

CHAPTER 3 - OBJECTIVES

LEARNING OBJECTIVES

After completing the reading and assigned activities related to this chapter, students will be able to do the following:

- Ch3-1. Students can demonstrate how to find a graphic communication job and correctly fill out a job application.
- Ch3-2. Students can create a personal resume and cover letter customized for a graphic communication job.
- Ch3-3. Students can create a cover letter customized for a graphic communication job.
- Ch3-4. Students can correctly interview for a job and send a follow up thank you letter.
- Ch3-5. Students can list necessary steps to start an independent graphic design business.

CHAPTER 3 - LEARNING ACTIVITIES

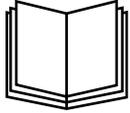
PREREQUISITES:

None

LEARNING ACTIVITIES SHEET

Student Name _____

Place a checkmark in the appropriate box as you complete each of the steps below.



1. Do Read Ch. 3: Preparing for a Career in Graphic Communications

2. Do Assignment 1, Find and Apply for a Graphic Communications Job

3. Stop Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 4. If the evaluation is not satisfactory, repeat step 3.



4. Do Assignment 2, Personal Resume

5. Stop Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 6. If the evaluation is not satisfactory, repeat step 4.



6. Do Assignment 3, Personal Cover Letter

7. Stop Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 8. If the evaluation is not satisfactory, repeat step 6.

8. Do Assignment 4, Interview for a Job & Follow Up

9. Stop Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 10. If the evaluation is not satisfactory, repeat step 8.

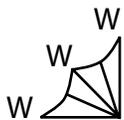
10. Do Assignment 5, Freelance Designer

11. Stop Have instructor evaluate the completed assignment sheet and if the evaluation is satisfactory, continue to step 12. If the evaluation is not satisfactory, repeat step 10.

12. Do Chapter 3 - Take Pretest Review.

13. Stop Have instructor evaluate your performance. If the evaluation is satisfactory, continue to step 14.

14. Take Chapter 3 Quiz.

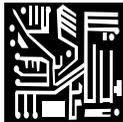


CHAPTER 3 - ASSIGNMENT 1

Find and Apply for a Graphic Communication Job

Student Name _____ Date _____

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL THINKING

DIRECTIONS

Step 1:

Classified ads, whether in a newspaper or on the internet, are a good place to begin when looking for a job. However, to use classified ads effectively, you must be familiar with their location, layout, and the information they are likely to contain.

In large newspapers and in Sunday editions, classified ads may completely fill one or more sections of the newspaper. Classified ads are organized by job categories. They may be blind (you respond to a box number) or they may be placed by public or private agencies and businesses that list their addresses and business phone numbers. Most ads give a very brief (and sometimes abbreviated) summary of the position to be filled, but some larger businesses may provide a very detailed description of both the position and the qualifications desired in the prospective employee.

Job search Web sites allow you to search for jobs using certain criteria, such as job location, keywords, degrees/certifications required, etc. This allows you to pinpoint jobs that match your interests, qualifications, etc.

Directions: Interpret and select graphic communication job in Illinois from job search web sites. Search the internet for job postings using job search web sites such as www.indeed.com, www.monster.com, www.hotjobs.com, snagajob.com, etc. Choose three jobs in the Graphic Communication Industry located in Illinois.

Print out the ads, number the ads as 1, 2, 3. Write the salary expectations for the jobs below, if no information is found put NA.

1.Salary/Wages: _____

2.Salary/Wages: _____

3.Salary/Wages: _____

CHAPTER 3 - ASSIGNMENT 1

Step 2:

Directions: Complete the following application using guidelines below. Use information corresponding to the classified ad from Step 1 to your application. When you actually apply for a job, see if you can take a couple of applications home to fill out. That way if you make an error, you can use another form.

1. Be prepared.
 - Take a good ink pen with you. (blue or black ink).
 - Take copies of your resume.
2. Look over entire form before starting to write; do not hurry.
3. Write clearly, neatly, and legibly.
4. Avoid cross-outs and obvious errors. *If you make an error, get a new application and start over.*
5. **ANSWER ALL QUESTIONS.**
6. **Personal Information:** fill out date, name, and permanent address (present is if you are at a college, permanent is your home address), phone number, but for social security number put: 000-00-0000 for this assignment only. When you apply for a job, you will put in your number.
7. **Employment Desired:** fill out: position from step 1; date you can start; salary desired: put OPEN; are you employed; if so, may we inquire of your present employer.
8. **Education:** fill out High School only: Mattoon High School, 2521 Walnut Avenue, Mattoon, IL 61938; years attended, date graduated (or expected to), subject studied: graphic arts 1 and/or communications.
9. **Former Employers:** **if this is your first job, put NA. If not:** fill out: date month and year to and from; name of company and full address, this means street address, city, state and zip; salary; position; reason for leaving.
10. **References:** **ask a person that you are not related to if they will be your reference, such as a teacher, coach, counselor, etc.,** fill out: full name, and full address, this means street address, city, state and zip; business; years acquainted.
11. **Date and Sign the document.**
12. Recheck application when finished.
13. Avoid cross-outs and obvious errors. *If you make an error, get a new application and start over.*

After you have step 1 and 2 done, check your work.

