hand side of the screen click on 'jobs' under 'search craigslist' and then choose a city on the right hand side of the screen.
www.newyork.craigslist.org/

Design-Engine

Design jobs searchable by state, field, and/or software knowledge.
www.design-engine.com/jobs.php

Design4design

This site provides a list of the recruitment consultants, categorized by sector and the latest positions in design.
www.design4design.com/job

Flay

Listings for interactive/3D artists.
www.flay.com/jobs.cfm

Game Jobs

An employment site serving the interactive entertainment industry.
www.gamejobs.com

Gigslist

Fully comprehensive job lists, networking and employment resources, industry mailing lists, covering all aspects of the arts and entertainment industries. Daily job lists cover North America and the resource libraries cover worldwide.
www.gigslist.org

HOW Job Search

Search design related jobs by keyword, state, country, job title or salary range.
www.howdesign.com/jobs/index.asp

Job Search Engine

Job-Search-Engine is not a Job Board, but rather a Meta job search engine dedicated to employment. It searches the top 250 American, 60 British, and 110 English and French Canadian and job boards in parallel and in real time.
www.jobsearchengine.com

Job-e-job

List architectural, interior design, landscape architecture, engineering, urban planning, graphic design jobs and other related employment opportunities.
www.job-e-job.com

JustArtJobs

Click on the 'search jobs' tab to get going with this website.
www.justartjobs.com

Mediabistro

Dedicated to anyone who creates or works with content, or who is a non-creative production industries including magazines, television, radio, newspapers, book publishing, online media, advertising, PR, and graphic design.
www.mediabistro.com/joblistings

MICA Career Network

A variety of services available to students including resume posting, job search, internship support. Check it out!
www.collegecentral.com/mica

Monster-Talent Market

Search jobs by keyword, category, location and date posted.
www.talentmarket.monster.com/

Museum Employment Resource

Museum and cultural resource job index.
www.museum-employment.com/jobindex.html

Museum Job Resources Online

This site provides links to various museum employment resources.
www.algonquincollege.com/museum/jobres/index.html

New Media Job Listings

Search new media/graphics jobs by keyword, region, and skill
www.newmedia.computerjobs.com

Society for Environmental Graphic Design

Job bank for designers, fabricators, students and educators involved in the field of environmental graphic design.
www.segd.org/resources/job_bank.html

Portfolio Web site

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objectives

Create an online portfolio of your work.

requirements

Create a portfolio site that packages your work in a professional, comprehensive way. The Web site design should not be as much an expression of your visual point of view as an appropriate viewing space for your work. Think about it as a gallery that houses your ideas, rather than a new idea.

schedule


March 10: during class in two small groups, mock interview game
critique sample portfolio Web sites
discuss hosting and design options

March 17: no class_spring break. see you in rio!

March 24: create two different conceptual designs to feature your work online.
present a homepage, sample project page, and contact page for each direction.
work in illustrator/photoshop/flash/dreamweaver. the design is all important.
software is not. bring these printouts to class for review in two small groups.

March 31: small group critiques of web development

April 7: sites functional, up and running



don't let the website design
overpower your work,
think of it as a window
for viewing your projects

RESOURCES

DESIGNING A DIGITAL PORTFOLIO (VOICES) BY
CYNTHIA BARON

PORTFOLIO DESIGN, BY HAROLD LINTON


WWW.AIGA.ORG/CONTENT.CFM/CAREERS

WWW.COROFLOT.COM

20 questions

spend one minute each on the following questions:

1. What gets you excited about your work?
2. What are you most proud of?
3. Name your top five dream projects.
4. What scares you professionally?
5. List five mistakes you won't repeat.
6. How much money do you need to earn each year to live comfortably?
7. If you make more than that, what will you do with the extra cash?
8. What is the biggest luxury, a plasma TV, saying no thanks to a soul-less project, or something else?
9. Make a little pie chart of your life: working, sleep, staying healthy, reading, etc.
10. Make a little pie chart of how you would like your life to be.
11. If you knew that you only had six months to live, what would you do?
12. If you knew you would live to be 120, what would you do with the next three years of your life?
13. Make a list of five things you do when you are avoiding something.
14. Make a list of five things outside your control that you worry about too much.
15. Name five things that you are confident about.
16. List five people you admire.
17. List three criteria of your dream job
18. what kinds of projects do you value?
19. what kind of design process do you value?
20. What makes you unique as an artist/designer?



