

PROJECT 1: JOB DOCUMENT PORTFOLIO



TASK: To produce a functional, well designed set of parent documents in preparation for many job fairs and your post-graduation dreams.

Here's the real talk: **No one who is successful in the job market has written one, singular perfect resume.** There is no such thing. Getting good at resume design requires you to learn to think iteratively, meaning, in multiple versions, revising and reflecting often on the specific goals of a document rather than considering these documents as generalized or generic static documents that work in all settings. No one has one resume.

Each application has a specific audience and therefore must address rhetorical questions of purpose, genre, and exigence. The purpose of this assignment is to create cohesive materials that can serve as your entry point into industry positions. Developing a cover letter, resume, and elevator pitch also help you refine a professional ethos and helps you think about how you represent yourself in person and on paper.

DELIVERABLES:

1. A thorough Job Ad Analysis related to a specific position (50 pts).
2. A source document that includes (at minimum) a brief personal narrative, a skills inventory and chronological work history (50 pts).
3. A cover letter, no more than one page tailored to a specific position (50 pts).
4. A resumé, no more than *one page* tailored to a specific position (PDF) (50 pts).
5. A one-page reflective letter addressed to me (50 pts).

TOTAL: 250 pts

GENERATIVE WORK DURING UNIT 1

Check Syllabus and Blackboard for updated calendar and due dates for this work.

- Read Chapter 15 and 16 in *EBC*, “It Takes More than a Major,” and other in-class reading as identified throughout the unit.

Participate in discussion by writing a forum post and responding to at least two other students comments or questions.

- Bring to class a copy of your existing job docs and/or examples of resumes from your field.

Write a one page cover memo reflecting on the strengths and weaknesses of these documents. What can examples and your own experience teach you about developing applications in your field. What is important? What is typical? Does typical mean good? Why or why not? Also address in the memo your goals related to designing application materials in our class. If you do not have a current set of documents choose two examples from your field. Write a memo that outlines the strengths and weaknesses of these examples, and your goals and expectations for how designing this set of documents will be valuable to you in the immediate future.

- Complete a skills inventory.

We will begin this work together. Skills aren’t confined to work experience, and inventorying what you do well will help you analyze job postings. This will also serve as the beginning of your source document for your employment materials.

- Identify a specific job posting for which you are preparing documents.

Research that company, their ethos, their history, and culture. Using the Job ad analysis assignment, highlight a specific job posting and consider how you use your skills inventory to design the best resume for the job.

- Seek out document review and feedback, from peers, instructors, industry professionals.

RECOMMENDATIONS FOR SUCCESS

Here are some tips and guidelines to help you succeed while you work on Project 1.

- Materials should be in a professional font with appropriate margins and formatting including attention to design and visual hierarchy.

- Cover letter and resumes do not to exceed 1 page in length (each).

- Students will develop a source document and analysis that shows they are thinking of resume writing as iterative, and ongoing. Exemplary students will be designing a system for tracking and updating their professional identities as they develop.

- Tailor your job experience descriptions and relevant skills to the needs of the job posting. The trick is being concise yet complete—summarizing your experiences and yourself effectively and professionally.

- Paragraphs in the cover letter should be single spaced, flush against the left margin, and separated by a single line space. YOU SHOULD FILL THE PAGE.

- Accent or highlight major points. Use underlining, bullets, or bold type for desired effect (do not to overdo it).

- Be persuasive and convincing in your cover letter narrative. You have limited space in which to get your unique selling points across to audience members.

- Cover letters include a brief introduction and conclusion. The bulk of your cover letter should be the body paragraphs where you describe your experiences and resume gaps in detail.

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