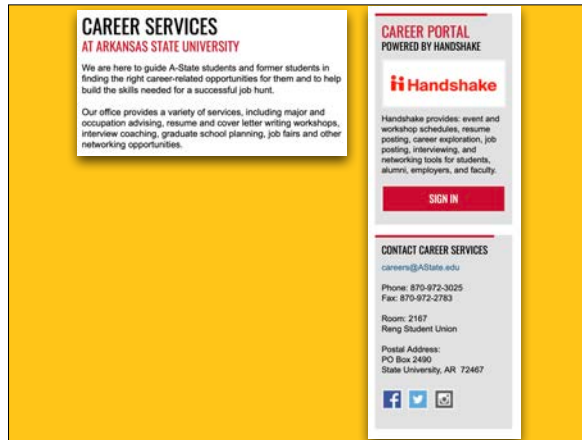
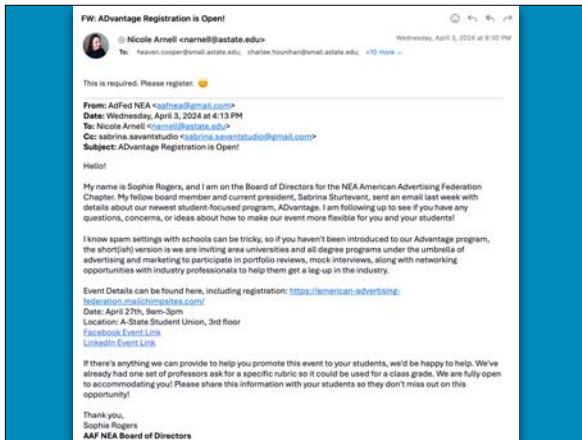




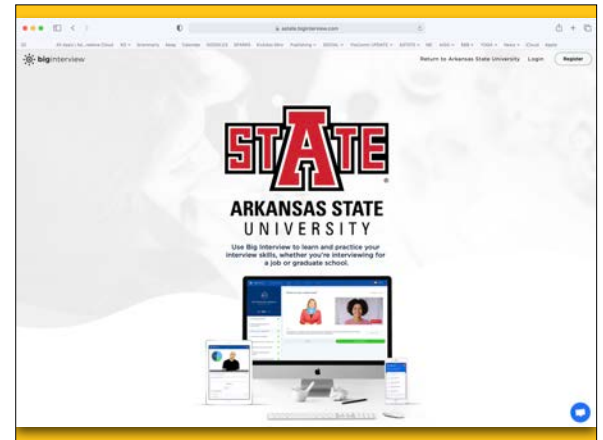
- SECTION 3 GRADES + SECTION 4 (SO FAR) + FINALIZING ALL WORK
- PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW
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PORTFOLIO REVIEW

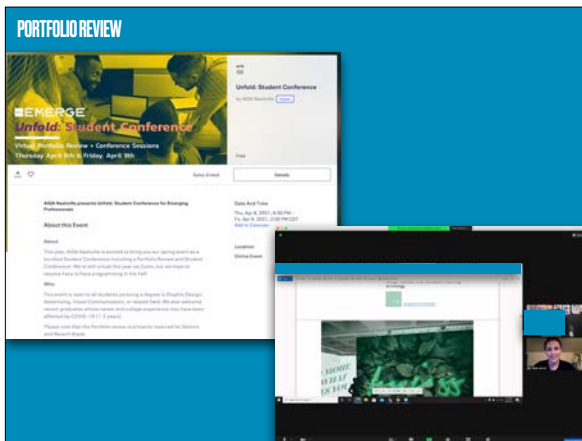
- Go to as many Portfolio Reviews as you can to get opinions from many different professionals.
- Usually, you are one of many students (or recent grads) reviewed by many different reviewers; however, each review time is just the dialogue between the two of you.
- The first one you go to may (will) be painful and you will think you are worthless and feel that nobody taught you anything that was worthwhile.
- The next one will be great and you'll realize that maybe it's ok. :)
- Then by the third one, you will realize these are like critiques and it's all about asking WHY people said things (respectfully) so that you can filter the information and improve!



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JOB INTERVIEW

- It's all about you presenting your work in order to fit into their organization and the position they need to fill/work they need done.
- They will likely not say anything good or bad. You will get the job or you won't.

FINDING JOBS TO GET THE INTERVIEW

4503_confidence-interviewing...

Friday, April 12th

Prof. Nikki Arnell 7:54 PM

Prof. Nikki Arnell @channel >>

Consider the following when trying to find jobs >> SEE THREAD. Let's talk about this during the Interview Workshops next week.

*As in **remind me** of this because it's not in the slides right now. We already talked about networking. The workshop is a lot about AFTER you get the interview. (edited)

Thread in # 4503_main Apr 12th View message

FINDING JOBS TO GET THE INTERVIEW

Prof. Nikki Arnell 0 days ago

SUCH an informative article.

https://money.com/best-job-search-sites/#~:text=Best%20Overall%3A%20Indeed&text=Indeed%20is%20one%20of%20the_and%20more.

M Money

6 Best Job Search Sites

Looking for a new job? Check out Money's top picks for the best job search sites. (118 kB)

Our Top Picks for the Best Job Search Sites

- **Indeed**: Best Overall
- **ZipRecruiter**: Best for Employers
- **LinkedIn**: Best for Networking
- **Glassdoor**: Best for Salary Information and Employee Reviews
- **Wellfound (formerly AngelList Talent)**: Best for Startup Jobs
- **USA Jobs**: Best for Government Jobs

Prof. Nikki Arnell 3 days ago
 For example, I get stuff emailed to me all the time. I'm not looking for a job, but I signed on to this last year while teaching Prof. Practice. Now it's just interesting to see what is out there.


My searches only bring in jobs in Memphis and the area, and only pertaining to design and education. It also keeps in mind my experience level for job posts, so don't think EVERYTHING is a director of something.

- The first image is the emails just in the last 3 months. Obviously, they send something weekly.
- Then the second image shows an email. Each link then goes out to the actual job.

Yours could be whatever you want! What city/area? What exactly do you want as keywords for a job search? Etc.

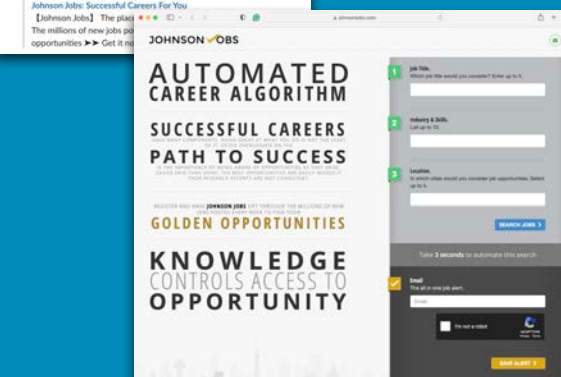
Many of you might already know all about this, but just in case... (lololol)

2 files



Prof. Nikki Arnell 3 days ago
<https://johnsonjobs.com>
 Johnson Jobs: Successful Careers For You
 [Johnson Jobs] The place where you'll find the best careers for you! The millions of new jobs posted every week 🌟 3 Step to golden opportunities ➡️ Get it now!

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JOHNSON JOBS

AUTOMATED CAREER ALGORITHM

SUCCESSFUL CAREERS

PATH TO SUCCESS

GOLDEN OPPORTUNITIES

KNOWLEDGE CONTROLS ACCESS TO OPPORTUNITY

- SECTION 4 GRADES + FINALIZING ALL WORK
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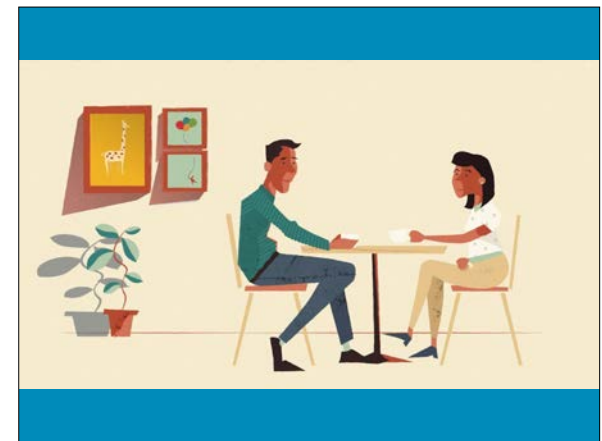
INFORMATIONAL INTERVIEW

- This one is like obtaining a job interview, but knowing full well you won't get a job.
- It is KEY to networking because then the person knows you (and is hopefully impressed). You will be top of mind when they – or someone they know – need someone at the last minute!
- However, it is asking a LOT of somebody's time to do this. If somebody agrees, do not take it lightly! They are doing you a HUGE favor!
- *The following doesn't take into COVID precautions.*

INFORMATIONAL INTERVIEW

GETTING A JOB WHY THIS COVER LETTER?

- There are really two different kinds of interviews:
 - For a posted job. << what you did this semester.
 - For an "informational interview". << what students had to do in previous semesters.
 - Inquiry about "the business"
 - Inquiry about that specific business (but research can do this)
 - To network and meet people in the area (this works especially well if you're new to the area or you're going move there and you're visiting)
 - To get that person to review your work
 - Do not say because you just graduated. You will only ever be a student to them then.
 - OK if said because you value their opinion and experience
 - Remember that person's time is money. RESPECT IT.
 - Of course, you want a job. But... (see videos)



Questions To Ask During An Informational Interview

Select questions that are appropriate for your target career field and stage of decision-making. You can ask about such topics as the nature of a person's work, how to get started in the field, or effective approaches for the job search. Use some of the following questions or make up your own.