Then using both rubrics, grade yourself on your assignment. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then turn in All of Assignment 1 with your perfectly filled out application with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

"WE ARE AN EQUAL OPPORTUNITY EMPLOYMENT COMPANY. WE ARE DEDICATED TO A POLICY OF NON-DISCRIMINATION IN EMPLOYMENT ON ANY BASIS INCLUDING RACE, CREED, COLOR, AGE, SEX, RELIGION OR NATIONAL ORIGIN OR PHYSICAL DEFECTS."

APPLICATION FOR EMPLOYMENT

PERSONAL INFORMATION

				DATE
NAME				
	LAST	FIRST	MIDDLE	
PRESENT ADDRESS				
	STREET	CITY	STATE	ZIP
PERMANENT ADDRESS				
	STREET	CITY	STATE	ZIP
PHONE NO.		SOCIAL SECURITY NUMBER		
REFERRED BY				

EMPLOYMENT DESIRED

POSITION	DATE YOU CAN START	SALARY DESIRED
ARE YOU EMPLOYED NOW?		IF SO, MAY WE INQUIRE OF YOUR PRESENT EMPLOYER
EVER APPLIED TO THIS COMPANY BEFORE?	WHERE	WHEN

EDUCATION	NAME AND LOCATION OF SCHOOL	YEARS ATTENDED	DATE GRADUATED	SUBJECTS STUDIED
GRAMMAR SCHOOL				
HIGH SCHOOL				
COLLEGE				
TRADE, BUSINESS, OR CORRESPONDENCE SCHOOL				

SUBJECTS OF SPECIAL STUDY OR RESEARCH WORK

U.S. MILITARY OR NAVAL SERVICE	RANK	PRESENT MEMBERSHIP IN NATIONAL GUARD OR RESERVES
ACTIVITIES OTHER THAN RELIGIOUS (CIVIC, ATHLETIC, FRATERNAL, ETC.)		

Exclude organizations, the name or character of which indicates the race, creed, color, or national origin of its members.

(CONTINUED)

FORMER EMPLOYERS (LIST BELOW LAST THREE EMPLOYERS, STARTING WITH LAST ONE FIRST.)

DATE MONTH & YEAR	NAME AND ADDRESS OF EMPLOYER	SALARY	POSITION	REASON FOR LEAVING
FROM				
TO				
FROM				
TO				
FROM				
TO				

REFERENCES: Give below the names of persons not related to you, whom you have known at least one year.

NAME	ADDRESS	BUSINESS	YEARS ACQUAINTED
1			
2			

I AUTHORIZE INVESTIGATION OF ALL STATEMENTS CONTAINED IN THIS APPLICATION. I UNDERSTAND THAT MISREPRESENTATION OR OMISSION OF FACTS CALLED FOR IS CAUSE FOR DISMISSAL. FURTHER, I UNDERSTAND AND AGREE THAT MY EMPLOYMENT IS FOR NO DEFINITE PERIOD AND MAY, REGARDLESS OF THE DATE OF PAYMENT OF MY WAGES AND SALARY, BE TERMINATED AT ANY TIME WITHOUT ANY PREVIOUS NOTICE.

DATE

SIGNATURE

DO NOT WRITE BELOW THIS LINE

INTERVIEWED BY	DATE	REMARKS
NEATNESS	CHARACTER	
PERSONALITY	ABILITY	

HIRED	FOR DEPT.	POSITION	WILL REPORT	SALARY WAGES
APPROVED: 1.	2.	3.		
EMPLOYMENT MANAGER	DEPT. HEAD	GENERAL MANAGER		

Name: _____

Find and Apply for a Graphic Comm Job Rubric

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Self Score	Teacher Score
Assignment Step 1: 3 graphic comm jobs in Illinois were found, printed, labeled, and the salary/wage information was filled out.	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment: Step 2: Followed directions and completely filled out the job application.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 2.		
Consistently	40 - 50		Total Points		
Sometimes	25 - 39				
Not Yet/Rarely	24 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
Work Habits					
Managing Time Wisely	Student uses time given to meet classroom objectives/ expectations	When prompted the student uses time given to meet classroom objectives/ expectations	Takes much effort on the part of the teacher to motivate student to use time given to meet classroom objectives/ expectations		
Giving Effort	When given a task or assignment, the student puts forth effort to follow directions, work neatly, and works to the best of their ability	When prompted the student puts forth effort to follow directions, work neatly, and works to the best of their ability	Takes much effort on the part of the teacher to motivate student to put forth effort to follow directions, to work neatly, Teacher may have to ask student. Work not completed and needs to revise.		
Perseverance	The student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	With prompting, student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	Takes much effort on the part of the teacher for the student to utilize their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.		
Respect					
Respecting Others	Student respects the right of others to learn, teach, and grow.	Student has displayed actions that show signs of disrespect to others	Student has been disrespectful often or does not appear remorseful when authority figure has talked to student about their disrespect.		
Managing Behaviors and Emotions	Student identifies and manages behaviors and emotions	Student sometimes has trouble identifying and managing behaviors and emotions	Student often has trouble identifying and managing behaviors and emotions		
Responsibility					
Following Directions	When given class expectations (written and /or oral) the student follows directions	When given class expectations (written and /or oral) the student follows directions most of the time without re-teaching or redirecting.	Student does not follow directions or needs re-teaching often.		
Completing Tasks on Time	When provided a task or assignment, the student completes work on time.	When provided a task or assignment, the student does NOT complete work on time.	Student turns in many assignments late or not at all.		
Supplies	Student brings necessary materials to class and utilizes them all supplies appropriately while keeping their work area neat and organized.	Student does not always bring necessary materials to class and/or does not always utilize all supplies appropriately while keeping their work area neat and organized or is messy but cleans up area.	Student does not brings necessary materials to class or does not utilizes all supplies appropriately while keeping their work area neat and organized. Examples : Student needs duplicates of materials frequently, borrows things without returning them		
Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc...	Student is absent often and makes little attempt to make up work or come in extra to catch up.		
			Total Points		

