Project 2

PRO DESIGN PRACTICES

AVT 413
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Meetings by appointment

George Mason University | School of Art

Résumé: You, The Brand

DESCRIPTION

For Project 2, your assignment is to produce a résumé that will persuade a potential employer to interview you. Your résumé is a compendium of your educational experience, work experience, plus skills and abilities you have to offer to an employer. Whether printed or digital, your résumé is usually the first opportunity you have to get your message across and to stand out. Studies have shown that recruiters spend only seconds scanning a résumé, so you have to make it as perfect as possible. Your résumé needs to be grammatically flawless, aesthetically pleasing, and professionally produced for maximum effectiveness.

Chronological résumés are the most common. They list your work history in chronological order, from most recent to oldest. Chronological résumés work well if you have a solid work history, your experience aligns with the job you are applying for, and you have no lapses in employment.

Functional résumés focus on your skills and experience first. This type of résumé takes the spotlight off the dates by placing your employment history as secondary, listed under your skills details. This type of résumé works well for people in career transition, recent college grads with limited experience, or those who have no clear career path.

Combination résumés allow you to point out both your skills and experience, while listing the information in chronological order. This type of résumé is flexible, allowing you to tailor your details to the prospective job and telling your story.

Targeted résumés are highly customized and detail your information specifically to the job opening. All information, from your objective to your qualifications and education experience, mirror the requirements of the job. This type of résumé is very time-consuming, but can be extremely effective in generating the best response. Be cautious, however, if you develop a targeted résumé—you will need to be as accurate as possible to mirror the job without embellishing your career accomplishments, education, or skills.

WHAT TO DO

Designed Résumé: Your designed résumé should showcase your design skills, your typography skills, and your sense of aesthetics. It will also serve as the foundation of your stationery and branding system (Project 3), so begin thinking about the bigger picture: How can your résumé be adapted to other materials? How will the look and feel you create transfer to other materials? Your designed résumé should be formatted for printing as well as saving as a PDF. Your designed résumé will be submitted for Project 2 and as part of your Project 3 – Stationery assignment also. More details will be provided in that project sheet.

Size:	8.5"W x 11"H
Color:	Full-color
Bleeds:	Allowed
Paper:	Your final design must be reproduced as a high-quality laser print on white 28 Lb. paper or the letterhead paper you have chosen for your stationery system.

Résumé: You, The Brand

GRADING CRITERIA

Aesthetic Appeal: This applies to your Word résumé as well as your designed résumé. Your résumé should make appropriate use of white space, be contained in a scannable design, and make good use of headings, body text, etc. Avoid nuanced display faces and pay close attention to typography.

Consistent Format: A consistent format is key to document scanability—not only by machine but by the humans coming into contact with your résumé. If you use dashes to make points, don't switch to bullets. Guide the eye through your résumé.

Flawless Grammar and Spelling: Your paper needs to be grammatically correct and typo-free. Your paper will be graded accordingly for sentence structure, spelling, and storytelling. **Every typo, grammatical error, or mistake will result in a one point deduction.** (Example: Sally's paper has three grammatical errors and five spelling errors, equaling eight (8) full point deductions. 100 pts. minus 8 pts. = 92 pts. = A–). READ, RE-READ, AND REVISE YOUR PAPER SEVERAL TIMES. Have someone else proofread your paper. Read your paper out loud to someone, and vice-versa, to triple-check for mistakes. Use spell check, but realize that spell check does not catch everything, especially misused but correctly spelled words.

Power of Persuasion: You must demonstrate your ability to persuade a prospective employer you are worthy of an interview through the use of selective content and well-formatted design. Use "power verbs" to make your argument. Action verbs catch a recruiter's eye, but be creative in their use. If you led a project, use another verb such as controlled, executed, or orchestrated. If you provided customer support, say you advised, consulted, or informed.

WHAT TO SUBMIT

You must submit your final designed résumé as a high-quality laser print, on 8.5"W x 11"H white 28 Lb. paper, unmounted, or on the paper you have chosen for your stationery system.

This final résumé project must be submitted at the start of class. This project must also be submitted at the end of the semester as a PDF file, included on the final CD/USB submission.

DEADLINE

Monday, September 25, 2017