SEE LINK ON SLACK

<https://careerberkeley.edu/info/questions>

- What are your main responsibilities as a...?
- What is a typical day (or week) like for you?
- What do you like most about your work?
- What do you like least about your work?
- What kinds of problems do you deal with?
- What kinds of decisions do you make?
- How does your position fit within the organization/career field/industry?
- How does your job affect your general lifestyle?
- What current issues and trends in the field should I know about/be aware of?
- What are some common career paths in this field?
- What kinds of accomplishments tend to be valued and rewarded in this field?
- What related fields do you think I should consider looking into?
- How did you become interested in this field?
- How did you begin your career?
- How do most people get into this field? What are common entry-level jobs?
- What steps would you recommend I take to prepare to enter this field?
- How relevant to your work is your undergraduate major?
- What kind of education, training, or background does your job require?
- What skills, abilities, and personal attributes are essential to success in your job/this field?
- What is the profile of the person most recently hired at my level?
- What are the most effective strategies for seeking a position in this field?
- Can you recommend trade journals, magazines or professional associations which would be helpful for my professional development?
- If you could do it all over again, would you choose the same path for yourself? If not, what would you change?
- I've read that the entry-level salary range for this field is usually in the range of \$_____. Does this fit with what you've seen? (Don't ask about the person's actual salary)
- What advice would you give someone who is considering this type of job (or field)?
- Can you suggest anyone else I could contact for additional information?

Highlighted text are the only questions that could also apply in an actual job interview (with some slight rewording).

In other words, an informational interview is not a job interview!

INFORMATIONAL INTERVIEW

GETTING A JOB WHY THIS COVER LETTER?

- But the informational interview is also to network.
 - Let them meet YOU. Who are you as a person? What's your personality?
 - Talk them through your work. They can see it online, but YOU tell them about it. Tangible items are also nice here.
 - Provide a Leave-Behind, business card, printed resume with all contact information.
 - Send a branded hand-written Thank You when done.
 - Keep in touch.
- THEN when a job or last-minute freelance comes up at her/his job (or friend's shop), you are top of mind.

#AskCheeky

How To Set Up An Informational Interview

CHEEKY SCIENTIST



NO MATTER WHAT...

If somebody (anybody!) calls/emails/messages you to set up an interview – even if it's an admin assistant – consider it part of an interview.

job hunt journal

Now fill out your interactive PDF with your research under the company information. Leave the communications journal blank and ready to use in the future!

City 1	City 2	City 3
<ul style="list-style-type: none">Company 1 (Fill out now)Company 2 (Fill out now)Company 3 (Fill out now)Company 4 (Fill out now)Company 5 (Fill out now)	<ul style="list-style-type: none">Company 1 (Fill out now)Company 2 (Fill out now)Company 3 (Fill out now)Company 4 (Fill out now)Company 5 (Fill out now)	<ul style="list-style-type: none">Company 1 (Fill out now)Company 2 (Fill out now)Company 3 (Fill out now)Company 4 (Fill out now)Company 5 (Fill out now)
<ul style="list-style-type: none">Communications JournalSocial Media (Leave blank now)Email (Leave blank now)Phone (Leave blank now)Tangible Letters/Notes (Leave blank now)Interviews (Leave blank now)Follow-Up (Leave blank now)	<ul style="list-style-type: none">Communications JournalSocial Media (Leave blank now)Email (Leave blank now)Phone (Leave blank now)Tangible Letters/Notes (Leave blank now)Interviews (Leave blank now)Follow-Up (Leave blank now)	<ul style="list-style-type: none">Communications JournalSocial Media (Leave blank now)Email (Leave blank now)Phone (Leave blank now)Tangible Letters/Notes (Leave blank now)Interviews (Leave blank now)Follow-Up (Leave blank now)

ALSO - SCREENING INTERVIEW

- A screening interview is a phone call or in-person meeting organized by a recruiter (headhunter) to evaluate a job candidate's qualifications.
- **IF** an agency/company/etc. has gone to the trouble and expense of hiring a recruiter, this is the first interview in the hiring process.

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ALSO - SCREENING INTERVIEW - RETAIL

- You might have had this if you applied for a job at Wal-Mart or similar.
- Though related, this is not the same thing as a screening interview for a job in the design field.

SECTION 4 GRADES - FINALIZING ALL WORK

PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW

NETWORKING + YOUR JOB HUNT JOURNAL

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- ELEVATOR PITCH - TAKE 2

WORKSHOP - DAY 2

INFORMATIONAL INTERVIEW

STAY ORGANIZED

- Use your Job Search Journal notes.
- Hopefully, you will be networking and contacting so many people that you could quickly lose track. KEEP NOTES.
- You can also always go back to this in future jobs (or jobless times). Keep your network.

YOU MUST BE A MACHINE.

You must become a list-maker, a record-keeper, and an organizer of chaos. You must set a goal and reach it. You must have a commitment level that will need to be so focused that a few negative or indifferent reactions will only help sharpen your skills.



Network everywhere NETWORK NOW. Develop your own brand and have beautifully designed biz cards that show the way to your website. Become a member NOW of **AGC** - the professional association for design whose inherited acronym is now too small a scope for what it does, hence **American Institute of Graphic Arts** isn't really enough and/or **AIA** (American Advertising Federation). When you move to a new town, find where these groups are and JOIN THEM! (or similar in town, for example, **AGCC** - Art Directors Club of Denver where there are tons more than art directors). Or at least show up to mixers and mix it up with people, leaving biz cards everywhere. **KNOW PEOPLE WHO KNOW PEOPLE** and keep in touch. And never ever burn a bridge because everybody somehow knows everybody, even across the country.

SECTION 4 GRADES - FINALIZING ALL WORK

PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW

NETWORKING

- HOW TO GET AN INTERVIEW
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ELEVATOR PITCH - TAKE 2

WORKSHOP - DAY 2



Madison Blancaflor



Session:

Panelist: The Flexible Career Plan

Contact:

Socials: @Madison_Ave

Email: madison.blancaflor@thepointsguy.com

Advice:

Have a plan, but be willing to throw it out the window.

Jackie Brightwell



Session:

Panelist: Navigating Workplace Cultures

Contact:

Website: <https://jackiebrightwell.com>

Email: brightwell.jackie@gmail.com

Advice:

Don't be quick to dismiss constructive criticism that you disagree with. If someone suggests a revision and provides a solution that you're opposed to, look at the area they're addressing. They may have identified a problem that you can assess and solve.

Micah Brightwell



Session:

Panelist: Navigating Workplace Cultures

Contact:

Website: <https://micahbrightwell.com/>

Email: hey@micahbrightwell.com

Advice:

Finances are a bigger deal than you may realize. Develop skills to differentiate yourself and raise your value. If you're stepping outside of your comfort zone, you're learning skills others might not.

Rachel Bush



Session:

Panelist: Freelance 101

Contact:

Website: <http://www.rmbush.com/>

Email: bushr@apsu.edu

Advice:

Always have fun. Lighten up and laugh more. Life is too short.

Tristen Click



Session:

Panelist: The Flexible Career Plan

Contact:

Website: <https://www.tristenclick.com/>

Email: tristen.click@gmail.com

Advice:

Don't try to fit yourself into a box of what you have been taught is "design".

Matt Elbert



Session:

Panelist: User Experience and Beyond - Jobs in Tech

Contact:

Website: <https://dribbble.com/mattelbert>

Email: mattelbertcreative@gmail.com

Advice:

Practice something over and over if you don't know how to do something and utilize the internet for information to learn. Constantly network and talk to people online.

Sophie Hedge



Session:

Panelist: Using Social Media the Right Way

Contact:

Email: sophie.hedge@optusinc.com

Advice:

There is so much more to design and life than money. I mean don't get me wrong - cash is super rad, but even in the few years I've been in the "work force," a good workplace that sees you as a person whose life does not revolve around work is worth THOUSANDS. As designers, don't forget at your core (to some extent) you are an artist. As artists, you need the freedom to be yourself and have pride in the work you're doing. Unless you're just really looking forward to burn out by the age of 27, remember money isn't everything.

Jimmy Henderson



Session:

Panelist: The Flexible Career Plan

Contact:

Website: <http://jimmyhendersonstudio.com/>

Email: james.henderson@vcfa.edu

Advice:

Being a designer is the one career where you work hard, play hard, create daily and earn your success. Put in the time and be the designer you want to be.

Destani June



Session:

Panelist: User Experience and Beyond - Jobs in Tech

Contact:

Website: <https://www.destanijune.design/>

Socials: @destanijune@destanijune

Email: Destani.June@gmail.com

Advice:

Keep an open mind and don't be afraid to explore career options in the design space. You'd be surprised how versatile the tools you're being equipped with can be.

Chris Kindreck



Session:

Panelist: Using Social Media the Right Way

Contact:

Website: <https://www.stoneward.com/>

Socials: @chriskindreck

Email: ckindreck@stoneward.com

Advice:

- Don't wait for the world to tell you its okay to create something. Be a proactive creative. Start your "thing" now. Build that idea tomorrow.
- Listen to all criticisms, critiques and direction and, then, do what's best for the client — but listen to all of it.
- Mistakes are okay. This isn't rocket surgery.

Christine Lhowe



Session:

Panelist: Freelance 101

Contact:

Website: <https://christinelhowe.com/>

Socials: @christinelhowe

Email: christine.lhowe@du.edu

Advice:

Look at every job you have as an opportunity. Even if it's not your dream job, you will meet new people and learn new skills that can help lead you to your next position.

John Lloyd



Sessions:

Panelist: Freelance 101

Panelist: User Experience and Beyond - Jobs in Tech

Contact:

Website: <https://johnlloyd.us/>

Socials: Twitter: @j_lloyd • Instagram: @john_x_lloyd

Email: john.steven.lloyd.jr@gmail.com

Advice:

Being good at design has very little to do with being a successful designer. Learn the business side, build relationships, and don't be an asshole.

