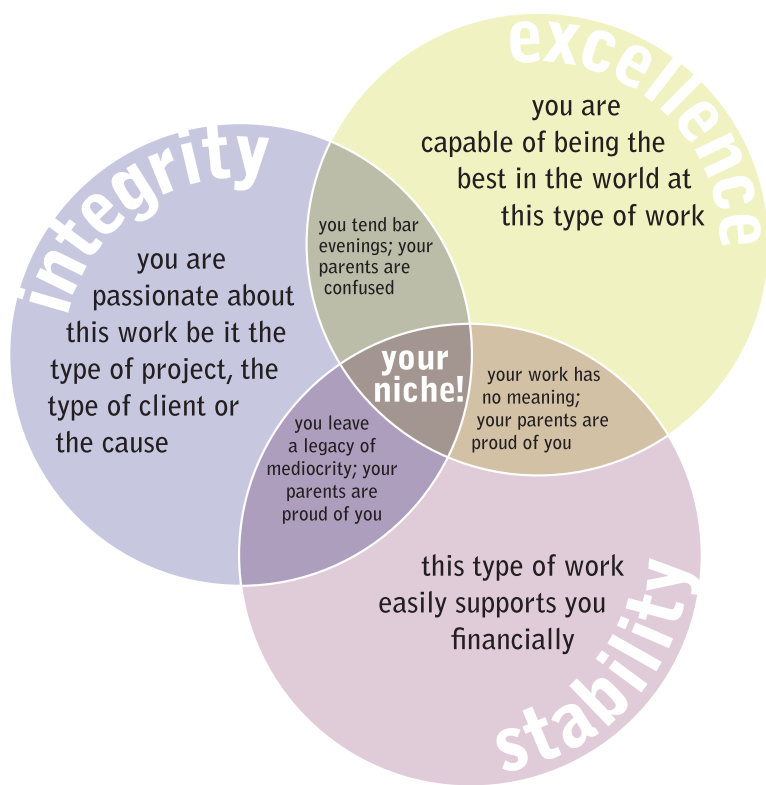


**HOW TO:  
FIND A  
GRAPHIC  
DESIGN  
JOB**

## find your niche

### niche

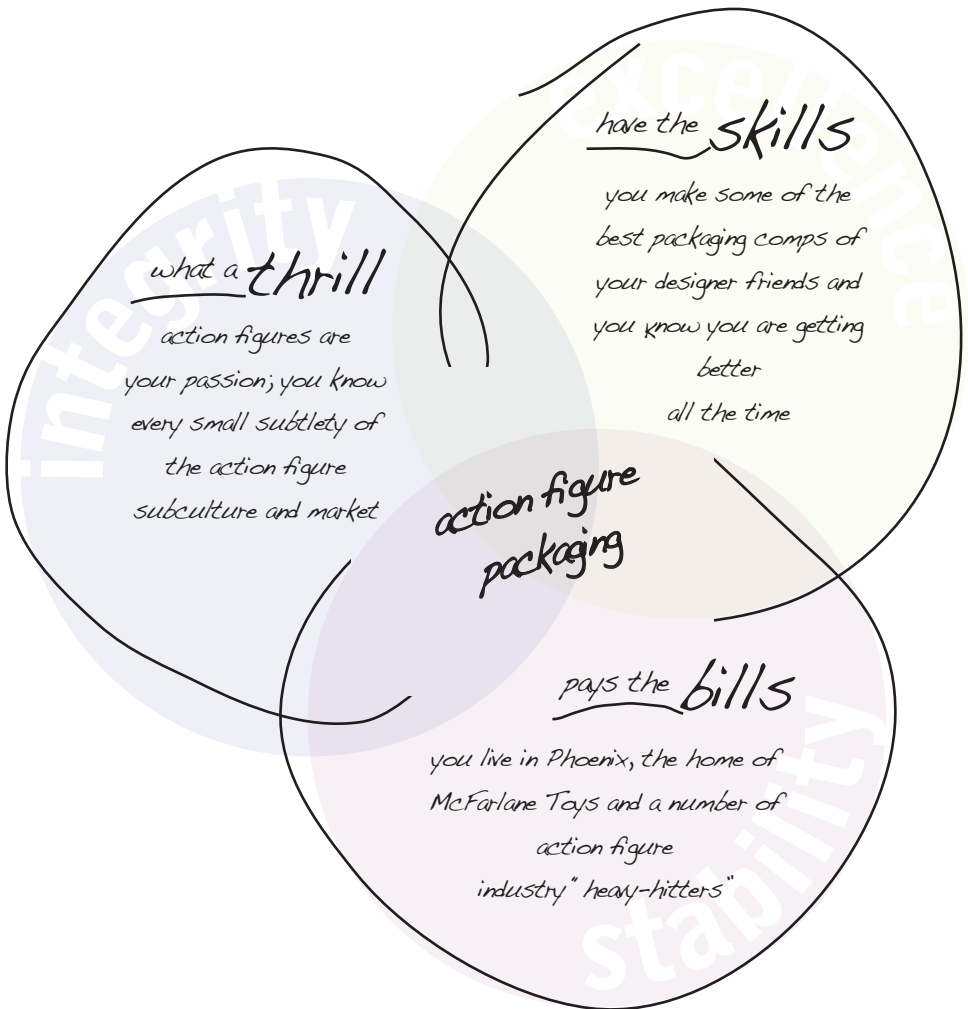
Finding work that will pay the bills requires a bit of critical thinking about your skills, a look around to see what in your area will pay the bills and what kinds of work gives you a thrill.



