

# project::career research

## Career Research Paper

### Assignment ::

Your assignment is to write a three-to-five-page paper researching the graphic arts career of your choice. The goal of this project is to give you information about a potential career at the end of your education. You are to explore the everyday reality of this career, including entry-level possibilities as well as growth potential. You are required to use the Chemeketa Writing Center at least once for this paper.

### Objectives ::

As you work your way through this project, concentrate your efforts on the following areas:

- **Research**—It's there in the project name, but be sure to follow through with locating, reviewing, and analyzing your sources, working to stitch together a cohesive narrative.
- **Time Management**—As with many of the assignments in this class, work early to make a plan for the next several weeks, self-assigning project milestones and setting specific goals. It's OK if you don't meet all of them, though how you correct for those missed goals is important.
- **Chemeketa Writing Center**—Learn to access and work with the Chemeketa Writing Center, learning what resources are available through them and the details about how to navigate their processes.
- **Stretching Your Comfort Zone**—Interviewing. Writing. Citing sources. Research. All of this might be either uncomfortable or outside of what you feel you know. Work to push through the challenges, tackling small aspects of this project one at a time while working to meet the larger goals of the project.

### Writing Style ::

Your paper should be written in the first person (*"I am interested in this career because..."*). You should include information about why this career is of particular interest to you and how your work at Chemeketa is important to your career path. This should be an exploration of a career that is of specific, not general interest. Include personal background information (*"My next door neighbor is an independent graphic designer and I have always been fascinated by her work for local theater groups."*). Why? Be specific (*"I grew up playing Magic and spent countless hours inventing my own characters..."*).

If you are generally interested in graphic design, include things that you would like to design or clients you would like to work for and why (*"I care about the environmental and want to use my photography and design skills to work for not-for-profit organizations stressing the importance of saving water resources."*). Weave your own point of view into the paper as well as that of your interviewee and other sources. Draw a conclusion about whether or not your path needs to be redirected after conducting your research and writing your paper. Include this towards the end of your paper. What else will you need to do to be successful? If this research leads you another direction include information about that as well.

Please be aware your paper will be run through *TurnItIn* to check for originality. Canvas allows you to see your results—if the results are too similar to previously-published works you'll have an opportunity to re-work your paper and submit it again. It's a good idea to submit a draft to Canvas and then check your results and make sure that you aren't straying into copying the writing of others. Often, I find students are unaware of what is acceptable in terms of paraphrasing the thoughts of others and using citations.

**Required Sources ::**

You will need to use a minimum of five sources, which must include one each of the following:

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**1****Information Interview**

You must personally interview someone who works in your chosen field. Include their name, position, place of employment, business address and the date of your interview in your source notation. You may either quote this person directly or indirectly, but somehow include information from this interview in the final paper. This interview may be conducted via email, if necessary, but must be personal and current. You may not recycle old interviews or use a generic interview that you find on the web. The designer must respond directly to your own questions. Include your interview exchange in your submitted document after your works cited page.

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**2****Online**

Search the library or online databases for current information about this career and include the material in the paper. Site internet sources using the complete URL as well as the name and author of the information on the website. YouTube can be a great source of interviews with professional of all kinds. Secondary websites may be used in addition to the other sources. Cite internet sources using MLA style for online publications.

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**3****Trade Publication or Book**

Consult any *printed* source for additional information about this career. Reference materials are available in the library. Some magazines are available in VC Commons.

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**4****Course Textbook**

Our class textbook—*Becoming a Graphic and Digital Designer*—must be cited at least once in your paper.

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**5****Job Statistics**

Source to include current (2017 or more recent) job statistics. It can be a book or online source. What is most helpful to you is that it be as current as possible. I recommend looking at AIGA for current job data, and the State of Oregon might also have relevant data.

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Additional sources may be used beyond the minimum. Cite all sources, using in-text citations (or footnotes if you know how and prefer to use this method) and include a works cited page at the end.

**Specifications ::**

- Your paper must be between 3–5 pages in length.
- Point size of text should be typical for long-form reading: 10-to-11 points, double-spaced. The 1<sup>st</sup> page should be a title page with a catchy title, your name, and term date (fall 2024).
- Do not use more than two typefaces, and body copy should always be in a legible typeface—never a decorative typeface.
- Simple graphics and photographs may be used, though only to add information or context to your paper—not just to fill space. Images should include captions and image credits.
- You can use which ever word processor you like to write your paper. However, you must submit it as a **Microsoft Word .docx** file, which can be created in Microsoft Word (native format), Google Docs (File > Download > Microsoft Word .docx), or Apple Pages (File > Export > Word...).
- Include a transcript of your interview or interview notes after the works cited page. If you recorded the interview, you can send that recording directly to me via email.

