

HOW TO GET AN INTERVIEW

1. Cold calling
2. Job searches
3. Placement agencies
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6. Web portfolio

COLD CALLING

Cold calling is when you call/e-mail/mail an agency or company without seeing a job advertised. You are calling cold. The point of this is to get your name out there and the company may be getting ready to post an ad for a position when you call.

SOME COMPANIES DON'T LIKE COLD CALLING.

Get a list of agencies that you would like to work for and start calling them and asking if they are hiring or looking for interns. If they are not send them a resume, by mail and hope that they keep you on file.

www.thefirmlist.com

JOB SEARCHES

Searching for jobs in the news paper or online is essential to finding a job. some great places to go to are

monster.com, craigslist.com, baltimore sun, carrerbuilder.com, and creativehotlist.com

This is usually the first place to start. This gives you an idea of what jobs are out there. However, this should not be your only means of looking for a job, it is only ONE avenue.

PLACEMENT AGENCY

Placement agencies are agencies that look for jobs for you. You interview with the placement agency and they determine if they want you to be one of their talent to send on interviews to jobs.

The hope of a placement agency is to find you work on a permanent basis, but sometimes it is only freelance work.

Some placement agencies in this area are:

1. Aquent
2. Profiles
3. Engine Performance
4. Boss staffing

FRIENDS AND FAMILY

This is a very important part of the job search. Ask your friends and your family to ask if anyone is hiring. More jobs are found because you know someone than going through the interview process.

**SOMETIMES YOU CAN BYPASS THE REGULAR INTERVIEW
PROCESS JUST BY KNOWING SOMEONE**

NEWS GROUPS

Being part of design news groups is very important to staying in touch not only in what the design community is about, but staying in touch with potential job opportunities. Just as having friends and family is important to have news groups.

Very important news groups :

1. newstoday.com
2. BD4D.com
3. core77.com
4. istockphoto.com
5. baseboard.net
6. designiskinky.com
7. macworld.com

WEB PORTFOLIO

Not only is it important to have a web based portfolio, but now it is becoming a must. A web based portfolio is what puts you above some of the other candidates.

IF YOU DO NOT HAVE A WEB PORTFOLIO IT MAY PUT YOU AT A DISADVANTAGE.

You have the ability to change images and information on the fly. You are always up to date and is a nice place to send employers.

You can tell them that you are sending a portfolio, but while they are waiting they can go to your on-line portfolio. A great way to network with companies as well.

“YOU NEED TO FIND THE JOB, THE
JOB IS NOT GOING TO FIND YOU.”

HOW TO GET AN INTERVIEW

When looking for a job you cannot use one method, you need to use at least two or four different methods in your search.

The more you do the more you will get called back for a second interview. However, you have to perform each method 100%.

After you graduate the job is not going to call your house, you need to find the job. It is hard work, but it is essential. Coming from a community college there is a BIG stigma against you as not being as smart. You need to break that by trying harder than everyone else.

HOW TO GET AN INTERVIEW

Send resume to agencies even if they are not hiring.

Employers see the hiring process as a whittling down process not a hiring process. The job seeker sees it the other way around. Before the interview process can start you need to get your foot in the door and your resume is the key to that door.

HOW TO GET AN INTERVIEW

When looking for a job you cannot use one method, you need to use at least two or four different methods in your search.

The more you do to stand out the more you will get calls for an interview. You and your resume needs to stand out from other design students, your classmates, and other designers.

NO ONE OWES YOU A JOB.

Job hunting is a 9-5 job and requires constant work. Be prepared to wait for calls and be prepared for rejection. You will probably only get one yes out of many no's.

QUALITY OF JOBS

Part of becoming a create candidate for a job is knowing what the job that you are interviewing for entails. Part of that knowledge is by knowing how to read job descriptions.

WORDS AND PHRASES TO WATCH OUT FOR.

1. P.C.
2. Microsoft Power Point
3. Sign design
4. Desktop publishing
5. Microsoft Word
6. Presentation designer

BAD INTERVIEWS

BAD INTERVIEWS HAPPEN.

Usually bad interview happen because:

1. You are not prepared
2. Bad vibes from the interviewer and the company
3. Did not click with the interviewer
4. Bad interviewer
5. Don't like the company
6. Nervous
7. Did not research the company

BAD INTERVIEWS

Make sure that you learn from bad interviews, so it does not happen again. If you were not prepared for the interview, next time be prepared.

BAD INTERVIEWS ARE EASY TO LET GO BECAUSE YOU KNOW AS SOON AS YOU LEAVE THAT IT WAS A BAD INTERVIEW.

GOOD INTERVIEWS

USUALLY GOOD INTERVIEW HAPPEN BECAUSE:

1. You are prepared
2. Loved the company
3. Had something in common with the interviewer
4. Good interviewer
5. Relaxed
6. Research the company

GOOD INTERVIEWS

When an interview goes great it is the best feeling and that is why when you don't get hired after a good interview it is very hard to understand.

You have to be able to move past rejection because finding a job is a grueling tough process that is NEVER easy.

People stay at jobs that they hate because they do not want to interview for another job. Don't fall into this trap.

PERSONALITY

Personality plays a big part of the interview process. The interviewer is looking at whether you are a good fit for the company or if you will not fit in.

THIS IS WHY IT IS VERY IMPORTANT TO DRESS PROFESSIONALLY AND BE RELAXED.

Interviewers in design and ad agencies are looking for someone who has drive and a passion for design. That needs to come across in the interview.