Julio Ramirez



Session:

Presenter: Cutting Through the Noise: Using Personal Projects as Your Competitive Advantage

Contact:

Website: <https://www.behance.net/nofradamus>

Email: nofradamus2@gmail.com

Advice:

Focus on finding your voice and style. Do not pay much attention to the noise and use trends, don't let them use you.

Austin Sandy



Session:

Panelist: User Experience and Beyond - Jobs in Tech

Contact:

Website: <https://www.grepsx/>

Socials: @SandyOnSocial

Email: asandy@ktv.com

Advice:

People. People are the greatest resource you'll ever have. As you enter the industry, start growing your rolodex (or your LinkedIn network) and never stop expanding that network. Whether you're looking for a job, a new skill, or industry advice...having a network of hundred of advertisers at your fingertips is priceless.

Natalie Tyree



Session:

Presenter: Stand Up and Stand Out: Practical Steps for Conquering Imposter Syndrome and Defining Your Creative Self

Contact:

Website: <https://nattyree.webflow.io/>

Socials: @nattyreedesign

Email: natalie.tyree@wku.edu

Advice:

Take advantage of any and every opportunity you can to learn more about the industry and to network and make connections. Get in front of these people, ask them questions and learn from them.

Melanie Uribe



Session:

Panelist: The Flexible Career Plan

Contact:

Website: <http://www.melanieuribe.com/>

Socials: @melanieuribe

Email: uribem@southernct.edu

Advice:

We are in a profession that is always changing and evolving, which means we need to adapt to new technologies; explore and learn. Experience everything around you, including success and failures, and learn from them.

Jessa Wilcoxon



Session:

Panelist: Navigating Workplace Cultures

Contact:

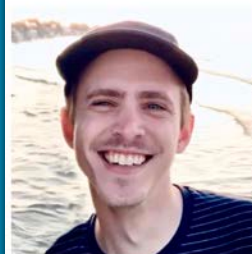
Website: <https://milikin.edu/people/jessa-wilcoxon>

Email: jwilcoxon@milikin.edu

Advice:

This may sound cliché but seriously get to know your professors. One of the benefits of a smaller university like Milikin is that you can have that personal interaction. Faculty want to see you succeed and they are more likely to connect you to opportunities and resources on or off campus if they understand what your specific interests, passions, strengths, and struggles are.

Ken Zinser



Session:

Presenter: Design in a Good Way: Using Your Creative Superpowers to Make a Difference

Contact:

Website: <https://kenzinsr.com/>

Socials: @kenzinsr

Email: ken@hey.com

Advice:

Clay Christensen once said something like, "Questions are places in your mind where answers fit. If you haven't asked the question, the answer has nowhere to go. It hits your mind and bounces right off. You have to ask the question — you have to want to know — in order to open up the space for the answer to fit." Learn how to ask good questions, but never be afraid of asking dumb questions.

BACK TO SECTION 1

CRFX 4503 SPRING 2022

section 1

job hunt journal

OBJECTIVES

PROJECTS

- BRAND
- BUSINESS PLAN A
- IDEALAB
- **JOB HUNT JOURNAL**

SELF-ASSESSMENT

SCHEDULE

OVERVIEW

SUBJECT & EXTRA CREDIT

DIRECTIONS

SCHEDULE

23

MENU

overview

This project is directly related to finding employment at an existing company; however, the same journal/process could be applied to an active freelancing career and the never-ending task of finding and keeping clients. **NOTE: It is not required that you actually contact anyone for this project; however, this journal is intended to be used after this semester.**

YOU MUST BE A MACHINE.

You must become a list-maker, a record-keeper, and an organizer of chaos. You must set a goal and reach it. You must have a commitment level that will need to be so focused that a few negative or indifferent reactions will only help sharpen your skills.

BUT HOW?

No matter what, **you must know how to find out who works in the positions that will decide to hire you.** If you don't, any letters you send will end up with HR (Human Resources – the people who do the hiring paperwork, but not the picking) or some other huge pile. You must cut through the masses in this extremely competitive industry.

STEP 1:
Research.

STEP 2:
Contact (after you practice) on phone, email, socials, and/or a good old-fashioned paper letter (on your branded letterhead).

STEP 3:
The next VERY IMPORTANT step is to keep track of contacting these people because you won't reach anyone on the first try. And you need to reach out to as many people as possible – throw your net wide, so to speak – to increase your chances of landing a job.

CITY 1

CITY 2

CITY 3

COMPANY INFORMATION
COMMUNICATIONS LOG

COMPANY INFORMATION
COMMUNICATIONS LOG

COMPANY INFORMATION
COMMUNICATIONS LOG

- The Communications Log after each city is to be used in your future after this class, so just ignore it (and its many pages!) now!
- You are also not required to contact anyone at this time.

CITY 1: COMMUNICATIONS LOG

SOCIAL MEDIA

COMMUNICATION JOURNAL | SOCIAL MEDIA

Each Contact:
To @Whom | Platform | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

EMAIL

COMMUNICATION JOURNAL | EMAIL

Each Contact:
To Whom | Email Address | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

EMAIL

COMMUNICATION JOURNAL | PHONE

Each Contact:
To Whom | Number | When Called | Voice Mail or Conversation? | FURTHER ACTION | DATE TO CONTACT?

When did you say in your cover letter you would?

Tips:

- Be in a quiet area. No distractions, like roommates, animals, televisions, children.
- If (when) you are transferred to voice mail, know what you are going to say.
- If you are caught off guard and don't know what to say (shame on you!), then hang up and don't leave a message.
- SMILE when you talk.
- Begin with your name and that they should have received your package
- Don't say too much. People are too busy and they won't listen.
- Say when you will call back and invite them to call you at your phone number.
- Say your number again.
- Wish them a great day. SMILE.
- **CALL BACK AT THE TIME YOU TOLD THEM.**

EMAIL

COMMUNICATION JOURNAL | PHONE

Each Contact:
To Whom | Number | When Called | Voice Mail or Conversation? | FURTHER ACTION | DATE TO CONTACT?

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- CALL BACK AT THE TIME YOU TOLD THEM.

TANGIBLE LETTERS / NOTES

COMMUNICATION JOURNAL | TANGIBLE LETTERS/NOTES

Each Contact:
To Whom | Address | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

HOW TO GET AN INTERVIEW

- GET AN INTERVIEW
- INTERVIEW FORMATS

INTERVIEW FORMATS

- In Person
- Virtual via Zoom/Skype/FaceTime/Hangouts
- Hybrid of these

INTERVIEW FORMATS

- In Person
- Virtual via Zoom/Skype/FaceTime/Hangouts
- Hybrid of these
- 1-to-1
- Serial (planned sequential)
- Panel
- Group

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- SECTION 4 GRADES - FINALIZING ALL WORK
- PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW
- NETWORKING + YOUR JOB HUNT JOURNAL
- HOW TO GET AN INTERVIEW
- **BEFORE THE INTERVIEW** →
- HOW TO HAVE A SUCCESSFUL INTERVIEW
- INTRO TO SALARY NEGOTIATIONS
- AFTER THE INTERVIEW
- ELEVATOR PITCH - TAKE 2
- WORKSHOP - DAY 2

BEFORE THE INTERVIEW →

- **DRESSING FOR THE INTERVIEW**
- WHAT TO BRING WITH YOU
- RESEARCH - THEN RESEARCH MORE
- ADVICE (FROM HUMAN RESOURCES)
- PREPARE QUESTIONS FOR THE INTERVIEWER
- INTERVIEW PREP TIPS
- PRACTICE!

DRESSING FOR THE INTERVIEW

BE CLEAN

- Ironed, clean clothes
- No dirty nails
- Jewelry
- Hair
 - Avoid too much hairspray, overdone hair
 - Is that dandruff or dried hair product?
- No excessive makeup
- No cleavage, chest hair, etc. No high hemlines.
- Avoid t-shirts. Especially avoid words on t-shirts.
- No oversized handbags
- Nice shoes
- No heavy perfume/cologne
- Smokers beware

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**DON'T FORGET TO SMILE!
AND TO
CHECK YOUR TEETH
BEFORE THE INTERVIEW**

BEFORE THE INTERVIEW



- DRESSING FOR THE INTERVIEW
- WHAT TO BRING WITH YOU
- RESEARCH - THEN RESEARCH MORE
- ADVICE (FROM HUMAN RESOURCES)
- PREPARE QUESTIONS FOR THE INTERVIEWER
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+ BRING WITH YOU TO INTERVIEW IN PERSON

- **Tablet/laptop** with your **portfolio PDF(s)** loaded. Nothing should depend on wifi JUST IN CASE it's not available!
- If you have unlimited data access accessible on your tablet/laptop, then use it. But that's expensive, so do not consider it required!
- Do not ask/expect the interviewer to look on her/his computer or phone during the interview. It is **more advantageous** if you have **control of your portfolio and its narrative**. Keep the interviewer's focus where you want it.
- **Black box** with:
 - 2-4 finely printed samples
 - **Process books**
 - **Business cards**
 - 5-10 copies of your **resumé**
 - **Pen/Pencil and paper** (just in case you need it!)

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+ BRING WITH YOU TO INTERVIEW ONLINE

- **STRONG WIFI**. Even if that means you need to camp in a Starbucks.

Suggestion: Phone optional as back-up wifi just in case your connection is lost. Use only if you have unlimited data.



- Be sure your **camera** and **microphone** work perfectly!
- Check your (real) background. Avoid virtual backgrounds if you can.
- **Tablet/laptop** with your **portfolio** loaded. Whatever you use, make sure you are **VERY** familiar with how it works on whatever software that will be used for your interview.

