# Self Presentation

**Create a designer's résumé, business card and work samples PDF format.**

Make these pieces complement each other as a system. Refer to Bringhurst's chapters "Choosing and Combining Type" and "Historical Interlude" to underscore your type choices. Create four separate, different solutions (three pieces per solution) using four different type families or combinations. Look at the various printed and digital examples provided.

Résumé

The designer's résumé differs from that of other professions. It is both a concise statement of your education, experience and skills as well as evidence of your design abilities. The design should be functional and appropriate to the task of communicating the information. This is not the moment to demonstrate the depth and scope of your creativity, with lots of imagery or flourishes; your résumé should be clean, legible, and simply designed. Foremost, it should demonstrate skill in typography.

The resumé is an information design piece. Use typographic contrast, compostion in space and perhaps rules to create hierarchy and to make the information accessible. Avoid bullets and excessive indenting. Limit to one or two typeface families.

Think about ways to make the information clear and easy to understand, both through the writing and the design. Write and design it in a consistent manner, taking care to treat similar elements in the same way.

**Content :** Write the résumé with care; it should be concise and clear. Avoid adjectives, use action verbs. If you have any even remotely design-related experience, include it. You may list at most two or three non-design related jobs; choose those that show you can handle responsibility, or are familiar with the workings of an office.

It is not necessary to include a "Job Objective" unless you have something truly important to say about this. In most cases, you can talk about your objectives in a cover letter.

**Paper :** Use a quality white or off-white paper stock (not standard laser paper) that looks clean and neat. Do not use "laid" or textured paper.

**Specs :** 8.5x11 inches, black only, layout in Illustrator or InDesign

Business Card

This is where you can be more expressive and visual, although the information must be legible and sensibly designed. Be sure to consider both sides of the card, keeping in mind it is a physical object. Included your name and contact info, any other text you see fit.

**Specs :** 3.5x2 inches in either orientation, full color, layout in Illustrator or InDesign

You can print your card at http://www.4over4.com – $29 for 250 (minimum quantity).

Work Samples PDF

This is an InDesign document you can use to show your work. You can print the pages or email them in PDF format.

Create a format for displaying and labeling disparate works. Use three pieces from Design I–A and I–B for now. You can add / change the works later on (in fact, that's the point...) you may included any text/labeling information you see fit.

**Specs :** any size (consider 8.5x11 inches), full color, layout in InDesign