PRO PRACTICES
FOR DESIGNERS
TWO SECTIONS OF THIS EIGHT-WEEK SERIES TO COVER CORE PROFESSIONAL PRACTICES TO BEGIN SEPTEMBER 9. OPEN TO FASHION AND COM DES MAJORS.

1. 9.9 INTRODUCTION, SELF-ASSESSMENT + GOAL-SETTING
Comprehensive overview of the materials and skills to master as you build your practice as a designer or other professional in the creative field. A self-assessment exercise will assist in the development of an actionable to-do list for the semester, and lead to the development of longer-term professional goals.

2. 9.16 RESUME + COVER LETTER
Learn how to create a structure and strategize content for this essential system of professional materials that is reflective of both your aesthetic/visual language and your intended career trajectory.

3. 9.30 THE SEARCH + HOW TO ORGANIZE IT
How to begin, manage and maintain a successful search for a job, internship or other opportunity. Introduction or brush-up on professional associations, blogs, skills and other resources that reveal the so-called ‘hidden’ job market.

4. 10.7 EXPLORING, NETWORKING + INFORMATIONAL INTERVIEWING
Careers aren’t built in silos; careers are cultivated and prosper by participating in communities, via networking. Develop strategies for arguably the most efficient and effective skill of them all: the informational interview.

5. 10.14 INTERVIEWING + SOUND BITES
Develop skills, confidence and know-how for this ‘make-it or break it’ moment of the hiring process. Strategize for the most common interview questions, and prepare and gain confidence for any professional dialogue.

6. 10.21 PORTFOLIO + DOCUMENTATION
Overview of portfolio basics and how to compile strategically as the body of work progresses throughout the academic experience and beyond. Begin to explore media, tools, documentation and presentation to spotlight your body of work.

7. 10.28 ETIQUETTE, FOLLOW-UP + NEGOTIATION
There is a subtle art to approaching the nuances of these critical skills in the approach, follow up and ongoing communication with contacts surrounding the hiring process. Learn what they are, and practice regularly.

8. 11.4 ONLINE PROFILES, SOCIAL MEDIA + RELATED TOOLS
Explore and identify the social media outlets, apps and related technology that supports your work as a designer and professional. Learn how to use these (largely) free resources for both research and platforms for promotion and engagement: LinkedIn, Twitter, Behance, Facebook, Delicious, Pinterest, Tumblr and beyond.

9. 11.11 MAKE A PLAN FOR WINTER BREAK (OPTIONAL)
Develop a comprehensive but reasonable timeline and action plan for winter break, which will be crucial as ‘application season’ largely begins early in the spring semester. Review of seminar series materials, skills and resources. Open discussion.

ALL SESSIONS ON WEDNESDAYS
C-DES SENIORS 4:00 – 5:00 P.M. STEINBERG 213
C-DES JUNIORS 5:00 – 6:00 P.M. STEINBERG 213

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