

ASSIGNMENT SHEET

DESN 250 – Portfolio Review

SUGGESTIONS AND TIPS ON WRITING A COVER LETTER

STRUCTURE

- Keep the letter to one page – be succinct
- Follow correct business formatting of letter – see examples online
- Use three paragraphs in the main body of letter
- Use a business acceptable type style that is both legible and complements your letterhead design

CONTENT

- Each job application will require a modified cover letter – do not send a generic form letter
- **First paragraph** should be an introduction – who are you and why you are writing this letter (be specific)
- **Second paragraph** should tell your story – why you should be considered for this specific position and why. Do not simply rehash what is on your resume, complement it.
 - How does your skills address what the job posting lists?
 - Sell yourself!
 - What can you bring to the company and what you can do for them?
 - What makes you stand out from everyone else?
 - This area can be two paragraphs if necessary
- **Third paragraph** should wrap it up – what you expect from them and what they can expect from you (call to action)
 - Politely request an interview
 - Mention what other resources may be available (website, references, portfolio, etc.)
 - Remember to thank them for their consideration and that you look forward to hearing from them
 - Be persuasive
- Be courteous and polite
- Refer to your resume and encourage them to read it.
- Always address the letter to a specific person if at all possible (research!). If you can't discover the person's name, try to be specific to a job title.
- Human Resources people are paid to say no. If possible, send letter and resume to a creative director or senior art director.

PROFESSIONAL APPEARANCE

- Print on good quality paper (bond or linen), white or very light color
- Spell check it repeatedly and proofread it repeatedly for grammatical errors. Have someone else you trust to do this too.
- Double check address and person's name and title for accuracy
- Personally sign the letter with an ink pen (black or blue ink)
- Be sure the letter fits the page well