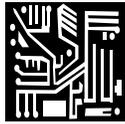
Consistently	19 - 27
Sometimes	10 - 18
Not Yet/Rarely	9 or less

CHAPTER 3 - ASSIGNMENT 2

Personal Resume

Student Name _____ Date _____

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL THINKING

DIRECTIONS

Step 1:

The purpose of this project is to develop a current resume that could be used to obtain a job in the graphic communications field, the position from Assignment 1.

Overview: According to survey results by Information Week magazine, “the average time spent reading an individual resume is 10 to 30 seconds. Understand that this task either falls on a professional recruiter who scans hundreds of resumes in a week, or on an already overworked hiring manager who is covering for a staff shortage and trying to interview for qualified candidates at the same time.”

Keys to a Good Resume:

1. Be positive: Leave out negatives where you can (but DO NOT lie!)
2. Be concise: Find a balance between too much detail and too little information.
3. Avoid abbreviations: Spell everything out completely.
4. Maintain a consistent and professional format: Pick a spacing and format style and stick with it.
5. Forget the pictures: Graphics are usually a bad idea!
6. Edit your work carefully: Screen for grammatical errors, spelling errors, and other avoidable mistakes.
7. Keep it brief: Do your best to keep your resume under two pages in length (One page is better!)

Required Elements:

1. You will create a resume that highlights your life accomplishments to date.
2. Your resume should be created using Microsoft Word and saved on your folder.
3. Your resume should follow the standard format, there are templates available on the Graphic Arts 1 server under Q1 > Projects
4. If you need a worksheet to get started, you may get one from the front counter.

SAMPLE RESUME 2

Jane Sassaby
P.O Box 111
Louisville, KY 40212
(502) 555-5555
sassabyj@hotmail.com

OBJECTIVE

To obtain an internship or part-time position in the banking industry utilizing my educational preparation in accounting

EDUCATION

Advanced High School, Louisville, KY
Graduation Date: May 2006
GPA: 3.5

EXPERIENCE

Cashier (9/03-Present)

McDonald's Louisville, KY

- Key in customer orders into register and prepare food tray or takeout bags accordingly.
- Serve cold drinks, using drink-dispensing machine, and frozen milk drinks and desserts, using milkshake or frozen custard machine.
- Press lids onto beverages and place beverages on serving tray or in takeout container.
- Demonstrated a positive attitude while processing customer cash and credit transactions.
- Maintain a clean and orderly eating and serving area.

Sales Associate (5/01-6/03)

Stein Mart Louisville, KY

- Assisted in the smooth and profitable operation of specialty clothing and home décor shop.
- Generated sales and maintained positive image among clients.
- Designed and constructed store displays.

COMPUTER PROFICIENCIES

Microsoft Word, Excel, PowerPoint, FrontPage, and Adobe Photoshop

HONORS AND ACTIVITIES

SADD President, 2004-Present
Dance Team, 2003-Present
Marching Band, 2003- Present
Norton Hospital Volunteer, 2004- Present
Honor Roll, 2003-2004

REFERENCES

Available upon request

SAMPLE REFERENCE PAGE

Jane Sassaby
P.O Box 111
Louisville, KY 40212
(502) 555-5555
sassabyj@hotmail.com

Professional References

Dr. Boss Woman
Chairman and Professor
University of Louisville
Music Department
lovetosing@home.com
(502) 234-5678

Mr. Boss Man
Supervisor
United Parcel Service
HUB 2000
Whatcanbrowndoforyou@ups.com
(502) 456-7890

Mr. Music Man
Owner/Internship Supervisor
Musical Delights
intone@myshop.com
(502) 999-9999

CHAPTER 3 - ASSIGNMENT 2

After you have finished your resume, check your work.

