

### CAREER COUNSELING

Career counselors work individually with students to help explore and assess career interests, work values, skills, and personality and how they fit into the world of work. Students work with counselors to explore majors and careers and set goals regarding career choices. Counselors are also available to review resumes and portfolios.

### EMPLOYMENT RESOURCES

Make an appointment for resume and cover letter writing, mock interviews, and general job search assistance. The following are the top three resources we recommend to find internship and job opportunities:

1) **[www.smc.edu/hiresmc](http://www.smc.edu/hiresmc)**

Hire SMC is a free searchable employer data base, like Indeed.com or LinkedIn, but it is just for employers seeking to work with Santa Monica College students. The following opportunities can be found on this website: Off-campus jobs, Internships & On-campus jobs

To access [www.smc.edu/hiresmc](http://www.smc.edu/hiresmc):

- Click on “Student” and register.
- Your User ID is your SMC email address. You must include your full SMC email address (including @student.smc.edu). You will need to create a password.

2) **[www.linkedin.com](http://www.linkedin.com)**

LinkedIn is a social networking website designed for professionals in all industries. By using it, you can begin networking and connecting with individuals in your field of interest. Recruiters use LinkedIn to hire college interns and employees.

You can also reach out for mentors and feedback on your work. Make sure if you have a LinkedIn page it is dialed in and includes a link to your portfolio.

3) **[www.indeed.com](http://www.indeed.com)**

The #1 job site worldwide! Excellent resource for current positions. Search for internships, occupational research, and companies.

### INTERNSHIPS

Internships are a great way to apply classroom knowledge to real world problems. In addition, participating in an internship expands your network, can lead to permanent employment, and is good to have on your resume.

For information on how to receive course credit for an internship visit [www.smc.edu/internship](http://www.smc.edu/internship)

Internship and Volunteer Fairs: Internship Fairs are held each year in September and May. Over 80 companies attend and offer internship opportunities to SMC students.

To apply for an internship you must have a resume and a portfolio.

### RESUMES

Resumes are not a summary of everything you have even done. Resumes are a summary of the experience you have relevant to the position you are applying for. It is critical to review the job description you are applying for. Notice the skills the job posting is looking for. Highlight on your resume the skills that you have that correspond to the ones the posting is requesting. Limit your resume to one page.

- 1) **Find your interest:** Find an interesting job description
- 2) **Do you have the skills?** Dissect the job description to see what skills they are looking for
- 3) **Prove it:** Tell a story about a class project in which you applied the skills they are looking for, using the appropriate industry terminology
- 4) **Show it:** Outline those experiences on your resume in a clean, clear and fluid way (and then show the work in your portfolio)

A full resume guide and some sample resumes are available at [www.smc.edu/resume](http://www.smc.edu/resume)

## PORTFOLIOS

It is important to think about your portfolio from the very beginning of your educational experience, so you are not scrambling for content at the last minute. Portfolios demand a great deal of time and energy to create. Knowing that potential employers will see your work may help you think about classroom assignments differently.

### 1) Content

At the beginning stages of your career employers would like to understand your thought process. We recommend for each project in your portfolio, you include a brief summary of the project/problem you were asked to solve, and the process you used to solve that problem. Include inspiration, material/color choices, consumer profile, problems/solutions, sketches, final work.

a) Senior portfolio example: <http://www.adambookbinder.com/ab>

b) Junior: <https://www.rachelbenderdesign.com/about>

### 2) Portfolio host sites

Some recommended Portfolio Host Sites include:

- Cargo: <https://2.cargocollective.com/>
- Square Space: <https://www.squarespace.com/>
- Adobe Portfolio: <https://www.myportfolio.com/>
- Wordpress: [www.wordpress.com](http://www.wordpress.com)

## GRAPHIC DESIGN PORTFOLIO MISTAKES TO AVOID:

### 1) Too much work.

It's far stronger to have five quality projects showing five design pieces within it, than 20 average projects with 10+ design pieces within them.

### 2) Not enough work.

Your work should tell a story. Avoid putting one poster here and two logos there. Show your work as projects.

### 3) Contact details are hard to find.

What's the best way to contact you — and can your potential new art director or boss find it?

### 4) It's not mobile responsive.

### 5) No captions, no context.

A picture may be worth a thousand words, but a picture coupled with some words is worth even more.

## PORTFOLIOS EVALUATION

### 1) Employers like to see

- A branding project.
- A breadth of design work
- Showcase of your interests
- Any fine art skills: painting, ceramics etc.
- Self-driven design work
- Innovation

### 2) Evaluation criteria:

- Did you do good research
- Was it inspiring
- How did you apply your research and inspiration
- Was your product/solution creative.

### 3) Employers will look at

- Your skill and your potential
- Your ability to summarize your creative processes from inspiration to sketching to execution.  
The journey from inspiration to product informs the marketing strategy

- c. Research skills
  - i. Google is not enough
  - ii. What are subcultures up to, can it be commercialized?
  - iii. Mood boards
  - iv. Tumblr
  - v. History of design classes good to have
  - vi. Can you use social disparate trends to forecast future trends?
- d. Point of view - diversity of thought
- e. Critical thinking

## **SOCIAL MEDIA**

Recruiters scour social media for talent, so a professional presence on Instagram, Facebook, Twitter, Snapchat, and YouTube is recommended to promote yourself and your work.

## **ADDITIONAL WAYS TO BUILD EXPERIENCE**

Designers are also independent businesses. You can reach out to your network and start freelancing to create designs for friends' and family's, personal and business events to build your portfolio and resume.

You can also build experience and build your network through some of the following activities:

- 1) Volunteering** - VolunteerMatch is a great place to find and sign up for Volunteer Opportunities.
- 2) Clubs** - Get involved in club activities and take an active role in the club activities. See the clubs available at Santa Monica College or learn how to start your own club at <http://www.smc.edu/icc>
- 3) Professional Associations** - Join a Professional Association. Industries have Professional Associations where people can attend workshops and network. Most associations offer student memberships at low or no cost.
- 4) Class Projects** - Class projects count! Make sure you take an active role and are proud of your work so you can include your projects in a portfolio of your work.
- 5) Website / Social Media** - Use your online portfolio as a business website by including a contact me section. Make sure your personal social media is cleaned up or set to private.
- 6) Creative Market** ( <https://creativemarket.com> ) – Start selling your work now!