**Sample Interview Questions ::**

Here are a few sample questions/prompts to include as part of your interview:

- What training and education did you have that lead you to this career?
- What other “paying your dues” positions did you hold?
- How would you suggest that someone break into this field?
- What is a typical entry level salary? Are there any benefits?
- What graphic arts skills are essential to being successful in this field?
- What other skills or qualifications would help you get started?
- What do you do all day; everyday?
- What do you enjoy most about your work?
- What produces the most stress?
- Where do you see yourself going from here?
- Do you work independently or as part of a team?
- How do you get clients?

**Chemeketa Writing Center ::**

You must visit the **Chemeketa Writing Center** for support at least once. This can be done using their online option or by visiting them in the library. More information will be provided in class and elsewhere in this document. Have a Writing Center volunteer sign your draft, or work to obtain some other proof that you did in fact use the Center. Often this takes the form of an email to me from the person you met with at the Writing Center.

**Resources ::**

Take proofing and revising seriously. Have someone else read it. Read it aloud. Schedule at least one help session with a tutor at the Writing Center.

- **Chemeketa Writing Center**  
<https://www.chemeketa.edu/students/student-services/academic-support/writing-center/>
- **Chemeketa Online Writing Center**  
<https://online.chemeketa.edu/student-services/online-writing-center/>
- **Citation reference**  
<https://writing.wisc.edu/handbook/>
- Please use a **citation creation app** (like [Easybib](#)) to help you format your citations. There are many apps out there. Don't go it alone!

**Small-Group Presentations ::**

You will present your research to the class in a group with others on the project due date. This is not a formal presentation, but rather a conversation. Each student in the group will briefly mention their topic and discuss their findings. You will discuss the information derived from your interviews and how it is supported by your research. Some of this information will be shared with the class as a whole.

**Requirements ::**

Submit your completed research paper, including title page, paper content, citations, and transcript of the information interview, to the Canvas assignment for this project as a Microsoft Word .docx document. Be ready to discuss your paper and research findings in small groups on the project due date.

This project is due at the beginning of class on **Tuesday, November 26th, 2024** (Week 09) and is worth 100 points.

**Assessment Rubric ::**

Your project will be graded using the following rubric:

| ASSESSED OBJECTIVE   | 4   | 3   | 2   | 1  |
|--|---|---|---|--|
| <b>Sources &amp; Documentation</b><br><i>16 points</i>             | 1. Informational interview<br>2. Online<br>3. Trade publication or book<br>4. Course textbook<br>5. Job statistics    | 4 sources including interview   | 3 sources including interview   | 2 sources. Max points without interview  |
| <b>Interview</b><br><i>8 points</i>                                | Ask all appropriate questions. Follow up with good questions. Feels like complete information. Thorough investigation | Some appropriate questions. Little follow up. Less than thorough investigation but adequate         | Some appropriate questions. Little follow up. Feels incomplete, leaves many gaps  | Few appropriate questions. No follow up. Feels incomplete and hasty                                |
| <b>Writing Structure &amp; Content Quality</b><br><i>16 points</i> | Introduction, body, conclusion. Good flow of information. Weave sources into flow of text                             | Some structure but conclusion missing; choppy flow of information, some integration of sources      | Little structure, choppy, little attempt to integrate source material             | Little or no structure<br>Sources separate from flow of text                                       |
| <b>Writing Conventions</b><br><i>8 points</i>                      | No spelling or grammatical errors. Good sentence and paragraph structure  | Few errors and adequate structure   | Many errors or lack of paragraph or sentence structure                            | Many errors and lack of sentence and paragraph structure   |
| <b>Purpose &amp; Personal Connection</b><br><i>8 points</i>        | Correct use of first-person narrative and personal connection to investigation and conclusion                         | Inconsistent use of first-person narrative or no personal connection to investigation or conclusion | Inconsistent narrative with no personal connection to investigation or conclusion | Incorrect use of first-person narrative with no personal connection to investigation or conclusion |
| <b>Conclusion</b><br><i>12 points</i>                              | Thorough conclusion including what you need to do next  | Thorough conclusion but does not include what you need to do next                                   | Inadequate conclusion   | No Conclusion  |
| <b>Required Content</b><br><i>12 points</i>                        | Three typed pages, minimum not including cover and source page  | Almost three typed pages, not including cover and source page                                       | Fewer than three typed pages, not including cover and source page                 | Inadequate content   |
| <b>Research &amp; Writing</b><br><i>8 points</i>                   | Correct source notation   | Inadequate source notation  | Incorrect or inadequate source notation   | Incorrect and inadequate source notation   |
| <b>Writing Center Sign-off?</b><br><i>12 points</i>                | Yes   |   | No / 0 points   |  |