Then using both rubrics, grade yourself on your assignment. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then turn in All of Assignment 2 with your perfectly filled out resume with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

Name: _____

Personal Resume

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Self Score	Teacher Score
Assignment Step 1: Resume: Personal information and objective	Includes all personal information, full address, email address, and phone number. Thorough description of student's future objective.	Includes sufficient personal information. Adequate description of student's future objective.	Lacks some personal information. Minimal or missing description of student's future objective.		
Assignment Step 1: Resume: Education	Includes all High School(s) attended, full address, years of attendance, GPA.	Includes most High School(s) attended, full address, years of attendance, GPA.	Most of this information is missing: High School(s) attended, full address, years of attendance, GPA.		
Assignment Step 1: Resume: Skills, activities, honors, and awards.	Thoroughly lists all applicable skills, activities, honors and awards also lists the years received.	Adequately lists all applicable skills, activities, honors and awards also lists the years received.	Minimally lists all applicable skills, activities, honors and awards also lists the years received.		
Assignment Step 1: Resume: References	Noted on resume (i.e. "available upon request") and a separate sheet of paper with the references name, email address and/or phone numbers listed.	Missing some of the reference contact information.	No information regarding references on resume.		
Assignment Step 1: Resume: Format, spelling, grammar, punctuation	All formatting is consistent, readable, legible, and concurrent. No errors	Most formatting is consistent, readable, legible, and concurrent.	Not much formatting is consistent, readable, legible, and concurrent. One or more errors		
Consistently	100 - 125		Total Points		
Sometimes	75 - 99				
Not Yet/Rarely	74 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
Work Habits					
Managing Time Wisely	Student uses time given to meet classroom objectives/ expectations	When prompted the student uses time given to meet classroom objectives/ expectations	Takes much effort on the part of the teacher to motivate student to use time given to meet classroom objectives/ expectations		
Giving Effort	When given a task or assignment, the student puts forth effort to follow directions, work neatly, and works to the best of their ability	When prompted the student puts forth effort to follow directions, work neatly, and works to the best of their ability	Takes much effort on the part of the teacher to motivate student to put forth effort to follow directions, to work neatly, Teacher may have to ask student. Work not completed and needs to revise.		
Perseverance	The student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	With prompting, student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	Takes much effort on the part of the teacher for the student to utilize their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.		
Respect					
Respecting Others	Student respects the right of others to learn, teach, and grow.	Student has displayed actions that show signs of disrespect to others	Student has been disrespectful often or does not appear remorseful when authority figure has talked to student about their disrespect.		
Managing Behaviors and Emotions	Student identifies and manages behaviors and emotions	Student sometimes has trouble identifying and managing behaviors and emotions	Student often has trouble identifying and managing behaviors and emotions		
Responsibility					
Following Directions	When given class expectations (written and /or oral) the student follows directions	When given class expectations (written and /or oral) the student follows directions most of the time without re-teaching or redirecting.	Student does not follow directions or needs re-teaching often.		
Completing Tasks on Time	When provided a task or assignment, the student completes work on time.	When provided a task or assignment, the student does NOT complete work on time.	Student turns in many assignments late or not at all.		
Supplies	Student brings necessary materials to class and utilizes them all supplies appropriately while keeping their work area neat and organized.	Student does not always bring necessary materials to class and/or does not always utilize all supplies appropriately while keeping their work area neat and organized or is messy but cleans up area.	Student does not brings necessary materials to class or does not utilizes all supplies appropriately while keeping their work area neat and organized. Examples : Student needs duplicates of materials frequently, borrows things without returning them		
Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc...	Student is absent often and makes little attempt to make up work or come in extra to catch up.		
			Total Points		

Consistently	19 - 27
Sometimes	10 -18
Not Yet/Rarely	9 or less

CHAPTER 3 - ASSIGNMENT 3

Personal Cover Letter

Student Name _____ Date _____

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL THINKING

DIRECTIONS

Step 1:

Writing a cover letter can seem like a difficult task. However, if you take it one step at a time, you'll soon be an expert at writing cover letters to send with your resume.

A cover letter typically accompanies each resume you send out. Your cover letter may make the difference between obtaining a job interview and having your resume ignored, so it makes good sense to devote the necessary time and effort to writing effective cover letters.

A cover letter should complement, not duplicate, your resume. Its purpose is to interpret the data-oriented, factual resume and add a personal touch. A cover letter is often your earliest written contact with a potential employer, creating a critical first impression.

Directions: Using Microsoft word, create a cover letter to accompany your resume. Your cover letter should follow the standard format, there are templates available on the Graphic Arts 1 server under Q1 > Projects.

How to organize a cover letter

Below is one possible way to arrange the content of your cover letter.

Opening Paragraph

State why you are writing.

Establish a point of contact (advertisement in a specific place for a specific position; a particular person's suggestion that you write): give some brief idea of who you are (a Senior engineering student at UW; a recent Ph.D. in History).

Paragraph(s) 2(-3)

Highlight a few of the most salient points from your enclosed resume.

Arouse your reader's curiosity by mentioning points that are likely to be important for the position you are seeking.

CHAPTER 3 - ASSIGNMENT 3

Show how your education and experience suit the requirements of the position, and, by elaborating on a few points from your resume, explain what you could contribute to the organization.

(Your letter should complement, not restate, your resume.)

Closing paragraph

Stress action. Politely request an interview at the employer's convenience.

Indicate what supplementary material is being sent under separate cover and offer to provide additional information (a portfolio, a writing sample, a sample publication, a dossier, an audition tape), and explain how it can be obtained.

Thank the reader for his/her consideration and indicate that you are looking forward to hearing from him/her.

After you have finished your cover letter, check your work.