put your dreams into words

web review

review team names:

URL reviewed:

Assign a number between 1–10. (10 = high)

1. The site is easy to navigate.

notes:

2. It is easy to find the contact information of the designer.

notes:

3. The portfolio of work is well presented : photography, easy to understand/large enough/etc.

notes:

4. All the projects represented are good ones to show and there are not too few/too many.

notes:

5. When the site is bookmarked, a memorable name is displayed.

notes:

6. No personal information is listed. Internet creeps will not send spam snailmail.

notes:

7. Text is easy to read (no typos, not too long, good point size, etc).

notes:

8. The site design supports the content, not overpowers it.

notes:

9. There is no missing content/all features work.

notes:

10. In general, this is a success.

notes:

URLs submitted by 2pm:

katelinderdesign.com

charlescalixto.com/nara

alexcummings.net

camillabrecheen.com

[web.mac.com/brocketthorne/
iWeb/nanyi/Blank_files/web2.swf](http://web.mac.com/brocketthorne/iWeb/nanyi/Blank_files/web2.swf)

www.danibradford.com

www.bmcdonough.com

ktjakubowski.com/index.html

Job Search Matrix

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objectives


Create a strategy for seeking open jobs, and for identifying a variety of career paths.

requirements

Create a spreadsheet or matrix with the following fields:

name of organization
web address
location
what they do
connection
(mica alumni, old internship, friend, family, etc)
press/accolades
email sent date
portfolio sent date
message left date
responses

Create at least twelve entries for class next week, and bring a printout of your page to share.



watch your email for a
template excel spreadsheet
or make your own.

Portfolio

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objectives

Create a system for protecting and presenting your work at an in-person interview.

requirements

Portfolio must be customized to fit your work, professional, modular with the ability to change the order and quantity of projects.



Reinforced document cases
Lineco.com



woodgrain portfolio
\$179 veer.com



Museum storage box
\$26 Utrecht.com



prat presentation case
\$100 dickblick.com



aluminum attaché case
\$50–100



screwpost portfolio
\$100 pzdirect.com



archival box
\$36 archivalmethods.com



aluminum portfolio
\$129 veer.com



portfolio case with handles
\$150 pzdirect.com



Carry case
\$100 archivalmethods.com

Spend time on the mounting of your work, the big portfolios are really out. Try something about 11 x 14. No Art Director wants you to take over his or her whole desk, besides, if it's smaller, your viewing is much more intimate and personal.
STEVE FLESHMAN, FOUNDER DR2

For a custom box, consider Spink & Gabor in Clifton, NJ (no website) expect to pay \$150+ 973 478-4551

Portfolio Dossier

alternate names: leave-behind, promotional piece, mailer

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objectives

Create a printed package that represents your best projects and presents your credentials

requirements

- includes your resume content (abbreviated?) or a bio
- includes your contact information
- relates to your other promotional materials
- is easy and affordable to create
- can be mailed efficiently, affordably
- can be hand-delivered

The dossier can be any size or format, as your concept dictates.

schedule

April 14: during class in two small groups, review job search matrices
review self promotional packages and tips

April 21: first draft due on paper

4:45pm web site finals with guest critic(s) at Exit10 in the Natty Boh building.

3600 O'Donnell Street, suite 810

phone: 443 573 8210 Brockett's cell: 773 354 5095

Directions:


1. Right beside the new gateway construction, turn right onto North Avenue and immediately merge on the right to I 83S toward downtown
2. Continue on N President St
3. Turn left at Eastern Ave
4. Turn right at S Highland Ave
5. Turn left at Odonnell St

April 18: in-class binding demo, second drafts due

make any revisions to connect all pieces: resume, cover letter, web page,
portfolio pdf, dossier

May 5: final for all elements due

optional class session: sign up for exit interview



employers appreciate
a simple printed collection
of your work.