

PROJECT 03: RESUME & BUSINESS CARDS

OVERVIEW ◆

Motion Design is a broad field with many applications, which often results in personal interactions with professionals that work in business fields (such as advertising or marketing). Two documents remain very common in those exchanges, a resume and a business card. In this project you will create a professional resume that communicates your experience and skills appropriate for starting work in the Motion Design field as a junior designer/animator/designator. You will additionally create professional business cards that clearly and concisely communicate your contact information to potential collaborators. Think of these two documents as support for the story started in your digital presence by online portfolio website and demo reel.

DETAILS ◆

DUE: Before the beginning of Class 17

VALUE OF TOTAL COURSE GRADE: 20%

SUBMISSION METHOD: Work-in-Progress & Final Submitted via **Blackboard**

DELIVERABLES:

1. Resume (Page Size: 8.5 x 11; Digital & Printed)
2. Business Cards (Page Size: 3.5 x 2 recommended; Digital & Printed)

FILE NAMING CONVENTION:

MOME749_P3_FirstnameLastname_ProjectPart.abc — **e.g.** MOME749_P3_LizzyBennet_Resume.pdf

PRODUCTION METHODS:

Resume & business card layout in *Adobe InDesign*

TIMELINE: *Individual checkpoint details can be found below in the Production section.*

1. Checkpoint 01: Type & Color References (Due Class 10)
2. Checkpoint 02: Work-in-Progress Layouts (Due Class 11)
3. DIGITAL FINAL: Final Resume & Business Card Layouts (Due Class 12)*
4. PRINTED FINAL: Final Resumes & Business Cards (Due Class 17)

DO NOT:

Use templates; use stock design/illustration/animation resources; use or emulate someone else's copyrighted work; create or copy tutorial-based designs or animation

***NOTE:** *Professional printing adds additional time to your project timeline; completion by class 12 is recommended to ensure delivery of printed business cards (recommended from Moo.com) in time for CoMotion portfolio reviews. Resumes can be printed locally at a FedEx, UPS, or Staples store or similar retail printer.*

PRODUCTION ◆

Part 1 (Typography):

While the layout and the content are of course key to both the resume document and the business card, how you use typography is a necessary design skill. Consider the following tips when selecting typography for your resume and business card.

1. **CONSISTENCY** — Using consistent typefaces across your various professional documentation is good branding practice and exemplifies your design taste and attention to detail. Consider the typography you used in your demo reel, website, and process documents. Would that same type work well for these two documents? If not, should you select a new typeface that will work for everything and update your website and demo reel accordingly?
2. **USABILITY** — When selecting typefaces for using in your “branding,” look for typefaces that will work for your various applications (on your computer, on your website, etc.) Additionally, choosing a typeface with a variety of styles and weights (and perhaps widths) can provide you lots of options while designing.
3. **ACCESSIBILITY** — The primary function of typography is to be easily read, be sure to choose readability over style or personality. This is especially important with both resumes and business cards as they are pragmatic documents for quickly communicating information.

Part 2 (Color):

Another major component of your designs for your business card and resume will be color. Be sure to think about the following tips when considering a color scheme for your designs.

1. **CONSISTENCY** — Similar to typography, using color consistently across your documents is branding 101. Review colors used in your demo reel and website and build a new scheme from them. Adjust as needed your demo reel and website if you see opportunities to improve your use of color.
2. **USABILITY** — Select colors that will display well both on-screen and in-print. Consider how the colors would appear in greyscale as well; resumes are often printed in greyscale on laser printers for interviews and should remain readable and attractive.
3. **ACCESSIBILITY** — Although sight deficiencies are likely more rare in a field focused on creating visual design, do be considerate of color contrast and potential color blindness in your audience.

◆ CHECKPOINT 01: Type & Color References (DUE CLASS 10) ◆

Complete **Part 1 (Typography)** & **Part 2 (Color)** ensuring that you have saved your files in the correct folders before the beginning of class.

Submit the Checkpoint as follows:

- *Compile your typography selection(s) and color scheme into a “branding guide” document and export a PDF, sharing it on Blackboard in the Resume & Business Card WIP discussion forum (Assignments > Project 03) before the beginning of Class 10.*

Part 3 (Resume Layout):

Your resume has the complex task of both thoroughly and concisely communicating your professional experience and skills; most recruiters or producers or directions only have few seconds to scan your resume and decide if it is worth reading (6-10 seconds). Remember that a resume is not about getting a job, a resume is about getting an interview or meeting; no one hires a piece of paper, they hire a person. Consider the following tips as you create your resume layout.