Then using both rubrics, grade yourself on your assignment. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then turn in All of Assignment 3 with your perfectly filled out cover letter with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

Sample Cover Letter

September 12, 2003

Mr. Jake Warner
111 Glacier Avenue
Anytown, AK 99999

Dear Mr. Warner:

Mr. Bill Conners, my Work Based Learning coordinator at XYZ High School, told me that you have an opening for a student-learner at the front desk in your office. Please consider me for this position.

I have very good computer skills. I have taken Microsoft Word, Microsoft Excel, and Adobe PageMaker, all with a grade of A or B. During my junior year, I used these programs extensively as I worked on the school newspaper both as a reporter and as a layout person. My average typing speed is 50 wpm with one mistake and I am a very good proof-reader and editor. During my senior year, I hope to complete my courses in Microsoft Office and take the MOS certification test.

I have good customer service skills and would be able to greet your customers in person or on the phone and put them in contact with the staff person they need.

My resume is attached for you to look at. Please contact me so we can set up a time for an interview. I would enjoy working for your company.

Thank you.

Mary Smith
112233 Main Street
Anytown, AK 99999
907-555-9999

Name: _____

Cover Letter

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Self Score	Teacher Score
Assignment Step 1: Cover Letter: Properly addressed and ended	Includes all proper information. Written to a specific person, ended note properly.	Includes sufficient proper information. Written to a specific person, ended note properly.	Lacks some proper information. Not written to a specific person, ended note wrong.		
Assignment Step 1: Cover Letter: First Paragraph	Includes all: stated reason for writing, named specific position, and mention how they heard of the opening. Original approach in opening.	Includes most: stated reason for writing, named specific position, and mention how they heard of the opening. Original approach in opening.	Most of this information is missing: stated reason for writing, named specific position, and mention how they heard of the opening. Original approach in opening.		
Assignment Step 1: Cover Letter: Second Paragraph	Thoroughly explained how they would be perfect for this position, did not repeat information on the resume, explained how they would benefit the employer.	Adequately explained how they would be perfect for this position, did not repeat information on the resume, explained how they would benefit the employer.	Minimally explained how they would be perfect for this position, did not repeat information on the resume, explained how they would benefit the employer.		
Assignment Step 1: Cover Letter: Third Paragraph	Includes all: desire to meet employer, flexibility in meeting with the employer, contact information, and their plan to follow up.	Includes most: desire to meet employer, flexibility in meeting with the employer, contact information, and their plan to follow up	Most of this information is missing: desire to meet employer, flexibility in meeting with the employer, contact information, and their plan to follow up		
Assignment Step 1: Cover Letter: Format, spelling, grammar, punctuation	All formatting is consistent, readable, legible, and concurrent. No errors	Most formatting is consistent, readable, legible, and concurrent.	Not much formatting is consistent, readable, legible, and concurrent. One or more errors		
Consistently	100 - 125		Total Points		
Sometimes	75 -99				
Not Yet/Rarely	74 or less				

Name: _____

Process Grades

These grades reflect your work habits.

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Supplies	Student brings necessary materials to class and utilizes them all supplies appropriately while keeping their work area neat and organized.	Student does not always bring necessary materials to class and/or does not always utilize all supplies appropriately while keeping their work area neat and organized or is messy but cleans up area.	Student does not brings necessary materials to class or does not utilizes all supplies appropriately while keeping their work area neat and organized. Examples : Student needs duplicates of materials frequently, borrows things without returning them		
Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc...	Student is absent often and makes little attempt to make up work or come in extra to catch up.		
			Total Points		

Consistently	19 - 27
Sometimes	10 - 18
Not Yet/Rarely	9 or less

CHAPTER 3 - ASSIGNMENT 4

Interview for a Job and Follow up

Student Name _____ Date _____

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL
THINKING

DIRECTIONS

Step 1:

You've made it through the door with a great application and the next step is the interview. No matter if you're being for your first job or have been through the interview process ten times or more, here are some important pointers to keep in mind.

Dress Like You Mean Business

There's no need for most jobs to show up in suit but you do need to dress more like you're ready to go to work than to go to a concert. No jeans, no bare midriffs, no ripped shirts or wild hair. This is the time to "blend in". Guys can generally succeed with a good pair of khakis and a dress shirt. Girls should avoid anything that suggests layers or "extreme". Skip the multiple layers of bracelets, go easy on makeup and scents, and keep the outfit simple.

It's Showtime

If potential employers have a pet peeve, it's the applicant who arrives late for the job interview. Allow an extra fifteen to twenty minutes to get to any interview especially if your interview is in a location with heavy traffic or in an area you don't know well. If you're relying on public transportation, know the routes and schedules and expect delays. Arriving about 10 minutes prior to the interview lets the employer know you want the job!

Come Ready to Ask Questions

It's not only the employer who gets to ask questions during the interview, you can also be ready with four or five questions of your own. Why is this a good idea? It shows the potential employer that you really want this job and have been giving thought to your decision to work there.

What kinds of questions might be appropriate?

Here are some suggestions:

What do you think is the most important thing I need to know about this job?

What kinds of opportunities might there be for me to learn new skills here?

Is there anything else you need to know about me?

Will I be trained on the job by you or someone else?