### niche example

For the sake of example, below is an example of how one might discover their professional niche.

See how simple and easy it is to determine what to do with your life?



find your niche: integrity (thrills)

things I love to do

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

causes I care about

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

find your niche: financial stability (bills)

places I'd like to live

major industries (research this)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

# find your niche: excellence (skills)

things I'm good at in general

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

types of design I'm good at

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

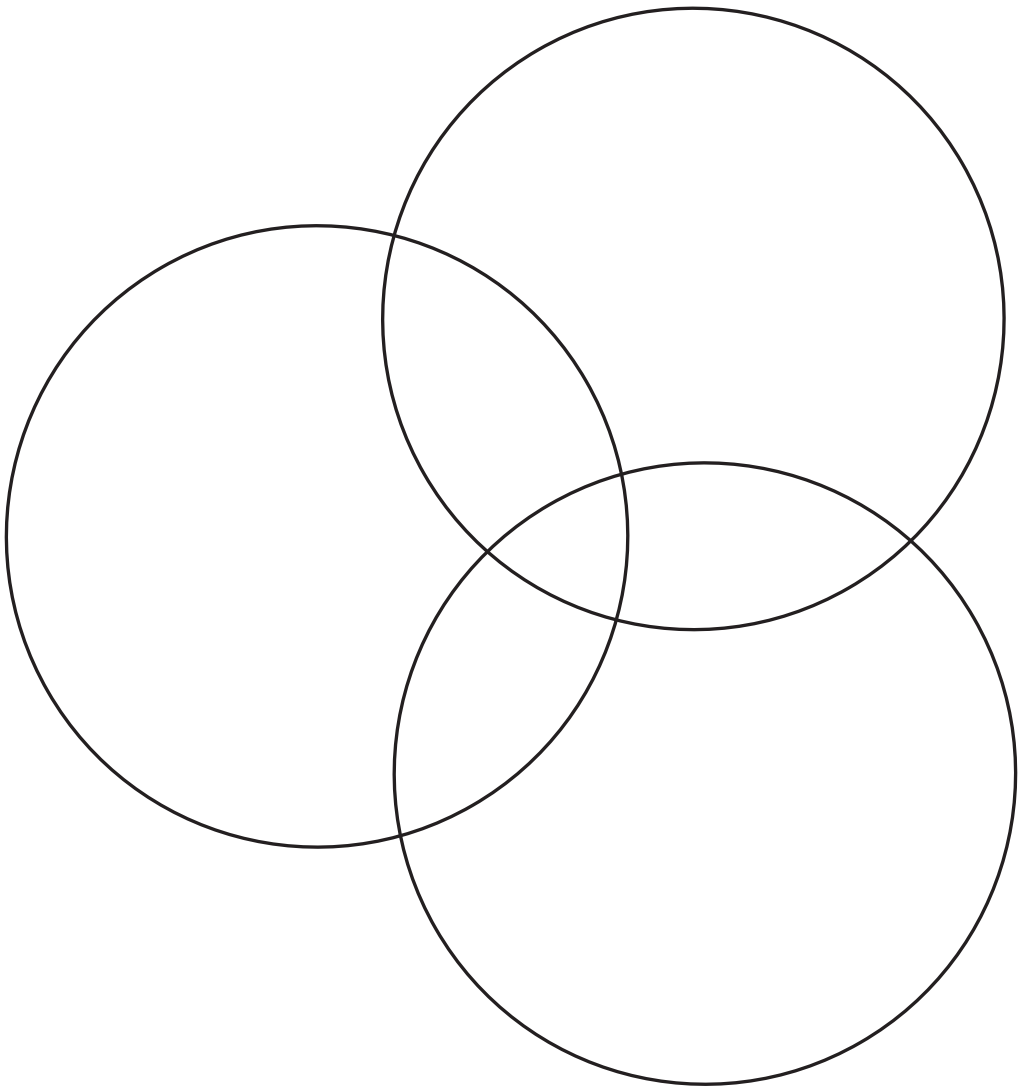
.....

.....

.....

.....

find your niche: thrills + skills + bills



# resume & portfolio

## resume

### what is it?

A resume is a one page introduction to yourself.

### what goes in?

A resume should list your contact information, relevant education, work experience, program knowledge and special skill sets. You may also list references.

## portfolio

### what is it?

A portfolio is a sampling of your design work that gives a potential employer or client a chance to see what you are capable of doing. You should have a physical portfolio (a book), an online portfolio and a low resolution pdf version of your book that can be emailed.

