

# **SELF-PROMOTION PROJECT**

*Project Number Five | November 17 - December 08*

**WORTH 100 POINTS**

**FALL 2004**

**ADVANCED GRAPHIC DESIGN I  
NORTHERN KENTUCKY UNIVERSITY**

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**WHY SELF-PROMOTION** { *Sending a self-promotional piece to a potential employer is one of the most effective ways to get offered an interview. Self-promotion allows you to get your name and work in front of an owner / art director that may not have offered you an interview without it. Self-promotion is also an excellent way to introduce yourself and can be an effective ice-breaker.*

**01 ASSIGNMENT : SELF-PROMOTION PROJECT**

To create a self-promotional piece that can be mailed to potential employers or submitted for potential internships. The format and content is up to each individual, however it must contain your resume and a cover letter to introduce yourself.

The format should be interesting and memorable; it can include examples of your work, one or two case studies, an interactive cd, or something that is fun and playful. One significant factor to keep in mind, is that the piece should genuinely represent you, your personality and your work. Do not create a piece that is completely foreign to the rest of your work or does not accurately represent you as a designer.

Be sure to create a piece that is within your personal budget and can be consistently produced multiple times.

Each student should have a list of five studios / galleries that they would like to receive the promotional piece.

**02 PROJECT TIMELINE : DUE DATES**

- **November 17** : Discuss Resume, Begin Brainstorming and Research  
Discuss Resume - *Bring in resume to discuss and revise.*  
Begin Brainstorming and Research - *Start to formulate possible formats / concepts for your promotional piece. Begin any necessary design, library or supply research that will be needed to create your piece.*
- **November 22** : Discuss Cover Letter, Begin Sketches / Layouts  
Discuss Cover Letter - *Bring in cover letter to discuss and revise.*  
Begin Sketches / Layouts - *Work on design and layout of project (Individual meetings).*
- **November 24** : No Class (*Thanksgiving Holiday*)
- **November 29** : Present Full Layout  
Full Layouts - *Each project should be presented in its entirety.*
- **December 01** : Complete Layouts and Revisions, Begin Production  
Complete Layouts and Revisions - *Finish all aspects of design; complete final revisions and resolve production issues.*
- **December 06** : Present Artist Book (*Final Critique*)  
Project Due #2 - *Project is to be turned in at the end of critique.*
- **December 08** : Project Due (*Final Critique*)  
Project Due #5 - *Project is to be turned in at the end of critique.*

03 PRESENTATION : GUIDELINES

Each project will have individual considerations. Present projects in their final state with accompanying envelope / mailing method.

Students should have SIX self promotional pieces created and ready to mail. Five should be sent out, and one is to be turned in for grading.

04 GRADING : A B C D F

Project worth : *100 total points*

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Resume :	<i>5 points</i>
Cover Letter :	<i>5 points</i>
Concept and Design :	<i>75 points</i>
Presentation and Craft :	<i>15 points</i>