+ BRING WITH YOU TO INTERVIEW ONLINE

Also have available to easily access:

- Your **website** up and ready to access if needed.
- **Social media** home pages ready to access if needed.
- **Digital** version of **Business Card** available.
- PDF file of your **resumé**. (If available to load in "Chat" or equivalent).
- URL link of the PDF of your **resumé** (or page with it if not available).
- PDF file of your **process book(s)**.
- URL link to **process book(s) PDF**.

BEFORE THE INTERVIEW



- DRESSING FOR THE INTERVIEW
- WHAT TO BRING WITH YOU
- **RESEARCH – THEN RESEARCH MORE**
- ADVICE (FROM HUMAN RESOURCES)
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- PRACTICE!

RESEARCH!

- **The position in context** of the city, region, country, world, etc.
- Information about company and interviewer. Check LinkedIn at a minimum!
- The company's clients. Past and present.
- The company's competition.
- The company's social media presence.
- The company's website.
- Any awards won? You better know if they won anything recently!
- Any articles or other publicity about the company/interviewer?
- How long has the company existed? What is its history?
- How long has the interviewer been employed at the company? What is her/his/their* past work experience?
- Anything else (make sure sources are reliable)?
- Any recent news to spark up a conversation that shows your research?
- Do you have any common connections with the interviewer?



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RESEARCH!

- H.R. P.O.V. Human Resources Point-Of-View
- Job Search
- Résumés
- Interviewing - a daunting interviewing workshop
- Landing the Job
- Freelancing

Be Prepared

- Know your résumé inside and out
- Have examples ready for common questions and practice your responses
 - Tell me about a time when you had to make a difficult decision regarding...
 - What would you do if...
 - What do you like best/least about your current/previous job...
- It's okay to take a minute to compose yourself and/or your answer when interviewing! **BREATHE!**

Be Prepared

- Run Reconnaisance
- Too early = awkward
 - No more than 15 minutes
- Attire - even if a casual office dress to impress
- Practice your introduction
 - "Tell me a little about yourself."
 - Don't talk too much
 - Stay relevant
 - Watch your Title VII's see next slide + Q&A slides

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

BEFORE THE INTERVIEW

- DRESSING FOR THE INTERVIEW
- WHAT TO BRING WITH YOU
- RESEARCH - THEN RESEARCH MORE
- MORE ADVICE (FROM HUMAN RESOURCES)**
- PREPARE QUESTIONS FOR THE INTERVIEWER
- INTERVIEW PREP TIPS
- PRACTICE!

ADVICE



Original talk in 2017 (and many years before) by Kelly King, SPHR - Senior Human Resources Professional

- A human resource department is the division of a company that is responsible for effectively managing a company's human resources, which are its employees.
- The department's [or one HR person on staff's] mission is to make sure the company's employees are adequately managed, appropriately compensated, and effectively trained.
- The department is also responsible for recruiting, hiring, firing, and administering benefits.
- Not all companies have an HR director/department. (They should for their own protection!)**

ADVICE

Be Prepared

- Run Reconnaisance
- Too early = awkward
 - No more than 15 minutes
- Stay relevant
- Watch your Title VII's

Title VII of the Civil Rights Act of 1964 is a federal law that prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. It generally applies to employers with 15 or more employees, including federal, state, and local governments.

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

FYI: Title VII (7) vs. Title IX (9)

Title VII of the Civil Rights Act of 1964 (Title VII), generally prohibits discrimination in the workplace, including discrimination based on sex. Title IX prohibits sex-based employment discrimination in federally assisted schools, educational programs, and activities.

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

FYI: Title VII (7) vs. Title IX (9)

Title VII of the Civil Rights Act of 1964 (Title VII), generally prohibits discrimination in the workplace, including discrimination based on sex. Title IX prohibits sex-based employment discrimination in federally assisted schools, educational programs, and activities.

What is a Title 7?

Title VII prohibits employment discrimination based on race, color, religion, sex and national origin.

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

FYI: Title VII (7) vs. Title IX (9)

Title VII of the Civil Rights Act of 1964 (Title VII), generally prohibits discrimination in the workplace, including discrimination based on sex. Title IX prohibits sex-based employment discrimination in federally assisted schools, educational programs, and activities.

What is a Title 9 situation?

Title IX requires schools to adopt and publish grievance procedures for students to file complaints of sex discrimination, including complaints of sexual harassment or sexual violence. Schools can use general disciplinary procedures to address complaints of sex discrimination.

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

ADVICE

Title VII of the Civil Rights Act of 1964 is a federal law that prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. It generally applies to employers with 15 or more employees, including federal, state, and local governments.

Illegal Questions

- Are you married?
- How many children do you have?
- I also went to _____ High School. Which class were you in?
- You have a great accent, what is your native language?
- Where do you go to church?
- Have you ever been arrested?

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

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Illegal Questions: How to Respond

- Small talk
- How to respond
 - Don't point out that they just asked an illegal question
 - Change the subject
 - "I prefer not to answer that."
 - Ask how it is relevant to the position
- Regional differences

Original talk by Kelly King, SPHR, 2017 Senior Human Resources Professional

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Illegal Questions TRANSLATIONS

- ❑ Are you married? and How many children do you have?
 - ❑ **might mean:**
This job requires occasional overtime and travel. Will that be a problem for you?
- ❑ I also went to _____ High School. Which class were you in?
 - ❑ **might mean:**
Do you have a high school diploma or equivalent or are you over the age of 18?

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What languages can you speak or write fluently?
- ❑ Where do you go to church?
 - ❑ **might mean:**
Are you able to work the required schedule?
- ❑ Have you ever been arrested?
 - ❑ **might mean:**
Have you ever been convicted of a crime?

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ADVICE

A little more about Q&A

- ❑ **Tell me about yourself.**
 - ❑ **WHY?**
 - How you communicate and engage in dialogue.
 - ❑ **HOW?**
 - Focus on discussing your professional experience, interests, and anything that shows you are the right candidate for the role.

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ADVICE

A little more about Q&A

- ❑ **Why do you want this job?**
 - ❑ **WHY?**
 - To ensure your interest in their company.
 - ❑ **HOW?**
 - Do your research and align your career goals with the company.

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ADVICE

A little more about Q&A

- ❑ **What are your weaknesses?**
 - ❑ **WHY?**
 - To check your self-awareness and ego – both too much and not enough
 - ❑ **HOW?**
 - Find a weakness that isn't essential to the job. Explain how you became aware of the weakness and how you're overcoming it.
 - Always wrap up your answer with how you've used the fault to improve yourself OR how you are working on it.

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ADVICE

A little more about Q&A

- ❑ **What are your strengths?**
 - ❑ **WHY?**
 - Again, checking self-awareness (and ego), but they're also checking you really reviewed the job description.
 - ❑ **HOW?**
 - Match your strengths with key requirements for the job.

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ADVICE

A little more about Q&A

- **What do you expect to be doing in 5 years?**
- **WHY?**
 - To check your career ambitions and goals.
 - Don't be vocal about using the company as a stepping stone, but you also DO want to be obviously goal-driven.
- **HOW?**
 - Tie in a dream job – ideally one you can work toward at that company – that incorporates your passions, interests, and experiences.
 - **NOTE:** You will not be a Creative Director in 10 years.
 - Be careful of who you're talking to and assuming you can take their job.

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FYI

Interview Biases

- AVOID WHEN IT'S A PROBLEM
- Stereotyping
- First Impression Error
- Negative Emphasis
- Halo/Horn Effect
- Nonverbal Bias
- Contrast Effect
- Similar to Me Error
- Cultural Noise

From The SHRM Learning System®

HR reps are trained to avoid these. Most non-HR interviewers have no idea they're doing these.
SO TRY TO AVOID ANY OF THESE OBSTACLES.

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FYI

Interview Biases

Stereotyping -

We all know what stereotyping is; it's not always a negative thing; nothing you can really do about this, but need to be aware that it can affect an interviewer's perception of you.

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FYI

Interview Biases

First Impression Error -

The interviewer makes a snap judgment and let's that first impression, whether positive or negative, cloud the entire interview.

Can be good for you, but be careful if it's not!

Examples:

- Candidate is from interviewer's alma mater.
- Arriving 50 minutes early (not good).

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FYI

Interview Biases

Negative Emphasis -

Rejecting a candidate on the basis of a small amount of negative information.

>> This often happens with subjective factors like dress or nonverbal communication taint the interviewer's judgment.

Example:

- Lack of eye contact (but if it is for a telemarketing position, this is not critical).

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FYI

Interview Biases

Halo/Horn Effect -

• **Halo Effect** – When the interviewer allows one strong point that he/she/they values highly to overshadow all other information

• **Horn Effect** – Opposite of halo effect; similar to negative emphasis – you can see how many of these are similar.

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FYI

Interview Biases

Similar To Me Error -

Picking a candidate based on personal characteristics that they share with the interviewer rather than job-related criteria.

Can be good for you, but be careful if it's not!

Examples:

- This can go back to graduating from the same school.
- Both originally from the same state/region.
- Both like to bike, etc.

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FYI

Interview Biases

Similar To Me Error -

Failure to recognize responses of a candidate that socially acceptable rather than factual.

Examples:

- Politically correct responses.
- Using buzz words and jargon.
- Answering questions the way they think the interviewer wants them answered

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IF YOU ARE OFFERED A JOB...

Pre-Hire Activities

- NOT SO FAST
- Contingencies
 - Background check
 - Authorization & Scope
 - Drug screening
 - Reference checks
- The OFFER process
 - Find out everything including:
 - Total Compensation, Benefits, Vacation, etc.

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BEFORE THE INTERVIEW



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- PRACTICE!

