

DES 483 Business and Professional Practice

Jerome Gomez, MFA, IDEC, IIDA, ASID
Interior Design Program

Converse College, FA
Department of Art and Design

Personal Promotion –Resume, Digital and Print Portfolio, Website Update your print/digital Portfolio, Resume, and Website

Complete Package Due: Upload to Canvas

Please, no late submission.

_____/ **Complete a Bio of yourself**—Be sure to include the following:

- ____/10 pts. Construct your bio in the third-person format
- ____/10 pts. Include your higher educational degree
- ____/10 pts. Where you attended college
- ____/10 pts. Jobs that you have held that bring benefit to your education and the marketplace
- ____/10 pts. Your niche or interest in the field of interior design.
- ____/10 pts. Any additional traits and experience that you may have.
- ____/10 pts. Any relevant information that you feel needs to be there.
- ____/10 pts. Font to be 12-point font, Times New Roman 250 words, mac.

Reading: Text, Chapter 29, The Job Search, and Chapter 30, On the Job.

_____/ **Resume Review and Updates**

- *Note: Do not use images for resume graphics from the internet – these are not original – only use your design.*
- **Bring a print of your current resume to class** and three prints for a peer-to-peer review.
- Give your three classmates reviewing your resume a print, and collect prints for those you will review.
- Review these resumes, comment on “keep” and “improve” on the face, and use another sheet. Comment on graphics, format, typos, clarity of statements, and anything you think should be deleted or added.
- Return comments on November. 13.

1. Student 1 2, 3, 4	2. Student 2 3,4,5	3 Student 3 4,5,6	4. Students 4 15,6,7
5. Student 5 6,7,8	6. Student 6 7,8,1	7. Student 7 8,1,2	8. Student 8 1,2,3

Make improvements, Print, and Pin on Whiteboard for the beginning of class.

- A brief critique on appearance and content.
- Receive the professor's comments by December 4 and update.

_____/ **Digital and Print Portfolio**

Review your current portfolio and add spring 2020 and fall 2021 work. Consider what will make your portfolio reflect you, the job you will apply for next spring, and how your portfolio is unique.

- Determine if the style is appropriate for an entry-level job.
- Required: Add Advanced ID I project.
- Required: Add at least one sheet of process work sketches.
- Work on your portfolio during class.

Show your print portfolio to your classmates for their comments, and then update it.

Website Review and Updates

_____/ **Website: Content Requirement:** About, Portfolio, Resume, Contact. Original images – no photos by others

Discussion on what you will use from your resume and portfolio on your

Website. Bring to class – print your responses to the assignment below.

Additionally - have digital images of images and copy for the Website.

Be prepared to share your Website with your classmates and comment on theirs. Then update.

The entire project is due. Make sure that you include: Resume, PDF, or PowerPoint Portfolio and a link to the Website

1. _____/Read/review 3 YouTubes or similar on developing a personal promotion (portfolio) site on Weebly/Wix or other software you will use. List the sites.
2. _____/Critique this Website – what do you think is effective and what is not adequate – what would you change?
<http://michellemelendezdesign.weebly.com/resume.html>
3. Answer these questions – the info overlaps – yet direct your answer to the specific question. Read over all questions before you begin- you might want to answer them in a different sequence.
 - A. What are you offering on your website/what is this Website for?
 - B. Who is the Website for – who is your audience?
 - C. What do you want your audience to learn (about you)?
 - D. List 10 terms your audience would expect to find on your site.
 - E. What do you want your audience to do - what action do you want them to take?
 - F. What types of design firms/companies/organizations do you want to work for, and where (location) do you want to work?
 - G. What college projects have the best components to represent your interior design knowledge and skills?
 - H. What specifics from your resume should be on your Website
 - I. What events have contributed to your interior design knowledge and skills?
 - J. What image do you want your photo to project or create?
4. Provide two links for websites that promote a person. With each link – give three comments on why this site is effective or not, with specific examples of content.

Evaluation

- 25% On-time completion that supports class activities.
- 25% Graphic format: organized, attractive, uniquely you, coordinated within and between the three components
- 25% Excellence – written statements: no typos, perfect grammar, perfect capitalization, appropriate for the context
- 25% Complete with requirements