

# UNIT 1: DEVELOP A PROFESSIONAL IDENTITY

**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 **résumé**. THERE IS NO SUCH THING. Getting good at **résumé** design requires you to learn to think iteratively, meaning, in multiple versions. You must learn to revise and reflect often based on the users and the specific goals of a document rather than considering these documents as generalized or generic forms that work in all settings. **No one has one résumé.**

Each application is intended for a specific user and therefore must address rhetorical questions of purpose, genre, and audience. The purpose of this assignment is to create cohesive materials that can serve as your entry point into industry positions. Developing a cover letter, **résumé**, and source document also help you develop your professional ethos and identity. This helps you think about how you represent yourself in person and on paper.

Final Deliverables which you will include in your portfolio:

1. A [source document](#) that includes (at Minimum) a brief professional calendar, a short professional narrative, a skills inventory and chronological work history.
2. A [job ad analysis](#) related to a specific position.
3. A [Cover letter](#), no more than one page tailored to a specific position.
4. A **résumé**, no more than one page tailored to a specific position
5. A one-page, reflective [letter of transmittal](#) addressed to me.
6. A completed self-evaluation on the [Unit 1 rubric](#).

**Generative Work Required During this Unit:**

- ❖ **Complete reading as identified throughout the unit.** Participate in in-class discussion
- ❖ **Complete Research on application resources and example résumés.** Participate in **résumé** analysis assignment on Brightspace
- ❖ **Complete a skills inventory.** Skills aren't confined to work experience, and inventorying what you do well will help you analyze job postings. **This a required part of your final source document.**
- ❖ **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 **résumé** for the job.
- ❖ **Seek out document review and feedback, from peers, instructors, industry professionals** on your own, and as required for course work through peer review.

**Successful projects will make use of the following guidelines and recommendations:**

- ❖ Materials should be in a professional font with appropriate margins and formatting including attention to design and visual hierarchy.
- ❖ Cover letter and résumé s do not to exceed 1 page in length (each)
- ❖ Students will develop a source document and analysis that shows they are thinking of résumé 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 résumé gaps in detail.
- ❖ Letters of transmittal take self-reflection and feedback seriously, and engage with professional identity as an iterative process of revision and redesign.

**Final Portfolio: 150 Points (Plus points for generative work throughout the project)**