COMMON QUESTIONS

- Can you describe a typical day in this type of role?
- Can you explain the culture to me, with examples of how the company upholds it?
- How long have you been at the company? What makes you stay? *or even better would be >>*
I saw on LinkedIn that you have been with this company for ____ years. What makes you stay?
- What challenges have other new hires faced when starting in similar roles and what can I do to put myself in a better position to succeed?
- What types of career opportunities may open up for a person starting out in this type of position, assuming they perform well?

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- What challenges have other new hires faced when starting in similar roles and what can I do to put myself in a better position to succeed?
- What types of career opportunities may open up for a person starting out in this type of position, assuming they perform well?

COMMON QUESTIONS

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- Can you explain the culture to me, with examples of how the company upholds it?
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COMMON QUESTIONS

- **What are some of the company's initiatives regarding learning and development of its employees?**
- How would you describe the work environment here?
- What's the best part of working for this company?
- How have you recognized your employees in the past?
- What are some of the short-term and long-term goals for the company?
or you could ask >
How could I help your company meet its short-term or long-term goals?
- What are the most important things you'd like to see me accomplish in the first 30, 60 and 90 days of employment?

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COMMON QUESTIONS

- The more you can **intelligently** tie in your research with questions, the better. But don't force it just to show off. Make sure you are asking a valid question.

RESEARCH!

- The position in context of the city, region, country, world, etc.
- Information about company and interviewer.
Check LinkedIn at a minimum!
- The company's clients. Past and present.
- The company's competition.
- The company's social media presence.
- The company's website.
- Any awards won?
You better know if they won anything recently!
- Any articles or other publicity about the company/interviewer?
- How long has the company existed? What is its history?
- How long has the interviewer been employed at the company?
What is her/his past work experience?
- Anything else (make sure sources are reliable)?
- Any recent news to spark up a conversation that shows your research?
- Do you have any common connections with the interviewer?

job
hunt
journal

DO NOT ASK*

***UNLESS THE INTERVIEWER BRINGS IT UP.**

-Anything about salary/pay.

- Not about what others make.
- Not how much you would theoretically make.

- Do not ask about benefits beyond what the company does to develop/train/encourage their employees.

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DO NOT ASK

Other things to not say even if you end up being offered a job:

- How often do reviews occur?
- May I arrive early or late, as long as I get my hours in?
- Do I get my own office?

Avoid talking about at work in general:

- Politics.
- Religion.

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BEFORE THE INTERVIEW



- DRESSING FOR THE INTERVIEW
- WHAT TO BRING WITH YOU
- RESEARCH - THEN RESEARCH MORE
- ADVICE (FROM HUMAN RESOURCES)
- PREPARE QUESTIONS FOR THE INTERVIEWER
- **INTERVIEW PREP TIPS**
- PRACTICE!

PREP TIPS

Design Interview Questions & Prep



So, before every interview, I would prepare with all of these,

1. When you're asked a question, take a deep breath—think and recollect because you would have faced that situation in your life. It is not necessary to give an answer as soon as the question is asked. You're not a robot!
2. Get thorough with your resume and projects. It is very important to know what you have done in the past and what your expertise is in.
3. More than often, you will be asked if you know anything about their company. And, you will definitely get bonus points for researching about the company—shows that you're really interested in them.
4. It is good to read up on the job requirements and responsibilities, so that you can align your answers based on what they are seeking.
5. Go on LinkedIn and check who the interviewer is, to see if you have anything in common with him/her or to get an idea of their profile. This helps to know what type of questions you might expect.

<https://medium.com/sketch-app-sources/design-interview-questions-prep-d2c296e45e1d>

PREP TIPS

Design Interview Questions & Prep



What I do before an Interview

1. Of course, prepare for the interview. I read a lot about the company, role, myself, design articles, etc.
2. I talk to myself or someone about what I would say when a certain question is asked. Practice practice practice!
3. I always have some pointers written down, so I can quickly browse during the interview.
4. Staying calm is the key to nailing any interview! So I do something that calms me down—like meditating.
5. I go to a quiet room, so there is no disturbances during the interview.
6. I have a glass of water next to me because sometimes I get parched while talking a lot during the interview.
7. I have my laptop in front of me with the job posting open or to search something quickly or to even have my portfolio handy.
8. I have my iPad to take down notes.
9. I usually go to the restroom before so I don't have to excuse myself during the interview. Pretty important!
10. Just 5 mins before the interview, I try to listen to a song or watch a video that I like. This usually loosens me up.

PREP TIPS

Design Interview Questions & Prep



What I felt worked during the interview

1. Showing that you're confident!
2. Joking and laughing about a few things.
3. Drawing on personal experiences and projects. Shows that you're experienced.
4. Admitting to not knowing something and asking for the answer.
5. Asking a lot of questions.
6. Having your resume handy because they usually have it in front of them while taking an interview.
7. Focusing on identifying the problem instead of getting straight to the solution.
8. Sharing relevant information instead of talking too much in detail about everything.
9. If it is onsite or video call, looking presentable and professional.
10. Expressing towards the end that you're very much interested in the role.

BEFORE THE INTERVIEW

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- PRACTICE!

- SECTION 4 GRADES + FINALIZING ALL WORK
- PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW
- NETWORKING + YOUR JOB HUNT JOURNAL
- HOW TO GET AN INTERVIEW
- BEFORE THE INTERVIEW
- HOW TO HAVE A SUCCESSFUL INTERVIEW
- INTRO TO SALARY NEGOTIATIONS
- AFTER THE INTERVIEW
- ELEVATOR PITCH - TAKE 2
- WORKSHOP - DAY 2

HOW TO HAVE A SUCCESSFUL INTERVIEW

- CONFIDENCE
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CONFIDENCE



THE CONFIDENCE STRUT
How to showcase yourself and get the job.

• CONFIDENCE in your walk

comes from

• CONFIDENCE in yourself

comes from

• positive SELF-ESTEEM

(and a little bit of faking it until it's real)

1. CONFRONT YOUR FEARS
2. OWN YOUR STRENGTHS.
3. SET ATTAINABLE GOALS
4. HELP SOMEONE
5. SEPARATE YOUR WEAKNESSES
6. STOP COMPARING
7. LOOK CONFIDENT
8. BREATHE!

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DO

ARRIVE ALONE.
ARRIVE ON TIME.*

*5 minutes before.
In person and online.

DO

ARRIVE ALONE. ARRIVE ON TIME.*

*5 minutes before.
In person and online.

- Too early = awkward
- No more than 15 minutes

DO



MAKE SURE YOU KNOW THE TIME ZONE!
For example, 10:30 am CST and 10:30 am PST are VERY DIFFERENT!

DO



MAKE SURE YOU KNOW THE TIME ZONE!

DO NOT

- Wear outdoor clothing (coat, hat, etc.)
- Wear sunglasses
- Smoke or chew gum
- Look at your phone!!!
- Look at your watch - EVEN IF IT'S A SMARTWATCH!!!
- Address the interviewer by first name
- Interrupt the interviewer
- Show offense to discriminatory questions
- Read any documents on interviewer's desk
- Sit - only after the interviewer sits (or offers you a seat)
- Show your portfolio until asked

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OPENING

- Initial greeting of utmost importance
- Reactions to body language



• Magic 4 Hello.

1. Smile, Head Up
2. DIRECT EYE CONTACT
3. "Hi, I'm (first and last name). It's a pleasure to meet you."
4. Firm (but gentle) handshake

THE INTERVIEW

- Internalize a few success phrases. Breathe.
- Avoid assuming a subordinate role.
- Learn job-related, company buzzwords.
- PEOPLE LIKE PEOPLE WHO LIKE THEM.
 - If it's in your skillset: subtly pick up on and MIRROR interviewer.
- Humor breaks - but be careful!
- BE EXTREMELY OBSERVANT.
- Present your resumé only if asked.
- Say only positive things about present of past employer.
- Practice questions and answers prior.
 - Including the points about your work >>refer to your Process Books!
 - Have questions for interviewer! (shows research).

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SHUT UP
&
LISTEN

HOW TO HAVE A SUCCESSFUL INTERVIEW

- CONFIDENCE
- DO'S + DO NOT'S
- OPENING
- SAMPLE QUESTIONS
- QUESTIONS FOR INTERVIEWER(S)
- PRESENTING YOUR PORTFOLIO
- CLOSING
- MORE ONLINE INTERVIEW TIPS

ANSWERING QUESTIONS: WHAT MATTERS

- **Human Interaction**
 - Politeness? Body Language? Grammar? Personable?
- **Portfolio**
 - Quality? Presentation?
- **Questions and Answers**
 - Comfortable Rapport?
 - If unsure, how handled?
 - Good Answers?
 - Questions for Interviewer?

ANSWERING QUESTIONS:

- If you are unsure of what the interviewer is asking you, politely request a more detailed explanation.
- Ask for some time to think if you need a second to formulate your thoughts. It's o.k.!
- **Do not rush.**
Do not ramble.
Really figure out your answer first before you begin.

SAMPLE QUESTIONS

- **Can you tell me a bit about yourself?**
 - You don't want to go into too much detail. Just think of this as an introduction to who you are.
- **What are your strengths?**
 - You also have to present yourself in a way that makes you stand out over all the other candidates who are likely to be just as "hard-working" and "team playing" as you are.
- **What are your weaknesses?**
 - When you try to cover up your weaknesses, it demonstrates to the interviewer that you try to hide - instead of FIX - your weaknesses. Explain a weakness in a way that you are fixing.

SAMPLE QUESTIONS

- **What kind of design software are you familiar with?**
 - Express a willingness to learn new programs - this is a good idea even if you're familiar with their in-house software.
 - Students > don't undersell your web skills! Also don't assume people know what the Adobe Creative Suite is if you are interviewing with a non-designer.
- **What have you learned from your mistakes as a graphic designer?**
 - Be prepared with examples from your career that demonstrate your ability to bounce back from a mistake (without making you look like a total doofus).

