

Assignment 3

PRO DESIGN PRACTICES

George Mason University | School of Art

AVT 413

Fall 2017

Jim Van Meer

jvanmee2@gmu.edu

Meetings by appointment

Social: Digital Connections

DESCRIPTION

For your Social: Digital Connections assignment, you'll need to develop a professional presence on the web to include a LinkedIn profile and at least one other social media presence. Your social media presence can take many forms, and the main thrust of this assignment is to put yourself out there on a platform you currently are not represented with professionally. Though you may have an online portfolio or website, or even a LinkedIn profile, there may be portions of the web you aren't involved in. This exercise is more about putting yourself and your thoughts out there, rather than simply presenting work samples.

Simply put, a social media presence is defined as a combination of activities you engage in online that will feature your professional side through your work, your thoughts, your sharing, and your building of community. In today's digital world, if you don't exist on the web in a social capacity, you don't exist in the business world or in the design community. It's extremely important to put yourself out there if you expect to have a career in your chosen field. Employers rely more and more on scanning your social feeds while making hiring decisions, and often, to make interview/don't interview decisions. You need to develop an online/digital reputation that is not only professional, but one that shows you are an expert in your chosen career.

A professional online presence can take many shapes. Some to consider for this assignment are:

- Facebook Professional Page (<https://www.facebook.com/pages/create.php>)
- Twitter
- Instagram
- Pinterest
- Blog (WordPress, Tumblr, Blogger, etc.)
- YouTube
- Vimeo

WHAT TO DO

Decide which presence is best for you and set up your presence. If you create a blog, start writing and posting. If you set up a Twitter or Instagram account, set it up separate from any personal account you may have—this needs to be a professional account. If you go the YouTube or Vimeo route, begin posting videos that you create or you find to be substantive to the world of design. Should you choose to post on Facebook, do so through a professional page and not your own personal page. Your social media presence should be for sharing your work, your thoughts, and knowledge with the community. Post interesting articles, retweet favorite topics, share information you think the creative, marketing, web, and design communities can benefit from.

WHAT TO SUBMIT

Send your LinkedIn profile page and your public professional social media presence hyperlinks to jvanmee2@gmu.edu by the deadline date. Your presence will be reviewed and graded on the following parameters:

- Activity level (number of posts, etc.)
- Professional appearance
- Professional appropriateness
- Educational value
- Believability
- Writing ability

DEADLINE

Monday, October 16, 2017