1. **CONCISE & POWERFUL WRITING** — Keep it short and punchy. Before starting your layout, write out your work experience, skills, projects, and education in another document. Use a powerful and active voice that clearly states the work you did and the effect it had on the final results. Consider including the following items on your resume: your name and contact information, your education (above high school), your work experience (related to creative jobs), your major projects (again related to creative jobs), your professional skills, and your awards or scholarships. Check your spelling and grammar repeatedly.
2. **VISUAL HIERARCHY** — Top to Bottom, Left to Right. Start your layout and make it easy for the reader to quickly scan the document. Most readers will scan from the top left corner down. Place your most valuable information near the top of the document and ensure you use type hierarchy to clearly outline sections and separate single entries within sections. Ask a friend or friends to review the document and share what information stands out to them as most important; if it is not your expected results, adjust the layout.
3. **LESS IS MORE** — Cut the fat. Plan on sharing relevant information. The layout is a reflection of your design taste, keep the design to a single-sided letter-sized sheet. Use plenty of white space to allow the reader to rest their eyes and ensure your alignment and contrast in the layout is top-notch professional-grade.
4. **EXPORTING & DELIVERY** — Check the spelling and grammar again, then export your resume layout as a .PDF file, naming the file **FirstnameLastname_ResumeWIP.pdf**.

Part 3 (Business Card Layout):

Your business card is much more simple as its primary function is to clearly communicate your contact information for a potential professional collaborator. While the documents vary in size and in visual design, their function is pretty standard. Keep the following tips in mind as you create your business card layout.

1. **INFORMATIVE** — Include the essential information. There are only a few key pieces of information you'll need on your card: your name, your email address, and your portfolio website URL. Professor Matt generally includes his phone number as some people still make phone calls. Additionally, if you consistently use social media for promoting or sharing your work, you could include a username on your card too.
2. **FUNCTIONAL** — It must be readable or it fails. The type size, placement, and alignment are all key to the readability of the information. If someone cannot read your contact, what is the point? If using Moo.com for printing, ensure you have used the correct template and have correctly used the template as well.
3. **PROFESSIONAL** — Your card can share your aesthetic. Your business card is a quick moment to show some of your design style or aesthetic. Let's say for example you create illustrative Motion Design, perhaps the back side of the card could feature some simple forms or a character illustrated by you the designer. Think of creative ways to hint at your work in the small printed form (or even using AR to show your reel with the card).
4. **EXPORTING & DELIVERY** — Check the spelling and grammar of all the information, then export your resume layout as a .PDF file, naming the file **FirstnameLastname_BusinessCardWIP.pdf**.

◆ CHECKPOINT 02: Work-in-Progress Layouts (DUE CLASS 11) ◆

Complete **Part 3 (Resume Layout)** & **Part 4 (Business Card Layout)** ensuring that you have saved your files before the beginning of class.

Submit the Checkpoint as follows:

- Share your properly-named work-in-progress resume PDF file & your properly-named work-in-progress business card PDF file on Blackboard in the Resume & Business Card WIP discussion forum (Assignments > Project 03) before the beginning of Class 11.

Part 5 (Refining):

Consider the feedback you received from your peers and from Professor Matt. Keeping your career goals and your personal aesthetic in mind, make changes to your resume and business card based on the critique given.

1. **REFINEMENT** — Remember all the tips provided earlier and suggestions from the Career & Alumni Success office as well; refine your documents accordingly so they represent you as a creative professional.
2. **EXPORTING & DELIVERY** — Export your layouts from InDesign as PDF files, naming the files **MOME749_P3_FirstnameLastname_Resume.pdf** & **MOME749_P3_FirstnameLastname_BusinessCard.pdf** respectively.

◆ DIGITAL FINAL: Final Resume & Business Card Layouts (DUE CLASS 12) ◆

Complete **Part 5 (Refining)**, ensuring that you have saved your files as outlined before the final due date.

Submit the Final as Follows:

- Submit the properly-named PDF file of your completed Resume & the properly-named PDF file of your completed Business Card on Blackboard in the Project 03 Final Submission (Assignments > Project 03) before the beginning of Class 12 for final assessment.

Part 6 (Printing):

Having your resume and business cards handy for in-person professional encounters is the ultimate goal; print your documents professionally in preparation for future professional activities. *Double check your spelling and grammar on both document before you print them!*

1. **RESUME PRINTING** — Since resumes generally fit on a standard letter-sized sheet, you can print them at any local printer, such as FedEx, UPS, or Staples stores. Be sure to select quality paper for your prints. Printing about 10-20 copies is usually sufficient as your resume does get updated fairly frequently.
2. **BUSINESS CARD PRINTING** — Use the directions from your chosen supplier to prepare your file for printing and order the cards online; Professor Matt highly recommends Moo.com for quality and speed.

Generally one box of 50 cards is plenty for a junior in the Motion Design field, you can always print more if you are attending a conference or meet-up in your location.

◆ **PRINTED FINAL: Final Resumes & Business Card Layout (DUE CLASS 17)** ◆

Complete **Part 6 (Printing)**, following any suggestions and support from Professor Matt.

Submit the Final as Follows:

- *Share a printed copy of each document with Professor Matt during Class 17 for final assessment.*

ASSESSMENT ◆

Requirements & Specifications — 10%

- Files are correctly named, formatted (file type, page size, etc.), and submitted

Resume Layout — 40%

- Resume effectively share student's experience and skills; layout is concise, readable, and professional

Business Card Layout — 30%

- Business Card effectively communicates student's contact information; layout is professional

Printed Documents — 20%

- Printed documents are professional-grade and appropriate for representing student as junior in the field