### what goes in?

Put your very best work that you are most proud of in your portfolio. These can be designs your teachers hated or alternates that were shot down by a client. Don't be afraid to go back and alter projects to make them better.

### how much stuff?

Your portfolio should contain 5 -10 of your best packages. A package is a piece you love extended out into different matching pieces. For example, you created an energy drink can design. Make sure you show how this design would look on the side of their delivery truck and mock up a web site page. You could also extend the brand out to create different flavors of the drink. Take your best pieces and build off of them.



## job postings

Most jobs are filled by word of mouth. However, you can still find online classifieds. Give it a try with these fine industry listings below.

### creative listings

- Creative Hotlist  
<http://www.creativehotlist.com/>
- Coroflot  
<http://tinyurl.com/CoroflotJobs>
- HowDesign Job Bank  
<http://tinyurl.com/HowDesignJobs>
- Krop  
<http://www.krop.com/>

### general job boards

- Indeed  
<http://www.indeed.com/>
- Craigslist.org: NorCal  
<http://www.craigslist.org/med/>
- Monster Jobs  
<http://tinyurl.com/MonsterDesignJobs>

### associations & clubs

- AIGA Job Listings  
<http://www.aigadesignjobs.org/>
- Art Directors Club  
<http://tinyurl.com/ADCJobs>
- Artist Resource  
<http://tinyurl.com/ARJobs>
- Bookbuilders West  
<http://tinyurl.com/BBWJobs>
- Printing Industries of Northern California (PINC)  
<http://tinyurl.com/PINCJobs>

### temp agencies

- The Creative Group  
<http://www.creativegroup.com/>
- Artisan Creative  
<http://tinyurl.com/ACJobs>
- Aquent  
<http://tinyurl.com/AQJobs>
- GraphXStaff  
<http://graphxstaff.com/>

## trade associations & clubs

Join 'em, volunteer and get involved!  
You aren't going to meet designers  
looking to hire by staring at your computer screen. Go out!

### graphic design

- American Institute of Graphic Arts:  
San Francisco  
<http://www.aigasf.org/>
- Graphic Artists Guild: Northern  
California Chapter  
<http://norcal.gag.org/>
- Art Directors Club  
<http://www.adcglobal.org/>
- Sacramento Art Directors  
& Artists Club  
<http://adac.org/>

### graphic design: niche

- The Society of  
Typographic Aficionados  
<http://www.typesociety.org/>
- Type Directors Club  
<http://tdc.org/>
- University and College  
Designers Association  
<http://www.ucda.com/>
- College Art Association  
<http://www.collegeart.org/>

### graphic arts (print design)

- Graphic Arts Information Network  
<http://www.gain.net/>
- Icograda  
<http://www.icograda.org/web/>
- Printing Industries of Northern  
California (PINC)  
<http://www.pinc.org/>

### fine arts & illustration

- Society of Illustrators  
<http://societyillustrators.org>
- Society of Illustrators  
San Diego  
<http://tinyurl.com/SOISD>
- Society of Childrens Book  
Writers & Illustrators  
[www.scbwi.org](http://www.scbwi.org)
- Fractured Atlas  
<http://www.fracturedatlas.org/>
- UnderGround Society  
for Designers  
<http://www.ugsd.org/>

# networking & pro bono

## networking

Networking is any activity that gets you out into the community. Show up at fund raisers for projects you believe in, do a pro bono job, take a tour of the local apple orchard with a Chamber of Commerce group, or run for city council. Get out there, see and be seen. Network it, baby, network it!

## pro bono

“pro bono publico” is a Latin phrase meaning “for the public good.” Pro bono work is professional work undertaken voluntarily and without payment, as a public service. It does not mean working for free. It means donating your particular knowledge of cultural associations and design to help organizations or causes that otherwise would not have access to a professional of your caliber. Pro bono work is one way of helping your community. It is also a great way to find clients. The folks who sit on the boards of community non-profit organizations are usually local business owners who actually hire designers. These people usually sit on more than one board and are very active in their community meaning that your reputation will spread far and wide. When you take on a pro-bono job, be sure to use contracts, set limits on revisions and meet all deadlines.

## community organizations

- Sac Chamber of Commerce  
<http://www.metrochamber.org>
- Small Business Association of Sac  
<http://tinyurl.com/SBASac>

## general service organizations

- Big Brothers Big Sisters of Sac  
<http://tinyurl.com/BBBSac>
- Lions Clubs  
<http://www.lionsclubs.org>
- Rotary International  
<http://www.rotary.org>

## issue driven organizations

- American Cancer Society  
<http://www.cancer.org/>
- American Red Cross  
<http://www.sacsierraredcross.org/>
- California Rangeland Trust  
<http://www.rangelandtrust.org/>
- Latin Business Association  
<http://www.lbausa.com/>
- Women’s Business Enterprise National Council  
<http://www.wbenc.org/>

notes

# HOW TO: FIND A GRAPHIC DESIGN JOB