CHAPTER 3 - ASSIGNMENT 4

Say Thank-You Twice at the Interview

Even though you might be solving an employer's problems by bringing your skills to the workplace, the employer is giving you a chance to earn a paycheck so be sure to let the employer know you appreciate his or her time. When you first step in the door, you can say, "Thank you for taking the time to meet with me. I'm very interested in learning about this job." When you leave, you can add another bit of thanks by saying something such as : "Thank you for the chance to learn more about the job. I hope to hear from you soon."

Step 2:

After the interview, it is important to follow up. Usually it is done about a week after the first interview. This accomplishes two things. It helps the interviewer remember you, and it shows that you have a sincere interest in working for that company. That is why a follow up telephone call, email, or letter is very important.

Write a Thank You Note After the Interview

Believe it or not, a thank you letter might get you the job. There are lots of applicants who have the same or better skills than you and probably several other applicants who gave a dazzling smile and great answers during the interview. But how many of those applicants will sit down and send a thank you note? Probably very few. Most likely only one or two!

What do you say in a post-interview thank you note?

You only need express three main ideas:

1. Thank you for meeting with me.
2. I am interested in working with your company.
3. I look forward to hearing from you. (give your contact information)

Open up your cover letter in microsoft office and save as 'Thank you'.

Step 3:

If you are offered a job, there are some factors to take into consideration. These include:

- Take-home pay
- Company benefits
- How much will it cost you to work for the company each day?
- Will you be satisfied with the job?
- Does the job meet your needs?

CHAPTER 3 - ASSIGNMENT 4

Take-Home Pay

Typically employers offer salaries or wages as gross earnings (before tax deductions). Make sure the pay you receive is more than the cost to work at the company each day.

Company Benefits

Many companies have benefits if you work for them. Some of these benefits are paid for by your employer. If you are offered the job, before giving your answer it is important to find out what benefits they offer. Some benefits that might be offered are:

- Health insurance
- Unemployment compensations
- Uniforms and meals
- Medical facilities and health tests
- Pensions
- Travel insurance
- Educational programs or reimbursement for courses
- Sick leave with pay
- Paid vacation and holidays
- Social security
- Workers Compensation

Compare the offers

Congratulations, you have been offered 2 job opportunities. Below are the job opportunities and benefits. Compare the job opportunities, salary and wages, and benefits. Answer the questions that follow.

Scenario: You are going to EIU for college to become a graphic designer. To save money you decide to live at home. To help pay for the costs of college and other expenses you decided to get a job. Figure out what job would be best for you.

JOB OFFER 1:

Getsome Graphics, 1000 18th St, Charleston, IL 61920.

They specialize in Screen Printing, Printers-Screen Printing, Embroidery, Fabric Shops, Graphic Designers.

Your job responsibilities: cleaning screens, setting up screens, printing shirts, folding shirts, and occasionally help design shirts.

Hours: Flexible, will work around schedule. 20-25 per week.

Salary/Wages: \$9.50 per hour for first shift, \$12.50 per hour for 3rd or 4th shift.

Expectations: Be at work on time. If you call in sick, you need a doctors note stating why you couldn't

CHAPTER 3 - ASSIGNMENT 4

make it in. If you miss more than 5 days you will be let go. Cell phones are not allowed at the work place. If you work hard, then the job could last you throughout your college career. No uniform will be supplied, please wear comfortable clothes that you don't mind getting ink on.

Benefits: Healthcare through ObamaCare (company pays 50%), advancement opportunities; full time employment - which would come with 10 sick days a year and 5 days paid vacation.

JOB OFFER 2:

Tshirt Graphics, 1000 18th St, Mattoon, IL 61920.

They specialize in Screen Printing, Printers-Screen Printing, Embroidery, Fabric Shops, Graphic Designers.

Your job responsibilities: cleaning screens, setting up screens, printing shirts, folding shirts, and occasionally help design shirts.

Hours: Flexible, will work around schedule. 30-35 per week.

Salary/Wages: \$10.00 per hour for first shift, \$15.00 per hour for 3rd or 4th shift.

Expectations: Be at work on time. If you call in sick, you need a doctor's note stating why you couldn't make it in. If you miss more than 5 days you will be let go. Cell phones are not allowed at the work place. If you work hard, then the job could last you throughout your college career. No uniform will be supplied, please wear comfortable clothes that you don't mind getting ink on.

Benefits: Healthcare through ObamaCare (company pays 20%), advancement opportunities; full time employment - which would come with 401K retirement package.

Costs Associated with Employment

Most people overlook the costs associated with being employed. It may be of value to calculate estimated weekly expenses before you make a decision about an employment offer. Estimate weekly expenses for each job, based on where you currently live.

JOB OFFER 1:		JOB OFFER 2:	
TRANSPORTATION (parking, bus fares, cost of gas per week)	\$	TRANSPORTATION (parking, bus fares, cost of gas per week)	\$
LUNCHES (cost of food eaten away from home, including soft drinks and coffee)	\$	LUNCHES (cost of food eaten away from home, including soft drinks and coffee)	\$
CLOTHING (including cleaning)	\$	CLOTHING (including cleaning)	\$
OTHER	\$	OTHER	\$
TOTAL	\$	TOTAL	\$

CHAPTER 3 - ASSIGNMENT 4

Other Important Considerations

Take-home pay and benefits may be only part of what you want to consider. What are other rewarding things you could get from the job? _____

Rate the following job aspects in their importance to you (1-12, 1 most important)

_____ Job security (little chance you'll be released from the job)

_____ Opportunity for advancement

_____ Recognition for your work

_____ Good wages

_____ Opportunity to learn and use your ideas

_____ Flexible working hours

_____ Long vacations

_____ Pleasant working conditions

_____ Interesting work

_____ Friendly co-workers

_____ Travel

_____ Other _____

After you have step 1, 2, and 3 done, check your work.