SAMPLE QUESTIONS

- **Describe your graphic design process?**
 - Employers ask this question because they want to know how you do what you do, how long it'll take you to do it, and the kinds of roadblocks you are likely to run into along the way.
 - "Every designer should have a detailed answer prepared for this. A good designer won't just jump in and start designing. Great designers begin by trying to understand the problem they're being asked to solve. Depending on the project, they might interview users or look through data to determine the best course of action. They should also allow for at least one round of substantive feedback and iteration before they submit their final designs."
 - **That's why you had to explain weekly assessments and why you made your Process Books! :)**

SAMPLE QUESTIONS

- **What are your graphic design career goals?**
 - You want to be honest, but you don't want to come off as someone who is simply using this job as a stepping stone to something bigger.
- **Why did you leave your last job?**
 - Be careful with this, but don't be nervous. NEVER badmouth a former employer.
 - If you were fired or "let go", have an explanation that concludes with a positive note - everybody loves a good comeback story.
- **How good are you about sticking to your deadlines?**
 - How long does it take for you to deliver the final product?
 - Be careful. Don't overpromise because they will hold you to it. But don't undersell yourself either.

SAMPLE QUESTIONS

- What do you know about our company/brand?
 - Show your RESEARCH!
 - If in-house or per client >> How can you design something that matches their brand's style if you don't know anything about them?
 - If an ad agency >> Know about who their clients are/have been and what awards the agency has recently won. Know their specialties.
- What brands do you most admire and how do they influence your work?
 - "This is a good opportunity to see whether a designer is abreast of current design trends and a good fit for your specific business needs. They should be able to articulate what makes a brand stand out, graphically speaking, whether that brand is directly related to your business or if it shares similar attributes."

SAMPLE QUESTIONS

- What have you done (or do you do) to improve your knowledge of graphic design or "the industry"?
 - Explain (Have an answer!)
- Can you tell me about a time when you had to work under pressure and how you overcame it?
 - Explain (Have an answer, even if it's not in a design job.)
- What are some of your greatest accomplishments?
 - Doesn't need to be about design work, but don't give too much private information
 - They want to work with people who have ambition because ambitious people tend to put in the work to accomplish their goals.

SAMPLE QUESTIONS

- What qualities do you consider necessary for a good designer?
 - Don't give them the same answer they've heard a million times. Think through this one.
- What kind of design projects interest you?
 - Explain (Have an answer and not just "one that pays".)
- Tell me about your experience working remotely. What do you feel is important to make sure the work gets done efficiently?
 - "This question should give you some insight into a graphic designer's work style. Mentioning the importance of regular communication, organization, and accountability are good signs."
 - You've had a year of this in school. You have experience!

SAMPLE QUESTIONS

- How do you measure the success of your designs?
 - "A good designer should always be looking for feedback and opportunities to iterate. They should care about metrics like conversion rates, click-throughs, and user feedback even if they aren't measured by them."
- Do you have any questions for me?
 - Remember you are also interviewing them.
 - If you don't have questions for them, this is **NOT GOOD**.

HOW TO HAVE A SUCCESSFUL INTERVIEW

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- QUESTIONS FOR INTERVIEWER(S)
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- CLOSING
- MORE ONLINE INTERVIEW TIPS

(WE ALREADY TALKED ABOUT THIS)

BEFORE THE INTERVIEW

- DRESSING FOR THE INTERVIEW
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PRESENTING YOUR PORTFOLIO FIRST OF ALL...

Your portfolio – and the way you talk about it – is an opportunity for you to shine and to demonstrate:

- You are **creative**.
- You can **apply good thought processes** (skilled at problem-solving).
- You have a **range of skills**.
- You are **ambitious** and enthusiastic!

Eventually you will have a lot more work...

- ▣ This class will help you edit your portfolio to the best it can be **right now**. ☺
- ▣ It will also teach you **HOW** to create your best portfolio because it should grow with you.
- ▣ **BUT ALWAYS** for an interview, **RESEARCH BEFORE YOU GO**. Edit your portfolio to best fit the target job/interviewer.

Remember...

- **Your book is never a finished project:**
You will constantly need to update and revamp it to reflect the job market and your skill set.
- While it's true that developing an online and hard copy of your portfolio requires significant time and effort, consider it a **long-term career investment.**

HOW TO NOT GET CALLED BACK

⊗ Not customizing your portfolio to the client's needs.

- When preparing your book, make the samples specific to the project type, industry, and client.
(why you RESEARCH before an interview!)
- AAA **Most of you don't have enough great work to target well yet, but you must understand how you will do this in the future. And WHY.**

HOW TO NOT GET CALLED BACK

⊗ Providing "over the hill" examples.

- Don't include dated items in your portfolio, unless they're from a particularly high-profile project/client.
- No hiring manager wants to see a logo from a college project you created 15 years ago. Instead, include only pieces from within the last three years.
- AAA **Most of you don't need to worry about this YET. But you will...**

HOW TO NOT GET CALLED BACK

⊗ Not telling a "story."

- The way you arrange your portfolio and present it is just as important as the pieces you include.
- Your samples should **spark conversation** about your **contributions to previous employers.** Ultimately, your book should **tell a story** about the value you provided clients over the years.
- Always be sure to strike a balance between:
 - showing any **challenges you overcame** and
 - **not coming across as a prima donna.**

HOW TO NOT GET CALLED BACK

⊗ Being an annoying person.

- **People hire people,** not portfolios. (But portfolios are the first step, obviously.)
- Annoying:
 - Diva
 - Child
 - Interrupter
 - Lack of intelligence
 - Offensive
 - Can't hold a conversation
 - Can't take direction
 - Has no self-direction

PRESENTING YOUR PORTFOLIO

- For **each piece** of work you are showing, be able to clearly (and comfortably) tell the interviewer(s) a story **within 60-90 seconds.** **PRACTICE THIS. A LOT.**
 - Consider for each piece, the most important thing you want to point out. Teamwork? Did it win an Addy? Is the typography hand-rendered? Did you do the photography?
 - Avoid any words about classrooms and school IF you can. It's not that these words are bad, but stop continuing to remind the interviewer you are SO NEW.
 - You have way more practical experience than most art/design students do coming out of school. That's part of why our program is so good. :)
 - Definitely avoid the words "I had to design...". Replace with something more like "I designed..."
This opportunity provided me to design..."

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This opportunity provided me to design..."

HOW TO NOT GET CALLED BACK

⊗ Not telling a "story."

- I will teach you **HOW to tell stories** so that you do not come across as little babies with no experience.
 - For example, you **don't say** "For this class, I had to..."
 - Instead, you **say something like**, "In this campaign, the strategy behind the design speaks to..." >> No "school", "class", "teacher", "assignment", "had to", etc.

PRESENTING YOUR PORTFOLIO

- **Your captions will guide you, but don't read them.** Be able to concisely explain (in a non-robotic manner):
 - Client or "client"
 - Never lie, but how to word correctly if it was student work or a made-up client.
 - Design process
 - You don't need to explain you start with sketches on every single piece, but state at least once at the beginning that you do this.
 - Explain if the piece you are discussing had something unique in the design process like teamwork, strategy, etc.
 - Design choices
 - Strategy, Copywriting, Platforms, Prototyping, Photography, Illustration Style, New software, Etc.
 - Outcomes for the client (if you know the outcomes).
 - Awards? Impressive feedback from their clients? Consider it like a conclusion. Close that story and lead to the next piece.



PRESENTING YOUR PORTFOLIO

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PRESENTING YOUR PORTFOLIO REMEMBER...

The simple rule here is **engagement**. Your aim should be to **arouse interest in your work**, not give a speech or lecture. **60-90 seconds.**

Showing your portfolio to people is also about them, not just you.

When you come to each project, talk about it briefly to introduce it but don't talk at length.

See how they react, let them ask questions or let them simply look.

If they are looking at you rather than the work, talk some more about the project – tell them what interested you about it. Look for signs that it's time to move on to the next project.

PRESENTING YOUR PORTFOLIO REMEMBER...

The simple rule here is **engagement**. Your aim should be to **arouse interest in your work**, not give a speech or lecture.

Listen, think, respond

Don't get so into your patter that you can't stop and respond to any questions that will inevitably come up. Think carefully about what's being asked rather than rushing a response so that you can get back to your presentation. The interviewer might be prompting you towards how the work is relevant.

If they are looking at you rather than the work, talk some more about the project – tell them what interested you about it. Look for signs that it's time to move on to the next project.

PRESENTING YOUR PORTFOLIO A FEW MORE TIPS

PRESENTING YOUR PORTFOLIO A FEW MORE TIPS

Preparation

Do your homework on the studio or agency you're going to see. If they focus on branding and corporate identity, don't stack your portfolio with packaging and illustration examples. Learn about their clients and portfolio, and try your best to find complementary work to include in yours.

PRESENTING YOUR PORTFOLIO A FEW MORE TIPS

Confidence

Interviews are nerve-racking, but show that you are confident when you arrive by introducing yourself and shaking hands with those who are reviewing your portfolio. Look them in the eye, be friendly and try to relax. Usually, they'll ask you to present your portfolio before moving on to more general questions.

OPENING

- Initial greeting of almost importance
- Reactions to body language



- * Magic 4 Hello.
 1. Smile. Head Up
 2. DIRECT EYE CONTACT
 3. "Hi, I'm (first and last name). It's a pleasure to meet you."
 4. Firm (but gentle) handshake

PRESENTING YOUR PORTFOLIO A FEW MORE TIPS

Enthusiasm

Be positive about each piece that you've selected: never belittle it or make excuses. If you're not behind any of the work in your portfolio, perhaps it shouldn't be there. Tell the interviewers what you enjoyed about the projects you worked on as much as why you like the final outcome.

