

exercise::02

Writing Exercise—Job Research & Application Packet

Introduction to Writing Exercises ::

To help introduce you to the world of business writing, there are a number of individual writing exercises and projects throughout the term. Concise, professional composition, good detail, straightforward wording, and clean, simple design are the focus of these exercises. Use your business voice (formal or semi-formal) in composing these exercises.

All writing exercises should be typeset, professionally formatted, and printed on your personal “business” letterhead. You should use an easy-to-read typeface (10 or 11 point) with comfortable leading and thoughtful use of space. Run a spell check—you will lose points for spelling, punctuation, or grammatical errors. Spelling and grammatical errors have a way of undermining a reader's confidence in your work. (Trust me, I have been bitten by this before—the results were not good).

Have someone who likes to criticize you proof your work (note that friends and significant others generally say “It looks great!” no matter what). Have one of your classmates or group members proof your work, or get help from the Chemeketa Writing Center.

Job Research & Application Packet Exercise ::

Either using an online employment opportunity aggregator or by going directly to an employer's website (my preferred method), select **four** job postings that are real potential jobs for you after graduation. Select positions that you are not only qualified for, but are also located in an area you would be willing to work.

For just **one** of those positions, write a **letter of application** (aka: a cover letter) for that position and prepare a **résumé** to submit along with it.

Letter of Application:

Your cover letter *must directly address* the desired qualifications as listed in the job posting and the *unique characteristics and interests* of the employer. The key tasks of every cover letter are to:

- introduce yourself to the organization,
- demonstrate to them why you are the perfect candidate for the position, and
- state a method of following-up.

All position postings present a list of desired skills—*say* and *demonstrate* in your letter how your skills and experiences directly match those desired in a candidate. By tailoring each letter to a specific job and demonstrating some knowledge of the company and industry they compete in, you will significantly increase your odds of being selected for an interview.

It is also important to support your claims with *evidence*. Don't just say you are “great” at something or are an *expert* in a specific software—support that claim with real examples and experiences. For example, if you mention that you have illustration experience, support it by writing about a specific project experience. Describe the problem you were given, your process for solving it, and the results. Be sure to include that piece in the portfolio presented to the client (either online or in-person if you get an interview).

Résumé:

For your résumé, either update your existing one or begin composing a new one with current information, and apply your personal branding to it. This component will **NOT** be graded against a rubric but instead on level of effort (it is worth 10 of the exercise's 50 points). The cover letter will, however, be graded using the attached rubric. We will work throughout the rest of the term to revise and refine your résumé—for this exercise simply make your best first effort at updating this important application component.

Exercise Notes ::

- Be sure to pick jobs in a location that you would actually consider moving to.
- Pay attention to the job requirements, but don't shy away from applying just because it might appear you don't meet the requirements. If you are at least in the ballpark (say you have three years of experience instead of five, or you are missing one or two technical skills), you should just go for it. Don't sell yourself short.
- One design note, especially for Graphic Design students: Be sure to *design* your résumé and letter of application. Yes, some employers want plain text/plainly-formatted materials submitted, but you are a *designer*, and your application package should reflect your *design sensibilities*. Don't overdo it, but be sure to use good typography and layout practices, with an emphasis on readability, clarity, and hierarchy, with a touch of personality added in for good measure.
- For both your cover letter and especially your résumé, turn off hyphenation!
- Your cover letter should not exceed one page—brevity and conciseness are key.
- In addition to including your name and title typeset underneath, make sure you sign your letter. Since it is likely that you will submit these digitally, this is a great opportunity for you to make a scan/photo of your signature to digitize it. This is also a great chance to test out your branded professional letterhead.

Requirements ::

By the beginning of class on **Tuesday, April 22nd, 2025** (Week 04), turn in a PDF containing both your letter of application and your résumé to Canvas. In addition, submit a second PDF of the job openings you found, indicating which position you ultimately decided to target in your letter.

In addition to the submitted PDFs, also turn in one high-quality color print of both your letter of application and your résumé.

This exercise is worth 50 points, and revised versions of the letter and résumé are worth an additional 20 points. (70 points total).

grade::writing exercises

The following rubric will be used to grade all writing exercises.

Performance Area	8	6	4	2	0
Structure	Written work has clear and appropriate beginning, development and conclusion. Paragraphs and transitions are also clear and appropriate.	Written work has adequate beginning, development and conclusion. Paragraphs and transitions are also adequate.	Written work has weak beginning, development and conclusion. Paragraphs and transitions are also deficient.	Organizational structure and paragraphing have serious and persistent errors.	No organizational structure evident.
Content	Written work provides in-depth and appropriate coverage of the subject. Assertions are supported by evidence.	Written work provides sufficient and appropriate coverage of the subject. Assertions are supported by evidence.	Written work does not provide adequate and/or appropriate coverage of the subject. Assertions are weakly supported by evidence.	Written work does not provide much coverage of topic and/or is not appropriate for the assignment. Assertions are not supported by evidence.	Content does not follow guidelines for this assignment.
Mechanics	Written work has no major errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work has one or two major errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work has several errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work has serious and persistent errors in word selection and use, sentence structure, spelling, punctuation, and capitalization.	Written work is very difficult to understand because of a large number of mechanical errors.
Flow and Tone	Written work is pleasing to read. Sentence structure is interesting and varied. Tone is exactly right. Writing inspires an exceptional level of confidence.	Written work is easy to read. Sentence structure is adequate. Tone is appropriate. Writing inspires confidence.	Written work is choppy. Sentence structure is weak. Tone is inappropriate. Writing does not inspire confidence.	Written work is difficult to read. Sentences are not properly structured. Tone is quite inappropriate. Writing inspires skepticism in the authors abilities.	Written work is nearly unreadable. Sentences are confused and unstructured. Tone is wildly inconsistent. Writing inspires anxiety about the author's abilities.
Formatting	Written work follows all appropriate formatting guidelines.	Written work follows most formatting guidelines.	Written work follows few formatting guidelines.	Written work does not follow formatting guidelines for this assignment, but is internally consistent.	Written work does not follow formatting guidelines for this assignment and is not internally consistent.