Then using both rubrics, grade yourself on your assignment. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then turn in All of Assignment 4 with your perfectly filled out all of assignment 4 with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

Name: _____

Interview for a Job and Follow Up

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Self Score	Teacher Score
Assignment Step 1: Interview: First Impressions	Shows up early for the interview with a copy of the resume in hand	Shows up on time for the interview with a copy of the resume in hand	Shows up late for the interview, does not shake hands, and/or chews gum does not bring a copy of the resume or references		
Assignment Step 1: Interview: General Attitude	Interested in the position and enthusiastic about the interview	Seems interested in the position but could be better prepared or informed on certain topics	Lack of interest and enthusiasm about the position passive and indifferent or overly enthusiastic		
Assignment Step 1: Interview: Personal Appearance	Dressed in appropriate business attire no sandals, gym shoes, t-shirts, shorts, short skirts, etc.	Dressed similar to what employees in that position would wear or in business casual clothes.	Dressed way below what is expected for someone in that position or "overdoes it" (too much makeup, jewelry, cologne, etc.)		
Assignment Step 1: Interview: Personal Attributes	Good eye contact and poise during interview confident	Somewhat nervous, some lapses in eye contact speaks too loudly or softly	Overbearing, overaggressive, egotistical or shy, reserved, and overly nervous		
Assignment Step 2: Follow Up Letter: Typed out, with all information, with no errors.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 2.		
Assignment Step 3: Compare Job Offers: Compared job offers, filled out other considerations, and ranked job aspects.	Correctly completed All of step 3.	Somewhat completed step 3.	Did not complete step 3.		
Consistently	120 - 150		Total Points		
Sometimes	90 - 119				
Not Yet/Rarely	89 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
Work Habits					
Managing Time Wisely	Student uses time given to meet classroom objectives/ expectations	When prompted the student uses time given to meet classroom objectives/ expectations	Takes much effort on the part of the teacher to motivate student to use time given to meet classroom objectives/ expectations		
Giving Effort	When given a task or assignment, the student puts forth effort to follow directions, work neatly, and works to the best of their ability	When prompted the student puts forth effort to follow directions, work neatly, and works to the best of their ability	Takes much effort on the part of the teacher to motivate student to put forth effort to follow directions, to work neatly, Teacher may have to ask student. Work not completed and needs to revise.		
Perseverance	The student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	With prompting, student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	Takes much effort on the part of the teacher for the student to utilize their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.		
Respect					
Respecting Others	Student respects the right of others to learn, teach, and grow.	Student has displayed actions that show signs of disrespect to others	Student has been disrespectful often or does not appear remorseful when authority figure has talked to student about their disrespect.		
Managing Behaviors and Emotions	Student identifies and manages behaviors and emotions	Student sometimes has trouble identifying and managing behaviors and emotions	Student often has trouble identifying and managing behaviors and emotions		
Responsibility					
Following Directions	When given class expectations (written and /or oral) the student follows directions	When given class expectations (written and /or oral) the student follows directions most of the time without re-teaching or redirecting.	Student does not follow directions or needs re-teaching often.		
Completing Tasks on Time	When provided a task or assignment, the student completes work on time.	When provided a task or assignment, the student does NOT complete work on time.	Student turns in many assignments late or not at all.		
Supplies	Student brings necessary materials to class and utilizes them all supplies appropriately while keeping their work area neat and organized.	Student does not always bring necessary materials to class and/or does not always utilize all supplies appropriately while keeping their work area neat and organized or is messy but cleans up area.	Student does not brings necessary materials to class or does not utilizes all supplies appropriately while keeping their work area neat and organized. Examples : Student needs duplicates of materials frequently, borrows things without returning them		
Attendance	Student regularly attends class for duration of class.	Student regularly attends class but may ask to leave class several times for the following reasons but limited to: restroom, counselor, office visit, etc...	Student is absent often and makes little attempt to make up work or come in extra to catch up.		
			Total Points		

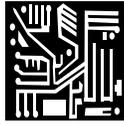
Consistently	19 - 27
Sometimes	10 -18
Not Yet/Rarely	9 or less

CHAPTER 3 - ASSIGNMENT 5

Freelance Designer

Student Name _____ Date _____

BASIC SKILLS



TECHNOLOGY



WRITING



CRITICAL THINKING

DIRECTIONS

Step 1:

Starting a graphic design business appeals to some because of the low start-up costs, the ability to work from home, and making your own schedule. Self-employment may sound like an easy way to be your own boss. In reality, entrepreneurship requires strong discipline and attention to all.