PRESENTING YOUR PORTFOLIO A FEW MORE TIPS

The reveal

One particularly effective storytelling technique that you can use is to preface each example briefly before you reveal the work. Something along the lines of: "The next piece will hopefully demonstrate how I was able to think on my feet when the brief was changed five days before we were meant to submit. The typography is something special too..."

HOW TO HAVE A SUCCESSFUL INTERVIEW

- CONFIDENCE
- DO'S + DO NOT'S
- OPENING
- SAMPLE QUESTIONS
- QUESTIONS FOR INTERVIEWER(S)
- PRESENTING YOUR PORTFOLIO
- **CLOSING**
- MORE ONLINE INTERVIEW TIPS

CLOSING

- Be led verbally by viewer.
- Salary discussion - **DO NOT START THIS.**
But IF it occurs in the interview, be prepared.



• Magic 4 Goodbye.

1. Smile, Head Up
2. DIRECT EYE CONTACT
3. "It sounds like a great opportunity... I look forward to hearing from you!"
4. Firm (but gentle) handshake

HOW TO HAVE A SUCCESSFUL INTERVIEW

- CONFIDENCE
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- CLOSING
- **MORE ONLINE INTERVIEW TIPS**

MORE ONLINE INTERVIEW TIPS

- Look at the camera, not the screen.
- Dress the part.
- Keep your body language and actions professional.
- Prepare your surroundings.
- Avoid interruptions.
- Close other programs on your computer.
- Avoid a "Can you hear me now?" situation.
- Practice makes perfect.
- Use notes.
- But don't rely too much on your notes.
- Make sure the interviewer is engaged.
- Follow up!

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DRESSING FOR THE INTERVIEW

- BE CLEAN**
- Ironed, clean clothes
- No dirty nails
- Jewelry
- Hair
- Avoid too much hairspray, overdone hair
- Is that dandruff or dried or hair product?
- No excessive makeup
- No cleavage, chest hair, etc. No high hemlines.
- Avoid t-shirts. Especially avoid words on t-shirts.
- No over-the-top handbags
- Nice shoes
- No heavy perfume/cologne
- Strippers beware

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- Follow up!

+ BRING WITH YOU TO INTERVIEW ONLINE

- **STRONG WIFI.** Even if that means you need to camp in a Starbucks.
- **Be sure your camera and microphone work perfectly!**
- **Check your (real) background.** Avoid virtual backgrounds if you can.
- **Tablet/laptop with your portfolio loaded.** Whatever you use, make sure you are VERY familiar with how it works on whatever software that will be used for your interview.

MORE ONLINE INTERVIEW TIPS

- Look at the camera, not the screen.
- Dress the part.
- Keep your body language and actions professional.
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- But don't rely too much on your notes.
- Make sure the interviewer is engaged.
- Follow up! (AS ALWAYS!) ;)

- SECTION 4 GRADES - FINALIZING ALL WORK
- PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW
- NETWORKING + YOUR JOB HUNT JOURNAL
- HOW TO GET AN INTERVIEW
- BEFORE THE INTERVIEW
- HOW TO HAVE A SUCCESSFUL INTERVIEW
- INTRO TO SALARY NEGOTIATIONS
- AFTER THE INTERVIEW
- ELEVATOR PITCH - TAKE 2
- WORKSHOP - DAY 2

• NOT OFFERED THE POSITION

OR

• OFFERED THE POSITION

• USUALLY ON ANOTHER DAY AFTER THE INTERVIEW, BUT SOMETIMES THE SAME DAY.

• NOT OFFERED THE POSITION

OR

• OFFERED THE POSITION

• USUALLY ON ANOTHER DAY AFTER THE INTERVIEW, BUT SOMETIMES THE SAME DAY.

NOT OFFERED THE POSITION

YOU CAN AVOID THESE:

- Lack of preparation
- Poor personal appearance
- Inability to express oneself clearly
- Lack of interest and enthusiasm
- Over emphasis on money
- Unwilling to start at the bottom
- Condemnation of past employers
- Make excuses or blame others for poor performance
- Unable to learn from mistakes and explain what you learned
- Overbearing "know-it-all" attitude

NOT OFFERED THE POSITION

- There is a possibility that no matter how well you prepare, you may not be offered the position.

- Still send a **Thank You** tangible note.
Try to continue the relationship.
DO NOT BURN A BRIDGE. EVER.

INTRO TO SALARY NEGOTIATIONS

• NOT OFFERED THE POSITION

OR

• OFFERED THE POSITION !!!!!!!

• USUALLY ON ANOTHER DAY AFTER THE INTERVIEW, BUT SOMETIMES THE SAME DAY.

TALKING MONEY

- **REMEMBER:**
Allow the interviewer to bring up the discussion of salary. You DO NOT EVER start that topic.
- This will usually happen toward the end of the first interview or during a follow-up interview.
- It might be with that person. If you are moved over to talk to someone in HR, that's a VERY good sign.

TALKING MONEY - SALARIED POSITION

Salary

A salary is normally paid on a regular basis, and the amount normally does not fluctuate based on the quality or quantity of work performed. An employee's salary is commonly defined as an annual figure in an employment contract that is signed upon hiring. Salary can sometimes be accompanied by additional compensation such as goods or services.

TALKING MONEY - SALARIED POSITION

- **SALARY:**
 - If you know the salary range, you can state your requirements by overlapping the upper level of their range.
 - For example: the range is \$37,000 - \$40,000. Your range could be \$39,000 - \$42,000. Handled with tact, this shows your research and your value.
- **DON'T FORGET BENEFITS!!!!**

TALKING MONEY - CONTRACT/FREELANCE

- **CONTRACT/FREELANCE:**
 - State it from your research.
 - Hourly or project - you decide the best way to explain it.
 - Remember ALL of the expenses you are covering. Just the cost of a computer and the software is a start. Add to that the cost of your education. PLUS YOUR TALENT and SKILLS!
- **NO BENEFITS**

Employee vs. Independent Contractor

Employee	IC/Freelancer
<input type="checkbox"/> Paid through payroll	<input type="checkbox"/> Paid gross amount
<input type="checkbox"/> Taxes withheld	<input type="checkbox"/> You pay your own taxes
<input type="checkbox"/> FICA/Personal Income	<input type="checkbox"/> 1/3 rule
<input type="checkbox"/> W-4	<input type="checkbox"/> 1099
<input type="checkbox"/> W-2	<input type="checkbox"/> Not Benefits Eligible
<input type="checkbox"/> Benefits	

In a financial context, the term "gross" generally means all of something. For example, on your paycheck, "gross pay" refers to the entire amount of money you get paid, before taxes and other deductions come out. IC = Independent Contractor

EMPLOYEE
IF YOU FILLED THIS OUT, TAXES WILL BE WITHHELD.

CONTRACT/FREELANCE
OR NOTHING AT ALL
TAXES ARE NOT WITHHELD. You will owe about 1/3 of your earnings to the gov't.

AND YOU WILL GET A W-2 (MAILED or ONLINE)
You will most likely get a tax refund, depending on how you filed.

1099 MAY NOT BE SENT TO YOU.
You should still file one by law. To not pay even when your employer hasn't reported it to the government ("under the table") is a risk you take.

SECTION 4 MENU

business plan B

- DIRECTIONS
- RESEARCH GUIDES
- GRADING
- SCHEDULE

Calculator.net

Salary Calculator

The Salary Calculator converts salary amounts to their corresponding values based on payment frequency. Examples of payment frequencies include biweekly, semi-monthly, or monthly payments. Results include unadjusted figures and adjusted figures that account for vacation days and holidays per year.

Modify the values and click the Calculate button to use

Salary Amount: \$ 30 per Hour

Hours per Week: 40

Days per Week: 5

Holidays per Year: 10

Vacation Days per Year: 15

Calculate

	Holidays & Vacation Days	
	Unadjusted	Adjusted
Hourly:	\$30.00	\$27.12
Daily:	\$240.00	\$216.92
Weekly:	\$1,200.00	\$1,085.00
Bi-Weekly:	\$2,400.00	\$2,169.00
Semi-Monthly:	\$2,600.00	\$2,350.00
Monthly:	\$5,200.00	\$4,700.00
Quarterly:	\$15,600.00	\$14,100.00
Annual:	\$62,400.00	\$56,400.00

This salary calculator assumes the hourly and daily salary inputs to be unadjusted values. All other pay frequency inputs are assumed to be holidays and vacation days adjusted values. This calculator also assumes 52 working weeks or 260 weekdays per year in its calculations. The unadjusted results ignore the holidays and paid vacation days.

Related: Take Home Pay Calculator, Income Tax Calculator

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FOLLOW-UP AFTER INTERVIEW (JOB HUNT JOURNAL)

COMMUNICATION JOURNAL | FOLLOW-UP

Under each of these shops that you may land an interview, list information about thank-you notes you send on branded media. Note that research has proven an email sent within a day of the interview is always a good idea, but sending a tangible thank you card that is hand-written is extremely valuable.

To Whom | Date | Follow-Up to What? | Medium/Format | EXPLAIN

AFTER THE INTERVIEW

- Always send both an email AND a (branded) Thank You letter.
- EMAIL** (with your logo in the sign-off!) can be done that day.
 - PRO:** Immediate
 - CON:** Can get lost in spam filter
- TANGIBLE CARD/LETTERHEAD** with handwritten* (or at least hand signed - not a digital signature) thank you note is also a MUST. Send it that day or the very next day.
 - PRO:** It means more in the 21st century
 - CON:** Takes 1-2 days to arrive (more right now)
- So do both!

AFTER THE INTERVIEW

- Don't be afraid to keep following up until you hear an answer. YOU SHOULD.
- How often? It depends.

SECTION 4 GRADES + FINALIZING ALL WORK

PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW

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SECTION 4 GRADES + FINALIZING ALL WORK

PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW

ALSO FOR NEXT THURSDAY:
IT IS REQUIRED THAT YOU COME
TO CLASS LIKE YOU ARE GOING TO
AN IN-PERSON INTERVIEW.

ELEVATOR PITCH - TAKE 2

WORKSHOP - DAY 2

GRFX-4503 + GRFX-4803 | SPRING 2024

INTERVIEWING WORKSHOP DAY 2

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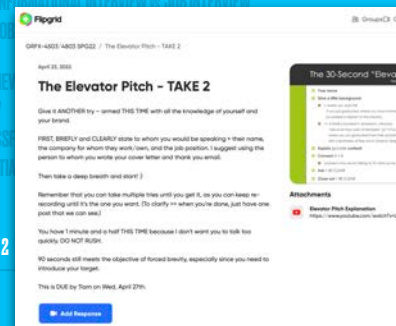
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ELEVATOR PITCH - TAKE 2

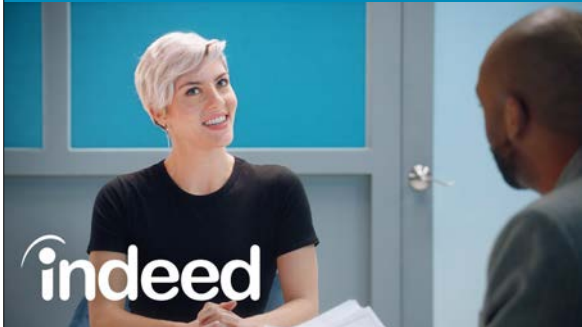
WORKSHOP - DAY 2

WORKSHOP →

- VIDEOS - F2F INTERVIEW FIRST IMPRESSIONS
- "TELL ME ABOUT YOURSELF:"
 - PANEL UP - EVALUATE (WORDS + PHYSICAL)
- "WHAT ARE YOUR WEAKNESSES?"
 - PARTNER UP - EVALUATE (WORDS + PHYSICAL)
- VIDEO - VIRTUAL INTERVIEW FIRST IMPRESSIONS
- VIRTUAL GREETINGS + "WHAT ARE YOUR STRENGTHS?"
 - PANEL ZOOM UP - EVALUATE (WORDS + PHYSICAL/VIRTUAL)
- EXPLAIN YOUR WORK AND CHOICES

TAKE NOTES.

TAKE NOTES! https://www.youtube.com/watch?v=HG8Ymazo180-22s



indeed

TAKE NOTES! https://www.youtube.com/watch?time_continue=22&v=PCWVSp4305&feature=emb_logo



7 BODY LANGUAGE TIPS TO IMPRESS AT YOUR NEXT INTERVIEW

WORKSHOP →

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TAKE NOTES! https://www.youtube.com/watch?v=MnFWmzeDc



biginterview

HOW TO ANSWER TELL ME ABOUT YOURSELF

CONSIDER YOUR ANSWER.

WORKSHOP →

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INTERVIEW FORMATS

WORKSHOP →

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- EXPLAIN YOUR WORK AND CHOICES

WHAT ARE YOUR WEAKNESSES?

- Avoid something tied to a personality trait. That can't be fixed. Instead, tie it to a skill. You can improve on a skill.
- Not something necessary for the position.
- The weakness.
- The context, preferably relative to a career situation. This makes the weakness more specific and able to be fixed.
- Improvement measures/plan.

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- Improvement measures/plan.

TAKE NOTES!

<https://www.youtube.com/watch?v=D0mxEED0wVo>

Best example answers

indeed



TAKE NOTES!

<https://www.youtube.com/watch?v=VwFVwshXVt8>
Especially 2:45 - 4:30

INTERVIEWER ASKS:

“.....
WHAT IS YOUR WEAKNESS?
.....”

DAN LOK



TAKE NOTES!



A Few Ways Answer "What Is Your Greatest Weakness?"

<https://www.thebalancecareers.com/what-is-your-greatest-weakness-2061288>

CONSIDER AT LEAST ONE ANSWER.

WORKSHOP



INTERVIEW FORMATS



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TAKE NOTES!

<https://www.youtube.com/watch?v=-FEKmb8f7Y>

- 1 HIGHLIGHT YOUR TOP 3 STRENGTHS
- 2 GIVE CONCRETE EXAMPLES

WayUp



CONSIDER AT LEAST ONE ANSWER.

WORKSHOP



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TAKE NOTES!

https://www.youtube.com/watch?v=ErnE8D_P0M



VIRTUAL FIRST IMPRESSIONS!



WORKSHOP



- VIDEOS
- "TELL ME ABOUT YOURSELF:"
- PANEL UP
- "WHAT ARE YOUR WEAKNESSES?"
- PARTNER UP
- VIDEO



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WORKSHOP



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HOW TO HAVE A SUCCESSFUL INTERVIEW



- CONFIDENCE
- DO'S - DO NOT'S
- OPENING
- SAMPLE QUESTIONS
- QUESTIONS FOR INTERVIEWER(S)
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- CLOSING
- MORE ONLINE INTERVIEW TIPS

REVIEW

PRESENTING YOUR PORTFOLIO FIRST OF ALL...

Your portfolio – and the way you talk about it – is an opportunity for you to shine and to demonstrate:

- You are **creative**.
- You can **apply good thought processes** (skilled at problem-solving).
- You have a **range of skills**.
- You are **ambitious and enthusiastic!**

PRESENTING YOUR PORTFOLIO

- For **each piece** of work you are showing, be able to clearly (and comfortably) tell the interviewer(s) a story **within 60-90 seconds**. **PRACTICE THIS. A LOT.**

- Consider for each piece, the most important thing you want to point out. Teamwork? Did it win an Addy? Is the typography hand-rendered? Did you do the photography?
- Avoid any words about classrooms and school IF you can. It's not that these words are bad, but stop continuing to remind the interviewer you are SO NEW.
 - You have way more practical experience than most art/design students do coming out of school. That's part of why our program is so good. :)
- Definitely avoid the words "I had to design...". Replace with something more like "I designed...". This opportunity provided me to design...."

PRESENTING YOUR PORTFOLIO

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PRESENTING YOUR PORTFOLIO

- Your captions will guide you, but don't read them. Be able to concisely explain (in a non-robotic manner):

- Client or "client"
 - Never lie, but how to word correctly if it was student work or a made-up client.
- Design process
 - You don't need to explain you start with sketches on every single piece, but state at least once at the beginning that you do this.
 - Explain if the piece you are discussing had something unique in the design process like teamwork, strategy, etc.
- Design choices
 - Strategy, Copywriting, Platforms, Prototyping, Photography, Illustration Style, New software, Etc.
- Outcomes for the client (if you know the outcomes)
 - Awards? Impressive feedback from their clients?
Consider it like a conclusion. Close that story and lead to the next piece.

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PRESENTING YOUR PORTFOLIO

REMEMBER...

The simple rule here is **engagement**. Your aim should be to **arouse interest in your work**, not give a speech or lecture. **60-90 seconds.**

Showing your portfolio to people is also about them, not just you.

When you come to each project, talk about it briefly to introduce it but don't talk at length.

See how they react, let them ask questions or let them simply look.

If they are looking at you rather than the work, talk some more about the project – tell them what interested you about it. Look for signs that it's time to move on to the next project.

PRESENTING YOUR PORTFOLIO

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Listen, think, respond

Don't get so into your patter that you can't stop and respond to any questions that will inevitably come up. Think carefully about what's being asked rather than rushing a response so that you can get back to your presentation. The interviewer might be prompting you towards how the work is relevant.

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PRESENTING YOUR PORTFOLIO

A FEW MORE TIPS

Confidence

Interviews are nerve-wracking, but show that you are confident when you arrive by introducing yourself and shaking hands with those who are reviewing your portfolio. Look them in the eye, be friendly and try to relax. Usually, they'll ask you to present your portfolio before moving on to more general questions.

OPENING

- Initial greeting of utmost importance
- Reactions to body language

- Magic 4 Hello.
 1. Smile, Head Up
 2. DIRECT EYE CONTACT
 3. "Hi, I'm [first and last name]. It's a pleasure to meet you."
 4. Firm (but gentle) handshake

PRESENTING YOUR PORTFOLIO

A FEW MORE TIPS

Enthusiasm

Be positive about each piece that you've selected: never belittle it or make excuses. If you're not behind any of the work in your portfolio, perhaps it shouldn't be there. Tell the interviewers what you enjoyed about the projects you worked on as much as why you like the final outcome.

PRESENTING YOUR PORTFOLIO

A FEW MORE TIPS

The reveal

One particularly effective storytelling technique that you can use is to preface each example briefly before you reveal the work. Something along the lines of: "The next piece will hopefully demonstrate how I was able to think on my feet when the brief was changed five days before we were meant to submit. The typography is something special too..."

- SECTION 4 GRADES + SECTION 4 GRADES + FINALIZING ALL WORK
- PORTFOLIO REVIEW vs. INFORMATIONAL INTERVIEW vs. JOB INTERVIEW
- NETWORKING + YOUR JOB HUNT JOURNAL
- HOW TO GET AN INTERVIEW
- BEFORE THE INTERVIEW
- HOW TO HAVE A SUCCESSFUL INTERVIEW
- INTRO TO SALARY NEGOTIATIONS
- AFTER THE INTERVIEW
- ELEVATOR PITCH - TAKE 2
- WORKSHOP - DAY 2