Using the book, summarize each section:

What you need _____

Self-Promotion _____

Word of Mouth _____

Elevator Pitch _____

CHAPTER 3 - ASSIGNMENT 5

Self-discipline _____

Rates _____

Contract _____

Step 2:

Using the information below, you will estimate how long it will take you to design an advertisement. After figuring out your time and profit you will create an invoice. Make sure to identify the terms of payment. Then answer the questions regarding identifying high risk clients, formulating a course of action for non-payment, and determining the positive and negatives of accepting/declining high risk clients.

You are attending EIU for college and are struggling for some cash. You decide to use your skills you learned at MHS's Graphic Arts class to freelance design. You meet with a couple of local businesses, and one of them wants you to design an advertisement for the school newspaper. They give you a copy of what they had and ask you to make it better and want you to estimate how much it will cost to design it. Now you have to figure out how to charge the client for your design time and create an invoice outlining the terms of payment.

Figure out how much to charge

Typically, when designing any job, you start off creating a 3-6 thumbnail drawings. From there you narrow down the designs to the top 3 and create rough layouts. Then you show the client for suggestions and feedback. Then you create the comprehensive layout, which is how the final design will look when it is done.

CHAPTER 3 - ASSIGNMENT 5



For beginners, this might take 1-3 hours. The more experienced, it could take less than an hour. So you want to be competitive in your pricing and don't want to underestimate.

There are 2 ways to charge, hourly versus fixed rate.

1. Hourly rates vary from \$20-350 depending on experience level.
2. Fixed rate is what you charge for a specific job, such as logo design \$300.
It doesn't take into consideration how much time it takes you to design it.

Create an Invoice

Once you figure out what you want to charge, then you need to create an invoice. Microsoft word has a template for that. So if you open up word and go under File>New from Template>Print Layout View>Coordinated Forms> (choose one of the invoices and open it up). Make sure to save as in your folder on the server as: Invoice<your initials>.docx. Fill in your information and the clients information. Make sure to fill out what your information in for

Payment Terms

Now you have to figure out your payment terms. How many days you give the client to pay you on completion of the project and what you will do if they are late with the payment. The easiest way is to go online and read other payment terms freelance designers have. Copy one you like and paste it into the bottom of your invoice.

Step 3:

Answer the questions on the following page.

CHAPTER 3 - ASSIGNMENT 5

1. Who would be considered high risk clients? _____

2. What would you do if you didn't receive payment for a job? _____

3. What are the positives/negatives of accepting/declining high risk clients? _____

After you have step 1, 2, and 3 done, check your work. Then using both rubrics, grade yourself on your assignment. You want to make sure you earn your passport stamp, so you need to get it done right the first time.

Fix any errors you found when you graded yourself with the rubric.

Then turn in All of Assignment 5 with your graded rubric into the period box. You can staple it together or put it into a sheet protector.

Name: _____

Freelance Designer Rubric

You will be graded on the following standards:

Objectives	Exemplary 20-25	Needs Minor Revisions 15-19	Needs Substantial Revisions 0-14	Self Score	Teacher Score
Assignment Step 1: Summarized all of the steps for entrepreneurship	Correctly completed All of step 1.	Somewhat completed step 1.	Did not complete step 1.		
Assignment Step 2: Created an invoice, with your information, the client information, rate of ad creation, and payment terms.	Correctly completed All of step 2.	Somewhat completed step 2.	Did not complete step 2.		
Assignment Step 3: Answered all questions regarding at risk clients.	Correctly completed All of step 3.	Somewhat completed step 3.	Did not complete step 3.		
Consistently	60-75		Total Points		
Sometimes	45 -59				
Not Yet/Rarely	44 or less				

Name: _____

Process Grades

These grades reflect your work habits.

Objectives	Consistently 3	Sometimes 2	Not Yet/Rarely 1	Self Score	Teacher Score
Work Habits					
Managing Time Wisely	Student uses time given to meet classroom objectives/ expectations	When prompted the student uses time given to meet classroom objectives/ expectations	Takes much effort on the part of the teacher to motivate student to use time given to meet classroom objectives/ expectations		
Giving Effort	When given a task or assignment, the student puts forth effort to follow directions, work neatly, and works to the best of their ability	When prompted the student puts forth effort to follow directions, work neatly, and works to the best of their ability	Takes much effort on the part of the teacher to motivate student to put forth effort to follow directions, to work neatly, Teacher may have to ask student. Work not completed and needs to revise.		
Perseverance	The student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	With prompting, student utilizes their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.	Takes much effort on the part of the teacher for the student to utilize their strengths as part of his/her effort to overcome obstacles and improve upon areas of needed growth by using strategies that may include, but not limited to: making corrections, retakes or seeking out external supports.		
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			Total Points		

Consistently	19 - 27
Sometimes	10 - 18
Not Yet/Rarely	9 or less

CHAPTER 3 - PRETEST

1. Log onto a computer and go to the following website:

- <http://reviewgamezone.com/index.php>

2. On the right side it has a box that has 'Games by ID#' type in 38156.

3. To get started, select a game from the list below and test your knowledge on 'Preparing for a Career in Graphic Communications'.

4. If you did not do well, print out the study guide from the website and review again.

5. Go to: <http://tinyurl.com/y9gnelzq>
or scan QR code:

